

**Universidade do Minho**  
Escola de Economia e Gestão

Ana Daniela Ferreira Antunes de Sousa

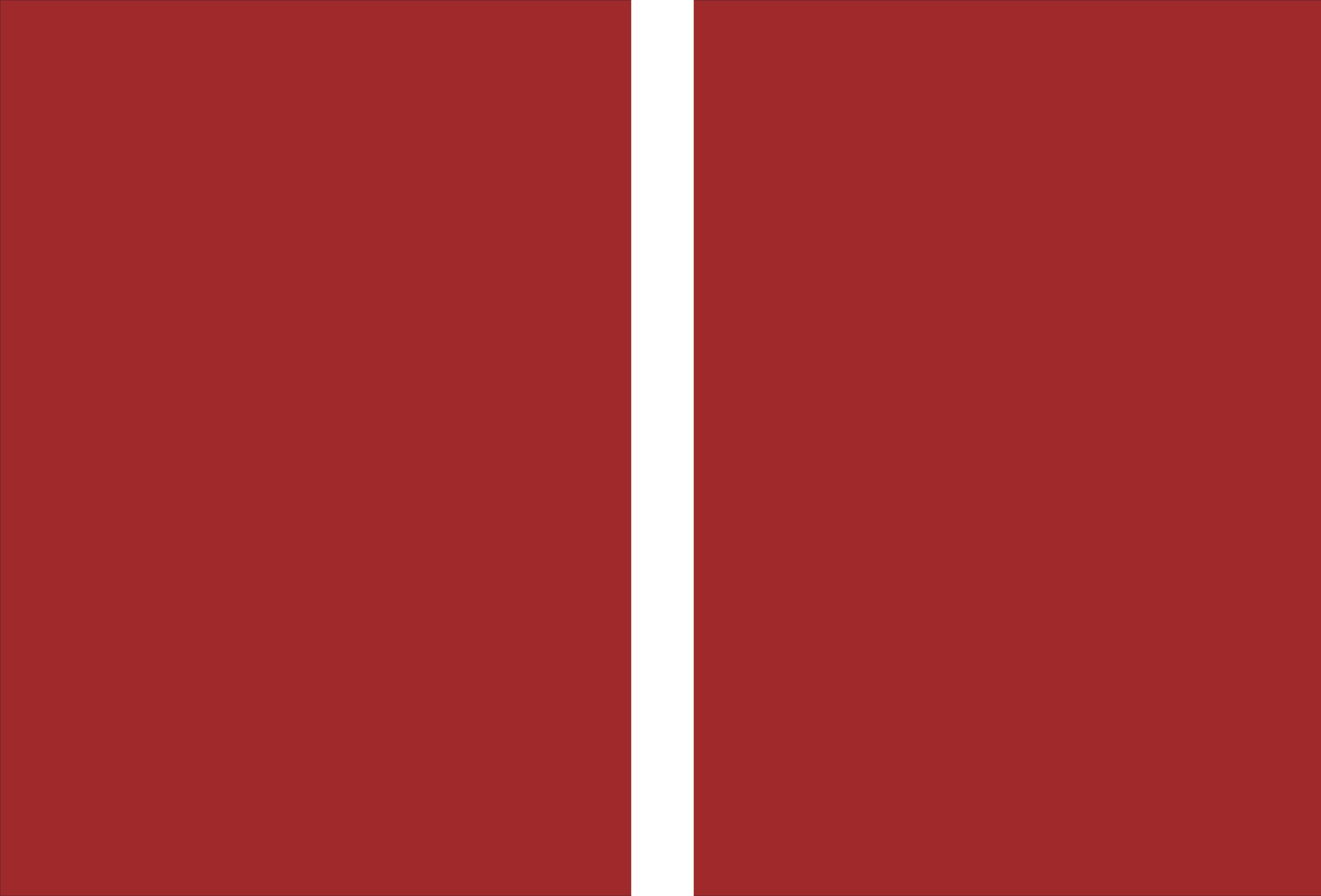
**Country Image: Pride or Prejudice?  
The influence of country image on  
consumer's purchase, visit and investment  
intentions**

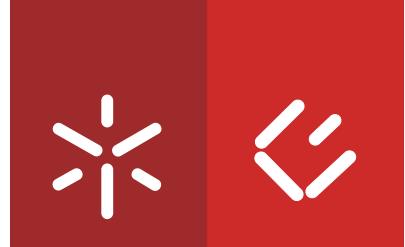
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Ana Daniela Ferreira Antunes de Sousa

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**Country Image: Pride or Prejudice?  
The influence of country image on  
consumer's purchase, visit and investment  
intentions**

Doctoral Thesis in Marketing and Strategy

Conducted under the supervision of:  
**Professor Helena Nobre**  
**Professor Minoo Farhangmehr**

## DECLARAÇÃO

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## **STATEMENT OF INTEGRITY**

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I hereby declare having conducted this academic work with integrity. I confirm that I have not used plagiarism or any form of undue use of information or falsification of results along the process leading to its elaboration.

I further declare that I have fully acknowledged the Code of Ethical Conduct of the University of Minho.

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## TÍTULO E RESUMO

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### A Imagem do País: Orgulho ou Preconceito? A influência da imagem do país nas intenções de compra, visita e investimento do consumidor

A presente tese tem como objetivo compreender a relação entre a Imagem do País (CI) e a sua influência na alavancagem dos produtos nacionais, viajar e investir por consumidores domésticos e estrangeiros, considerando o efeito moderador de diversas variáveis, no mercado global. O estudo foi realizado no mercado português e focado na Imagem de Portugal. A investigação abrangeu duas fases: a primeira fase consistiu num estudo exploratório com o objetivo de identificar as associações que os consumidores fazem entre países e produtos e vice-versa, explorar o efeito do etnocentrismo na preferência do consumidor por produtos domésticos versus produtos estrangeiros e o efeito da familiaridade com o país de origem no reconhecimento de produtos/marcas internacionais. Foi distribuído um questionário a uma amostra de estudantes dos EUA e de Portugal. Esta fase exploratória também contemplou entrevistas em profundidade com os principais responsáveis pela gestão da CI. Os resultados ajudaram a identificar o estado atual da CI, bem como as categorias de produtos mais representativas avaliadas na segunda fase. A segunda fase incluiu dois estudos. O Estudo Um teve como objetivo compreender a influência da personalidade do País e o efeito moderador do envolvimento com o produto nas intenções de compra, visita e investimento dos consumidores domésticos e estrangeiros. As percepções de 337 consumidores europeus e 448 consumidores domésticos foram recolhidas através de um questionário. Os resultados sugerem que a personalidade do País pode ser explicada por uma estrutura de cinco dimensões que influencia as intenções comportamentais dos consumidores, tanto positiva como negativamente. Esta influência diminui quando o consumidor está mais envolvido com o produto selecionado. O Estudo Dois teve como objetivo compreender a influência das dimensões da CI nas intenções dos consumidores de comprar produtos portugueses, visitar e investir em Portugal, considerando os seguintes efeitos moderadores: familiaridade, envolvimento, etnocentrismo, cosmopolitismo e materialismo. As percepções de 329 consumidores europeus e 436 consumidores domésticos foram recolhidas através de um questionário. Os resultados sugerem que as dimensões cognitiva e afetiva da CI influenciam as intenções comportamentais dos consumidores domésticos e europeus em relação a Portugal. Esta tese contribui para a teoria compreendendo a relação entre as cognições, o afeto e a personalidade do País, e as intenções comportamentais dos consumidores, considerando os diferentes efeitos moderadores. O trabalho apresenta ainda contributos para a gestão e identifica oportunidades para investigações futuras.

**Palavras-Chave:** Efeitos Moderadores; Imagem do País; Marca País; Mercado Doméstico; Personalidade do País.

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## TITLE AND ABSTRACT

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### **Country Image: Pride or Prejudice? The influence of country image on consumer's purchase, visit and investment intentions.**

The present thesis aims to understand the relationship between Country Image (CI) and its influence on leveraging domestic products, travelling and investing by domestic and foreign consumers, considering the moderating effect of several variables, in the global market. The study was conducted in the Portuguese market and focused on the Portugal CI. The investigation encompassed two phases: Phase One consisted of an exploratory study aimed at identifying the associations consumers make between countries and products and vice-versa and exploring the effect of ethnocentrism in consumer preference of domestic versus foreign products and Country-of-Origin (COO) familiarity in international products/brands recognition. To accomplish this purpose, a questionnaire was distributed, and data was collected cross-nationally, through a sample of graduate students in the USA and Portugal. This exploratory phase also contemplated in-depth interviews with the main responsible for the management of Portugal CI. The results of the interviews helped to identify the current state of Portuguese CI as well as the most representative product categories assessed in Phase Two. Phase Two included two studies. Study One aimed to understand the influence of country personality dimensions and the moderating effect of product involvement on domestic and foreign consumers' purchase, visit and investment intentions. The perceptions of 337 European and 448 domestic consumers were collected through a questionnaire. Findings indicate that country personality can be explained by a five-dimensions structure that influences consumer's behavioural intentions, both positively and negatively. This influence decreases when the consumer is more involved with the selected product. Study Two aimed to understand the influence of CI dimensions on consumers' intention to purchase Portuguese products, visit and invest in Portugal, considering the following moderating effects: familiarity, involvement, ethnocentrism, cosmopolitanism and materialism. The perceptions of 329 European and 436 domestic consumers were collected through a questionnaire. Findings suggested that the cognitive and the affective dimensions of CI influence domestic and European consumer's behavioural intentions towards Portugal. Overall, this thesis contributes to the literature by understanding the relationship between country cognitions, country affect and country personality and consumers' purchase, visit and investment intentions, considering the effects of familiarity, involvement, ethnocentrism, cosmopolitanism and materialism. Finally, this work presents implications for practice and identifies opportunities for future research.

**Keywords:** Country Image; Country Personality; Domestic Market; Moderating Effects; Nation Brand.

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## ACADEMIC AND CONFERENCE PAPERS

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### Publications

Sousa, A., Nobre, H., Farhangmehr, M. (2018). An Empirical Study about the Influence of Country Personality and Product Involvement on Consumer's Purchase and Visit Intentions. *Journal of Asian Finance, Economics and Business*, Vol. 5, No 3, pp. 65-72.

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Sousa, A., Nobre, H. and Farhangmehr, M. (2018). The influence of consumer cosmopolitanism and ethnocentrism tendencies on the purchase and visit intentions towards a foreign country. *International Journal of Digital Culture and Electronic Tourism*, Vol. 2, No. 3, pp.175–184.

DOI: 10.1504/IJDCET.2017.10008975.

Sousa, A., Nobre, H., & Farhangmehr, M. (2018). Exploring the effects of ethnocentrism and country familiarity in consumer preference and brand recognition. *International Journal of Business and Globalisation*, Vol 20, No 2, pp. 139-151. DOI: 10.1504/IJBG.2018.10002424. Indexed Scopus.

### Papers in conference proceedings

Sousa, A., Nobre, H., & Farhangmehr, M. (2019). Cosmopolitanism and the Mediating Effect of Country Image on Consumers' Purchase, Visit and Investment Intentions. International Conference on Business and Economics (ICBE2019) and 16th International Conference of KODISA will be held in Yeosu City, South Korea, July 8-10, [THEME: Social Science, Technology and Humanities for Sustainability of Business, Economics and the Environment].

Sousa, A., Nobre, H., & Farhangmehr, M. (2018). An Empirical Study about the influence of Country Personality and Product Involvement on Consumer's Purchase and Visit Intentions. Proceedings of the 2018 International Conference on Business and Economics, June 25-27, (pp. 89-91). Seoul, South Korea. Korea Distribution Science Association and the Seoul National University. ISSN: 2287- 478X. Indexed Clarivate Web of Science.

Sousa, A., Nobre, H., & Farhangmehr, M. (2018). An Empirical Study about the influence of Country Personality and Product Involvement on consumer's Purchase and Visit intentions. Interactive

presentation of the AMA Global Marketing SIG Conference on "Global Marketing in Times of Uncertainty", 21st – 23rd May, Santorini, Greece.

Sousa, A., Nobre, H., & Farhangmehr, M. (2017). Exploring consumer cosmopolitanism and ethnocentrism effects in the purchase intentions towards the products of a foreign country. Proceedings of the 2017 International Conference on Business and Economics, July, (pp. 91-93). Ho Chi Minh City, Vietnam: Korea Distribution Science Association and the University of Finance-Marketing of Vietnam. ISSN: 2287-478X. Indexed Clarivate Web of Science.

F. Antunes de Sousa, A., Nobre, H., & Farhangmehr, M. (2016). The effects of ethnocentrism and country of origin familiarity in consumer preference and recognition of international brands. In D. Vrontis, Y. Weber, & E. Tsoukatos (Eds.), Proceedings of the 9th Annual EuroMed Conference on Innovation, Entrepreneurship and Digital Ecosystems, September 14-16 (pp. 2001-2002). Warsaw, Poland: EUROMED Press. ISBN: 978-9963-711-43-7. Indexed Conference Proceedings Citation Index - Social Sciences & Humanities (CPCI-SSH), Clarivate Web of Science.

F. Antunes de Sousa, A., Nobre, H. & Farhangmehr, M. (2015). Country Image: National Pride or Prejudice? In D. Vrontis, Y. Weber, & E. Tsoukatos (Eds.), Proceedings of the 8th Annual EuroMed Conference on Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment, September, (pp. 517-527). Verona, Italy: EUROMED Press. ISBN: 978-9963-711-37-6. Indexed Conference Proceedings Citation Index - Social Sciences & Humanities (CPCI-SSH), Indexed Clarivate Web of Science.

F. Antunes de Sousa, A., Nobre, H., & Farhangmehr, M. (2015). Country-Product association: an exploratory study considering the moderating effects of familiarity and ethnocentrism. In Eds.: Adamantios Diamantopoulos, Bodo B. Schlegelmilch, Arnold Schuh and Udo Wagner. Proceedigs of the 6th EMAC Regional Conference - Marketing Theory Challenges in Emerging Markets, September 16-18. Vienna University of Economics and Business, Austria. ISBN 978-3-200-04265-0.

### **Best Paper Award**

Sousa, A., Nobre, H., & Farhangmehr, M. (2018). An Empirical Study about the influence of Country Personality and Product Involvement on Consumer's Purchase and Visit Intentions. Proceedings of the

2018 International Conference on Business and Economics, June 25-27, (pp. 89-91). Seoul, South Korea. Korea Distribution Science Association and the Seoul National University. ISSN: 2287- 478X. Indexed Clarivate Web of Science.

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## ABBREVIATIONS

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aicep Portugal Global – Trade & Investment Agency – AICEP

AGFI – Adjusted Goodness of Fit Index

AMOS – Analysis of Moment Structures

BPS – Brand Personality Scale

CBS – Country Brand Strategy

CES – Consumption emotions set

CET – Consumer Ethnocentrism

CFI – Comparative Fit Index

CI – Country Image

COB – Country-of-brand

COD – Country-of-design

COM – Country-of-manufacture

COO – Country-of-origin

C.R. – Critical Ratio

DCI – Designed-in country image

ESS – European Social Survey

EU – European Union

EUA – Estados Unidos da América

GDP – Gross domestic product

IMF – International Monetary Fund

INE – Statistics Portugal

INP – Investment Promotion Agency (IPA)

LDCs – Less developed countries

MAT – Materialism

MDCs – More developed countries

MLE – Maximum Likelihood Estimation

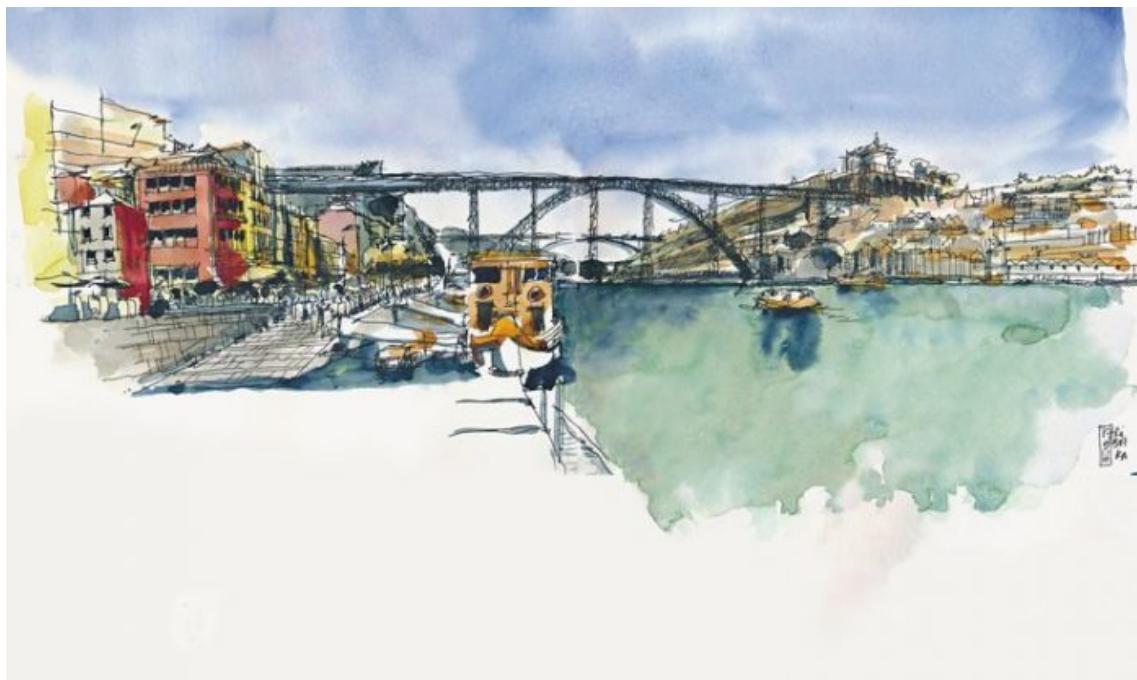
MVS – Material Values Scale

NBP – Nation Brand Personality

NFI – Normed Fit Index

PCI – Product-country images

PME – Pequenas e Médias Empresas  
PNFI – Parsimony Normed Fit Index  
RCA – Index of revealed comparative advantage  
RMR – Root Mean Square Residual  
RMSEA – Root Mean Square Error of Approximation  
SEF – Portuguese Immigration and Borders Service  
SEM – Structural Equation Modeling  
SPSS – Statistical Package for Social Sciences  
TLI – Tucker-Lewis Index  
TPB – Theory of Planned Behaviour  
TRA – Theory of Reasoned Action  
USA – The United States of America



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## CHAPTER 1 – INTRODUCTION

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The present research was designed to show the influence of Country Image (CI) dimensions on domestic and foreign consumers' purchase, visit and investment intentions considering the Portuguese context. This chapter offers a brief presentation of the research carried out and justifies its relevance. The main objectives and issues to be investigated and the expected contribution is systematised. Finally, we present the structure and the organisation of the present thesis.

## 1.1 Research overview

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All countries desire to develop, improve, adapt, or in some way manage its domestic and international image. This ambition supports policymakers, companies' managers and citizens to establish a competitive identity, which in turn challenges how place perceptions are formed and how countries might create and disseminate their unique identities. When discussing consumer dispositions, theories and other elements related to place Papadopoulos, Cleveland, Bartikowski, and Yaprak (2018) suggest that it is important to have a global perspective of the concept, since place simultaneously includes and reproduces identities, memories, heritage, experiences and characteristics that are associated with it, as well as the connotations attributed to it. The image that individuals hold about a place is constructed in their minds and this process is dynamic depending upon several aspects such as "education; the news in the media; cultural products (e.g., books, movies, TV shows, magazines, music); family, friends, co-workers and other acquaintances; personal experiences through tourism or business travel or longer sojourns abroad; cultural interactions at one's own place including with inward tourists, migrants, or ethnic minorities; and products in the marketplace" (pp. 743-744). A place that holds a positive reputation captures the attention of companies, talents, visitors and investment, contributing to its competitiveness and sustainability (Morgan, Pritchard, & Pride, 2011).

Presently, most businesses take place in a global market, where the product features are easily copied, and professionals struggle to differentiate themselves and create a value proposition that meets and even exceeds the expectations of customers. Although the globalisation has made the products gradually stateless, it is widely recognised that consumers establish associations between countries and products (Zeugner-Roth, Diamantopoulos, & Montesinos, 2008). In a research carried out by Nielsen (2016), which examined whether consumers prefer goods produced by global/multinational brands or by local players, 75% of global respondents referred the country-of-origin (COO) of a brand as a key purchase driver.

Under certain circumstances it might be beneficial to use a COO strategy instead of the traditional branding strategy due to the added dimension of a CI, since people most of the times establish a relationship, or express opinions about several countries. Through the promotion of these relationships it is possible to sell products and services that on their own, would probably face more difficulties in the internationalisation process (Kleppe, Iversen, & Stensaker, 2002). The COO effect depends, among other things, on the knowledge of the COO in the target market and calls into question why small unknown countries should use the COO to promote their products abroad. The presence of information about the COO is important because it can be used as an indicator of product quality and acceptability. A recent study from Gürhan-Canli, Sarial-Abi, and Hayran (2018) suggests that despite the place where a brand originates, or the products are manufactured, the COO has gained importance in the context of globalisation because of its potential influence on consumer behaviour. Nevertheless, it is important to signal that the use of the COO goes beyond the “made in labels” on the products, especially for those countries that struggle to be recognised worldwide (Kleppe et al., 2002).

According to Kotabe and Helsen (2008), it is not important if a company operates domestically, or across national boundaries, as long as it is able to deal with competitive pressure and grab market opportunities. Therefore, one possibility to achieve and establish differential advantage is through product's COO, which means to be able to manage the product CI. The image formation depends on individuals' previous knowledge, experience and stereotyping. In particular, the formation of an image of a country is influenced by typical products, geography, history, economic and political background, tradition, culture and famous citizens, among other characteristics (Kotler & Gertner, 2002; Mothersbaugh, Hawkins, Mothersbaugh, & Gail, 2016).

Country Image defined as “a mental network of affective and cognitive associations connected to the country”(Verlegh, 2001, p. 25) is commonly used as a shortcut for the processing of information in the consumer decision process, and as a basis to demonstrate that the stereotypes associated with nationality affect the relationship between producers and foreign customers. It might be significant to underline that each country, city and region is competing for world's consumers, tourists, investors and international events (Kim, Shim, & Dinnie, 2013), which reinforces the need to develop sources of competitive advantage. The strategic management of the CI should take into account the strengthening of a country's position in the global market, through the identification of the environmental forces that may affect marketability. Additionally, it is also important to monitor the external environment, leading to the

acquisition of a dynamic understanding of opportunities and threats beyond the competitive forces (Kotler & Gertner, 2002). This implies that international managers should evaluate cautiously which are the most favourable or unfavourable features of a certain CI and how these affect product quality and purchase intentions, in order to improve effective marketing strategies (Martin & Eroglu, 1993).

CI can be conceptualised as a knowledge structure that differs in its uniqueness, favourability, strength and salience, which means that the number of associations as well as the number of links between the associations, will differ between countries. These associations, which domestic and foreign consumers establish when assessing a country's image, constitute powerful extrinsic cues in product evaluations and influence purchase decisions (Hakala, Lemmetyinen, & Kantola, 2013). In circumstances that the CI is considered ambiguous or nonexistent, an effort should be made to encourage the process of building a solid and multifaceted CI. This can be stimulated by the enhancement of the quality dimensions of the country's products in accordance with the selected international marketing strategies that will be responsible for the positioning of the country and the development of its image (Wang, Li, Barnes, & Ahn, 2012). Considering the substantial differences in the consumers' cultural and socio-economic conditions and market characteristics, it is advisable to analyse the continuum between standardisation and customisation of the products or services in the target markets. In order to promote a distinctive CI message, the marketer's challenge consists in understanding which attributes and specific images the consumers of the selected markets have in relation to the origin country and how they will answer to different marketing strategies (Kleppe et al., 2002). The content of the message usually addresses aspects such as cultural identity, political climate, language, history, climate, landscape, economic and technological development, religion, and people. It is important to have a holistic perspective about the CI marketing activities in order to influence the place at a global level and its organisations. Hence, the emphasis in communicating the CI should be on what the country means to the consumer, specifically in understanding their feelings and attitudes (Hankinson, 2001). This constitutes a real challenge, as it implies an effective branding to make the place/country "visible" in a compatible way, which means creating favourable country associations in consumers' minds (Killingbeck & Trueman, 2002). These associations can be reinforced by major attraction factors, such as: physical environment, heritage or tourist attractions.

The intended CI may differ from the perceived message of the place. Thus, it is of greatest importance to establish a communication strategy that enhances the core values of the target country. A strong CI

should be distinctive, appealing, valid, authentic and simple so that individuals are capable to establish reliable associations towards the place (Kotler, 1999).

## **1.2 Study's purpose, research questions and objectives**

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The purpose of this investigation is to understand to what extent the CI influences the visibility and promotion of domestic products, both in the domestic and international market, and consumers' visiting and investment intentions, considering the moderating effect of familiarity, involvement, ethnocentrism, cosmopolitanism and materialism. More specifically, the study focused on Portugal CI using the domestic Portuguese market and products.

The study encompassed two phases. The first phase, is characterised by a quantitative exploratory study which aims to: (1) identify the product categories more associated with Portugal by the USA and domestic consumers; (2) to analyse the positioning of the level of familiarity with Portugal considering other foreign countries with strong product and tourist images; and (3) to investigate which countries are more associated to selected product categories. Subsequently, a qualitative exploratory study carried out three in-depth interviews with policymakers in order to: (1) identify the organisation(s) responsible for the management of Portugal CI; (2) understand the current state of the strategic management of Portugal brand and the results of previous studies; and (3) to identify the brand/product categories more associated with Portugal.

The second phase of the research consists of Study One and Study Two. Study One analyses the influence of country personality dimensions and the moderating effect of product involvement on domestic and foreign consumers' purchasing, visiting and investment intentions. This study also presents the adaptation and validation of the country personality scale for the Portuguese population and, in this sense, it was preliminary to Study Two, which tested a conceptual model based on the literature review and the contributions of the first exploratory phase.

The main research questions are:

1. What is the influence of Country Image (CI), namely the cognitive, affective and symbolic dimensions on leveraging domestic and foreign consumers' purchase, visit and investment intentions?
2. Do country and product familiarity, product involvement, consumer ethnocentrism, cosmopolitanism and materialism moderate the relationship between CI and domestic and foreign consumers' purchase, visit and investment intentions?

3. To what extent do the consumers' perceptions about the country personality influence the buying, visiting and investment intentions towards the country?

The first level of research objectives are:

- To understand the influence of country cognitions on leveraging domestic products, visiting and investment from the perspective of domestic and international consumers;
- To understand the influence of country affect on leveraging domestic products, visiting and investment from the perspective of domestic and international consumers;
- To understand the influence of country personality (symbolic) dimensions on consumers' product purchase, visit, and investment intentions towards the country;
- To understand the effect of the moderating variables, namely country familiarity, country product familiarity, product involvement, consumer ethnocentrism, cosmopolitanism and materialism on the relationship between CI and domestic products, visiting and investment from the perspective of domestic and international consumers;
- To understand the moderating effect of product involvement on the relationship between country personality traits and consumers' product purchase, visit, and investment intentions.

A second group of research objectives, specifically related to the study's research setting, the Portuguese domestic market and the Portugal country image as domestically and internationally perceived, emerged. Thus, this study also focused on a second level of objectives, namely:

- To understand how Portugal is perceived by domestic and foreign consumers concerning Portuguese products and touristic offer;
- To access domestic and foreign consumer purchase, visit and investment intentions;
- To identify which country personality traits describe better the Portuguese CI according to both domestic and international consumers.

### **1.3 Gap and study's contributions**

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As Papadopoulos (2019) suggests, it is important to conduct research that contrasts cognitive and affective perceptions that form country images. This is in line with a broader trend in the social sciences that holds the importance of considering the role of affect and emotions in the analysis of consumer perceptions. Previous research on country image has focused on the differences between countries. This study rather assesses a common country image within European consumers and compares with the image that domestic consumers hold about the country offering a new perspective about the influence of country image dimensions and selected moderating effects on foreign and domestic consumers' purchasing, visiting and investment intentions.

The CI is considered an important asset since it directly influences the prosperity and development of a nation. Despite empirical studies in literature devoted to assess the effects of country-of-origin, the need for more understanding in this area is of paramount importance as there remains a lack of knowledge with respect to the cumulative process and sources that shape a country's image (Lopez & Balabanis, 2013). Furthermore, there is a knowledge gap regarding the investigation of less recognised exporting countries which try to analyse the image of their products abroad (Usunier, 2006). Portugal falls within this category.

Study One makes important theoretical and managerial contributions. From a theoretical perspective, this study extends research on country personality (d'Astous & Boujbel, 2007; d'Astous & Li, 2009; Kim et al., 2013) by simultaneously analysing the influence of country personality dimensions and the moderating effect of product involvement on consumers purchase, visit and investment intentions. Results indicate good psychometric properties, offering nomological network of the constructs, for a five-factor country personality structure that might be useful to estimate the influence of each personality dimension on consumers' purchase intentions, as well as to evaluate the countries as travel and investment destinations. Moreover, it is interesting to analyse these results in terms of cultural orientation. Portugal as a predominantly collectivist country (Hofstede, 2001) represents an interesting contribution to this field of knowledge since most of the findings come from individualistic cultures (d'Astous & Boujbel, 2007; Zeugner-Roth & Žabkar, 2015). Findings from current research not only suggest that consumers are aware of country personality traits, easily associating them with countries, but also support the usefulness of the country personality scale.

From a managerial perspective, although the globalisation of markets has simplified the process of entering in foreign markets, it has also raised the need for understanding consumers' orientations toward foreign products. This study contributes to the understanding of the symbolic image of Portugal, held by European and domestic consumers, and to the identification of traits that are more and less important in describing Portugal.

Study Two provides additional evidence that supports the multidimensionality of the country image construct. From a theoretical point of view, this study advances country image research by analysing the influence of the cognitive, affective and symbolic dimensions of country image on consumers' product purchase, visit and investment intentions, considering the influence of several moderators. The findings from this study enhance the understanding of the role of affect and consumer attitudinal dispositions in consumer behaviour. It helps to fill the gap concerning the lack of studies analysing the affective dimension of the country image construct (Roth & Diamantopoulos, 2009) and provides additional evidence with respect to consumers' dispositions toward a foreign country (Bartsch, Riefler, & Diamantopoulos, 2016).

Concerning the managerial implications, the findings highlight that country image plays an important role in domestic and foreign consumers' market behaviour. The results indicate that Portugal enjoys a positive image with both European and Portuguese consumers. This is true for two dimensions of country image, namely, cognition and affect. The results also suggest that most consumers regard Portugal as a country they like. This characteristic and other such as trust, the working capacity of Portuguese people, their friendly attitude can be used by marketers to design strategies and campaigns promoting Portuguese products and as a place to visit and invest. Regarding domestic consumers, findings show that Portuguese are proud to own and buy Portuguese products and recommend Portugal as a destination to visit. An important practical implication from this study consists in recognising education and training of local people on the importance of tourism as vital to a destination's long term success. Consequently, beyond the destination marketing campaigns that places around the world create to reach travellers, it seems critical to engage local stakeholders and residents in helping welcome visitors and in promoting the area for leisure travels and events.

The empirical study focuses on the Portuguese case, that is, Portugal image, Portuguese products, tourism, and investment environment. Despite the extensive efforts of the Portuguese government and

companies in the last years on innovation and on promotion of national products and country image, with a positive impact on exports and tourism, Portugal and its brands are still undiscovered for many international consumers.

It is important to analyse the image that domestic consumers hold about the country to understand the importance and relevance that they offer to each of CI dimensions. There has been an incorporation of the Portuguese COO by several companies, and hence, it is important to identify the perceptions of domestic consumers. For example, which country personality traits domestic consumers most associate to Portugal, what are the most representative product categories, and compare these with the sample of European consumers. The discussion of the perceptions that the domestic population hold about the Portuguese CI that is being projected, will allow seeing if they are consistent. This will help to avoid dissonances between tourists and foreign investors and reality. Moreover, it is expected that the results of this study might serve as an input for policymakers and company managers at a national and international level.

#### **1.4 Dissertation outline**

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Figure 1.1 offers the thesis outline and structure. After a brief introduction to the research topic, chapter two presents a literature review concerning the core concepts of the study, namely country image, country personality, product familiarity and involvement, consumer's dispositions (ethnocentrism, cosmopolitanism, materialism) and consumer's behaviour. Chapter three introduces the methods and the exploratory study that characterises Phase One. Considering the theoretical foundations and exploratory research carried out, a conceptual model and respective hypotheses are presented in chapter four. Chapter five and chapter six are dedicated to Study One and Study Two, respectively. Empirical results, data analysis, discussion and conclusion, where the limitations of each study and directions for future research are also pointed out. Chapter seven offers a synthesis of the investigation and recommendations for policymakers.

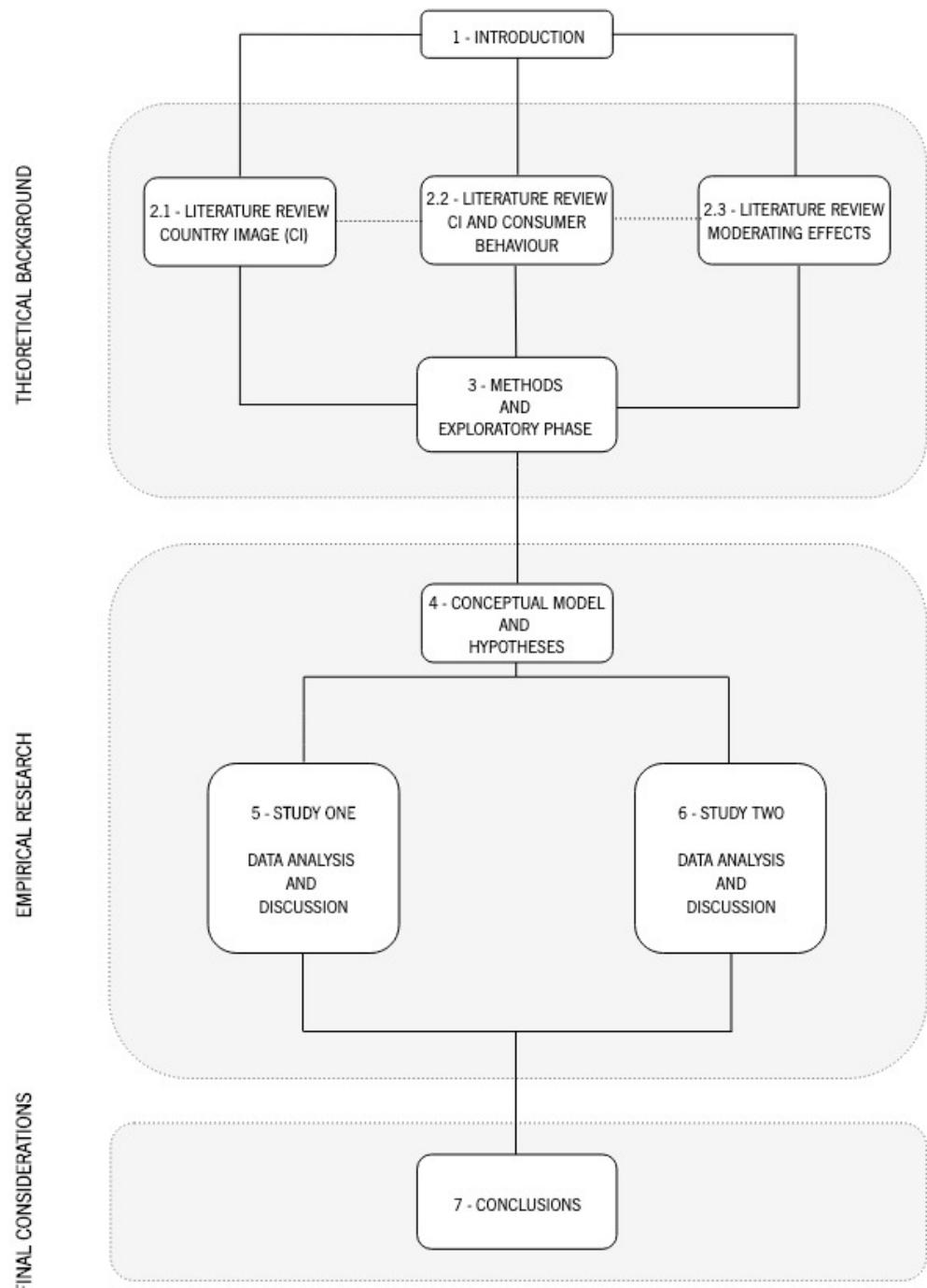


Figure 1.1 – Thesis Outline



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## CHAPTER 2 – LITERATURE REVIEW

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The present chapter will review the relevant literature concerning Country Image (CI). People form gestalt country perceptions that encompass representative products, tourism and investment evaluations. It will also focus on the cognitive, affective and symbolic dimensions of the CI and the moderator effects which influence consumers' attitudes and behaviours.

The chapter is structured in the following way: (1) a brief historical review on the advances on the CI construct as well as its domains; (2) a conceptualisation and operationalisation of the CI construct; and (3) the role of country image in consumer evaluation. In addition, the main concepts and frameworks within the field will be reviewed to offer a wide perspective on the topic. Initially, the focus was on reviewing publications related to the notion of country-of-origin (COO), country brand, nation brand, and place branding. As the literature search evolved, other ideas and queries were generated, which led to the terms "country image", "country personality", "country familiarity", "consumer ethnocentrism", "consumer cosmopolitanism" and "consumer materialism" being included.

## 2.1 Introduction: from nation branding to country image

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Academic research has been proliferous on nation branding, country branding, place branding, country image, and place image. This section reviews these different terms and attempts to establish similarities and differences between the related concepts.

The distinction between **nation branding** and **place branding** has not always been consensual. Ollins and Hildreth (2011) point out a difference relating to the focus of the concept. From a political point of view, nation branding is characterised by an inward focus, and associated with nation-building, through ideology and praxis (Kaneva, 2011). Volcic and Andrejevic (2011) also consider that nation branding can contribute to strengthen a country's economic position, being especially important in the promotion of small and peripheral nations. Despite the differences between place and nation branding, conceptual similarities prevail, given that both concepts share a common purpose. This purpose is to increase the attractiveness of a certain geographical location, to promote the tourism and exporting industry, to support public diplomacy, and to provide its citizens a sense of identity and self-esteem (Moilanen & Rainisto, 2009).

Dinnie (2008) highlights the complexity of the nation branding construct suggesting that:

“nation branding is an exciting, complex and controversial phenomenon. It is exciting, as it represents an area in which there is little existing theory but a huge amount of real world activity; complex, because it encompasses multiple disciplines beyond the limited realm of conventional brand strategy; and controversial, in that it is a highly politicized activity that generates passionately held and frequently conflicting viewpoints and opinions.” (p.13).

Simon Anholt coined the term “nation branding” in 1996 (Anholt, 2008). However, more recently, the author diverged from his initial notion. Anholt (2008) argues that his initial conclusion that reputations of countries might behave in the same way of brand images of companies and products, contributing to the progress and prosperity of places and regions, soon became biased. Nation brand has been frequently used by academics and professionals suggesting that a nation could be branded into existence, as if the reputations of a country can behave in the same way as the reputation of a company and of a product brand image (Anholt, 2010, 2011). Therefore, Anholt (2007a) adopted the Competitive Identity approach which is described as “the synthesis of brand management with public diplomacy and with trade, investment, tourism and export promotion” (p. 5). The author considered that this approach best describes the connection between the national identity and the political and economic competitiveness context, instead of a branding approach usually associated with the commercial sector. Papadopoulos and Hamzaoui-Essoussi (2015, p. 3) also contributed to this discussion highlighting that “country image/place image” and “country branding/nation branding” can arguably be viewed as two sides of the same coin, “since the object of the latter is to help shape the former”. For this reason, these terms are often used interchangeably.

Although the terminology “place” alone is not consensual since it may refer to a neighbourhood, city, region, or country/nation, it is widely recognised that CI can impact particularly on the buyer behaviour. Therefore, a place’s general image, product image, and tourism image interact with each other in several ways. This is the reason why the area of CI is an open field of opportunities and a challenging field of research.

While **country branding** research focuses on the supply side, particularly what marketers do to improve the images of countries, as producers and exporters and tourism destinations, **country image** research focuses on the demand side, that is how do consumer perceptions of country images affect market

behaviour. Both the demand (image) and supply (brand) sides ought to pay attention to how place images affects the buying behaviour, particularly when the place is considered the “product” and its image is responsible for attracting consumers (Papadopoulos & Hamzaoui-Essoussi, 2015). As the authors highlight, it is important to have a holistic view of these research streams to avoid “silos of thought” and to take advantage of their synergies. In fact, as Dinnie (2008) states in his book “Nation Branding Concepts, Issues, Practice”, it is of utmost importance for a country to establish a captivating brand image in order to become more visible, attract trade, tourism and investment.

Figure 2.1 offers the evolution of nation branding, where it is possible to observe the interaction between the fields of country-of-origin and national identity, considering the context of globalisation (which propels multiple networks of economic, political, scientific and technological developments and cultural heritage), and, simultaneously, countries’ commitment to preserve their sense of national identity.

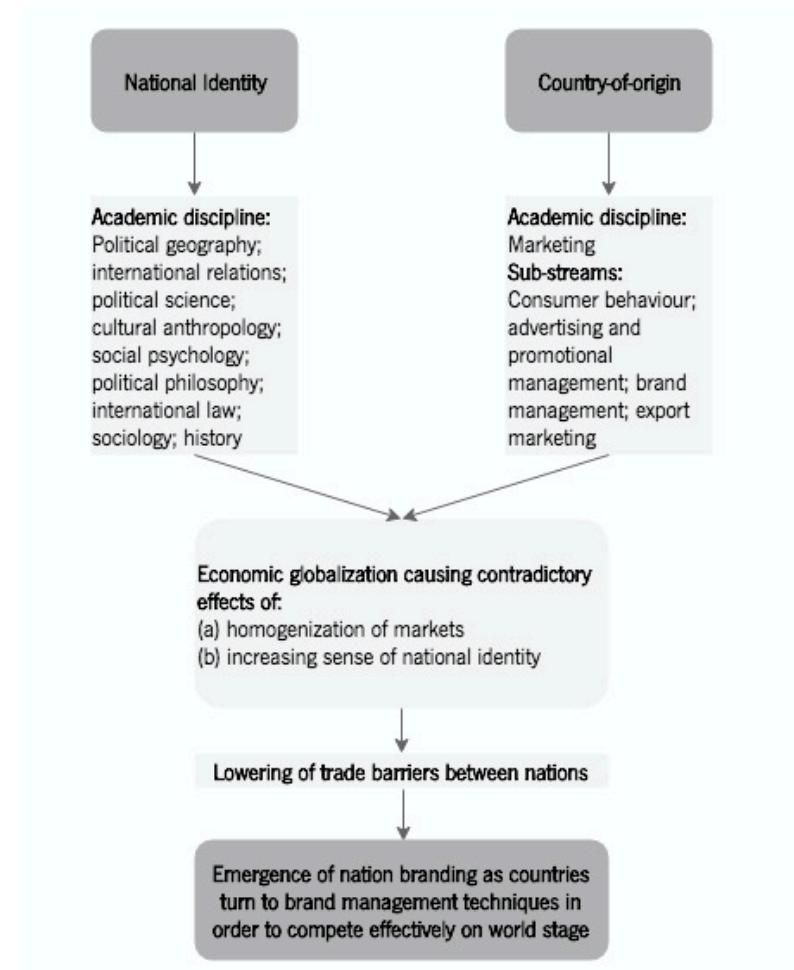


Figure 2.1 – The evolution of nation branding

Source: Dinnie, 2008, p. 21.

While **national identity** has its foundations in political geography, international relations, political science, cultural anthropology, social psychology, political philosophy, international law, sociology and history, **country-of-origin** (COO) has its roots in marketing, consumer behaviour, advertising and promotional management, brand management and export marketing. Despite the distinctive academic backgrounds of nation identity and country-of-origin, there has been an interaction between these two fields due to the globalisation of the economy. On the one hand, we can see the homogenisation of markets and, on the other hand, a growing sense of national identity. Due to the decreasing of trade barriers between nations, nation branding theory and practice have developed and now countries can establish their own brand management strategies and techniques to compete on a global level. Constructs such as national stereotypes, ethnocentrism, expressions of culture, individualism versus collectivism, blurring of national identities and countries-of-origin, are common to national identity and COO. Dinnie (2008) emphasises that these constructs influence the formation of country image and shape the context within which nation-brand strategy is developed, defining nation branding as “the unique, multidimensional blend of elements that provide the nation with culturally grounded differentiation and relevance for all of its target audiences” (p. 15).

A **brand** might be described as “a name with power to influence buyers, that evokes desirable associations and creates saliency, differentiability, intensity and trust attached to these associations” (Kapferer, 2008, p. 11); “an impression perceived in a client’s mind of a product or a service. It is the sum of all tangible and intangible elements, which makes the selection unique” (Moilanen & Rainisto, 2009, p. 6); or “as a complex multidimensional construct whereby managers augment products and services with values and this facilitates the process by which consumers confidently recognize and appreciate these values” (de Chernatony & Dall’Olmo Riley, 1998, p. 436). All these definitions highlight the importance of a brand and its strategic management in consumer’s behaviour. The benefits of a strong brand identity, image and communication must be considered to promote countries and businesses. Yet, it is necessary to take into account the challenges and uniqueness which the management of a sustainable place branding face, due the complexity arisen from the existence of several stakeholders and little management control (Moilanen & Rainisto, 2009).

Olins (2002) discusses the evolution of **nation branding** and suggests that almost every nation has branded itself, even if under the concepts of national image or national identity. Spain, Australia and Ireland are successful examples of nations that embraced the techniques used by companies in

marketing and establishing a new country image for promoting their products and services. Presently, Spain is recognised as an active member of the EU, with reputable companies in the world, a respectable standard of living, and well known for its contribution for the global cultural (Olins, 2002). As Dinnie (2008, p. 20) underlines “nations have always branded themselves – through their symbols, currency, anthems, names and so on – and that it is just the terminology of nation branding that is new, rather than the practice itself”. When applying brand theory to the context of nation branding the brand concept “remains invariant, i.e. a cluster of values that enables a nation to make a promise about a unique and welcome experience” (Leslie de Chernatony in Dinnie, 2008, p. 16). To identify this cluster of values that characterise a nation, it is important to analyse the population of the country. The social and economic exchanges facilitate the absorption of the nation’s core values by society.” Leslie de Chernatony in Dinnie (2008) also highlights that for the success of a nation brand it is fundamental to engage with the key stakeholders, for example, with the representatives from the government, commerce, non-profit organisations, tourism and media, to understand and share their vision for the nation brand.

According to Gilmore (2002, pp. 285-286) “the core of a country’s brand must capture the spirit of the people of that nation and their shared purpose”. The branding of a country should amplify its authenticity, through the connection of the people’s and the nation’s spirit. Moreover, exceptional individuals have a unique capacity to make their country known (despite the geographic, economic or political characteristics), through their stories. They have the power to show the country’s life and capture the attention of the audience at an international level. As Porter (1990) emphasises, despite being in the age of globalisation, the differences among nations and their national character are important, reinforcing their role for competitive success. For example, considering the tourism sector, where most destinations seem to offer identical proposals such as enhancing the beauty of their scenery or the hospitality of their people, it is fundamental to create a meaningful and singular identity (Morgan, Pritchard, & Piggott, 2002). It is important to understand the input (the supply side: companies) and the output (the demand side: users/buyers) of the branding process, since the intended marketing thrust (De Chernatony & McDonald, 2003) may not always occur. The existence of consumers’ national stereotypes might challenge the role of government policymakers who should embrace the nation brand building process as a long-term commitment, despite the absence of short-term revenues (Aaker & Joachimsthaler, 2000). Table 2.1 shows specific issues which characterise different author’s views regarding treating a nation as a brand.

Table 2.1 – Key issues in treating nations as brands

Author	Themes and issues
Aldersey-Williams, H. (1998) (as cited in Dinnie, 2008, p.18)	The branding or rebranding of a nation is a controversial and highly politicized activity.
Wolff Olins (2003) (as cited in Dinnie, 2008, p.18)	Although historically brands are associated with products and corporations, the techniques of branding are applicable to every area of mass communication; political leaders, for example, to inspire, need to become brand managers of their parties and preferably of the nation.
O'Shaughnessy, J. and Jackson, N. (2000) (as cited in Dinnie, 2008, p.18)	The image of a nation is so complex and fluid as to deny the clarity implicit in a term such as brand image; different parts of a nation's identity come into focus on the international stage at different times, affected by current political events and even by the latest movie or news bulletin.
Gilmore, F. (2002) (as cited in Dinnie, 2008, p.18)	The importance of truthfulness when constructing the nation-brand; what is required is amplification of the existing values of the national culture rather than the fabrication of a false promise.
Mihailovich, P. (2006) (as cited in Dinnie, 2008, p.18)	The simplistic strapline approach to nation branding could be counter-productive; altruistic goals such as sustainable long-term employment and prosperity are objectives that may be met through, emphasizing all forms of cluster and kinship alliances.
Anholt, S. (2007) (as cited in Dinnie, 2008, p.18)	The vocabulary of branding can appear cynical and arrogant; therefore, to some extent, politicians need to avoid the explicit use of such terminology.

Source: Dinnie, 2008, p. 18.

The establishment of nation-brand image depends on several aspects. One of the most important aspects is the personal experience an individual has about a country. This can be whether a personal working or holidaying experience, or an indirect experience based on the knowledge of political events, on the descriptions of the country in the media, on the quality of the products/services of the country, the performance of domestic companies, the people's behaviour, and on word-of-mouth. Considering the specific interests of the different stakeholders involved in the process of nation-brand image establishment, there is a need to segment the target audiences, to simultaneously assess and understand the nation-brand held by distinct groups of consumers. This will allow to identify the negative perceptions associated with the country and design strategies to reinforce the positive perceptions (Riezebos, Kist, & Kootstra, 2003).

De Chernatony, McDonald, and Wallace (2011) address the symbolic role played by brands. The authors argue it is important to understand the relationship between the brand's personality and the consumer's self-concept because consumers seek brands images which match their self-image. **Brand personification** invites individuals to think of brands as if they were a person identifying desirable and/or undesirable values. Therefore, brand managers are recommended to consider personality segmentation to promote brand personalities which are relevant to their target audience (Mulyanegara, Tsarenko, & Anderson, 2009). Okazaki (2006) points out that studies devoted to evaluating how companies plan brand personality on the internet have been scarce and Dinnie (2008) suggests that online might be an interesting approach to promote a defined nation-brand personality, particularly for nations with limited budgets.

Song and Sung (2013) refer that nations that are successfully branded might strengthen own political power and intensify international partnerships. Besides, it is recognised that nations with solid brands promote exports and internal investments, as well as the stabilisation of their currency. As it will be shown in the operationalisation of country image, d'Astous and Boujbel (2007) developed a scale to position countries on human traits identifying six country personality dimensions. The concept of brand personality applied to nations/countries is defined as "the mental representation of a country on dimensions that typically capture an individual's personality" (d'Astous & Boujbel, 2007, p. 233) and the symbolic dimension of a country's image might be considered an important instrument that allows forecasting certain consequences about a nation's behaviours and decisions. According to Song and Sung (2013, p. 81), despite the interest that this topic raises between academic and practitioners, there seems to be a lack of knowledge identifying the association of potential variables with the creation or reinforcement of particular types of nation brand personality. It is important to note that the appropriate use of the brand personality concept allows for the establishment of significant emotional ties, the intensification of consumer preference as well as brand trust and loyalty.

Kim et al. (2013) also contribute to the development of this issue and emphasise the role of **Nation Brand Personality (NBP)** as being responsible for the positive or negative perceived attractiveness of a country. The authors suggest that the identification of the most relevant brand personality dimensions of a country's tourism brand might be extremely different from the dimensions that are significant to the country's export or investment brand. This "constitutes a challenge to nation brand managers that are responsible for the identification and selection of relevant personality traits according to the dimension of

the nation brand under consideration" (Kim et al., 2013, p. 41). Moreover, the identification of a NBP and its role in the development of a policy to promote a nation brand to target audiences will be a useful contribution to design an accurate country's brand strategy.

Rojas-Méndez, Papadopoulos, and Murphy (2013, p. 49) contest the relevance of the topic and raise important questions such as: "Can a country be branded? Does country brand equity have any meaning? What is the content of a country brand, or, how can a country brand be profiled? Can a country be positioned in a unique manner, that is, as being different from a competing country(ies), and if so, on what basis?". The authors focus their study on the last two questions in order to contribute to the development of the domains of country equity and branding. The authors use the personality metaphor to analyse differences in the nation brand personalities of the United States (U.S) and Canada in China. When comparing the U.S. with Canada, results show that Canada is characterised by a more approachable and a less arrogant image, while the U.S. is described as having a more vibrant personality than Canada. The results of the investigation developed by Rojas-Méndez, Papadopoulos, et al. (2013) confirm that, due to the influence of the internet, the great than ever before exposure to foreign products, the internationalisation of travelling and the globalisation of communications, people develop mental representations of countries more easily. As aforementioned, these images are thought to influence consumer's choice. Considering the nation brand perspective, the authors suggest that marketers need to go beyond the country's image measure and enhance strategies and adopt new measures that simultaneously encompass the evaluation of the global nation-brand and consider how people think about nation brands. The authors describe several implications of the study that contribute to positioning countries and influencing perceptions, such as the role of brand personality in the development of brand image and its impact on nation brand image, or the importance of establishing positive brand personality traits that motivate the creation of stronger ties to the brand, which may enhance trust and loyalty and influence the global consumer decision-making.

In conclusion, to successfully build a unique nation brand that encompasses different dimensions that are representative of a culturally grounded differentiation, it is important to understand and analyse the current consumer perceptions about the selected country. This first step will allow to recognise consumers stereotypes and perceptions towards that country and identify if there is any misrepresentation that prevents an accurate identification of the country's image essence (Dinnie, 2008). Fetscherin (2010) highlights that a solid and unique CI promotes differentiation, which is very important for attracting

tourism, stimulating business and economic performance, and in creating positive impressions and attitudes in the target markets. Nation-brands can be seen as rich sources of cultural substance, imbued with individual emotions and experiences. It is therefore necessary, to understand and analyse the influence that the symbolic dimension of a country might have on consumer buying intentions, both internationally and domestically.

The analysis of a country's image encompasses the cognitive, the affective and the symbolic dimensions and faces several challenges and ethical considerations, which must be taken into account: (1) which products/services sectors should be promoted/selected to represent the country; (2) each citizen of a country represents a stakeholder in the management of a nation-brand and is affected by its activities, which means that the strategy of a country's image depends mostly on public funds and, therefore, will certainly imply a high level of scrutiny from citizens; and (3) who (and with what legitimacy) will be responsible for the selection of nation-brand values assuring its sustainable development. Dinnie (2008) suggests that due to the vast scope of activities that characterise the nation-brand strategy, an inclusive stakeholders' approach is highly recommended, which means to consider the participation of representatives from the government, commerce, nonprofit organisations, tourism and media.

As Kotler and Keller (2012) discuss, a brand image exists in the mind of consumers, and if we make an analogy with the country's brand image, it is understandable the efforts that governments across the world are performing to establish, maintain or improve a positive country image. The absence of any action regarding an integrative approach about the strategic management of nation-brands and country reputation will allow consumer's stereotypes and less favourable associations to occur. The analysis of consumers' perceptions, at a domestic and international level, about a specific country will contribute to narrowing the gap between the reality and the projected image, and to delivering a consistent message about the country. This is particularly relevant to the country's image reputation.

The following section will discuss the evolution of the country-of-origin effect and its importance to the establishment of the country image construct.

## **2.2 Country-of-origin: state-of-the art**

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The concept of country-of-origin (COO) and its effects on consumers' evaluation of products has been a subject of great interest to academics and practitioners since 1960s, beginning with the works of Dichter (1962), Schooler (1965) and Nagashima (1970) (for review, see Peterson & Jolibert, 1995; Roth &

Diamantopoulos, 2009; Verlegh & Steenkamp, 1999). Since the seminal work of these authors, several articles have been published about the topic (Allred, Chakraborty, & Miller, 2000) and COO has been a central issue in the international marketing research literature. Thenceforward, a great number of empirical studies have assessed the COO from different perspectives, and despite the competing views and explanations, it is recognised that country-of-origin affects consumers' product evaluations and purchase decisions (see Bilkey & Nes, 1982; Liefeld, 1993; Peterson & Jolibert, 1995), being a topic of particular relevance in international marketing.

Originally considered as the made-in country or the Country-of-Manufacture (COM), the literature about the construct of COO has been prolific with the emergence of other concepts such as Country-of-Design (COD), Designed-in Country Image (DCI), meaning the country where the product was designed and developed. Due to multinational production and the discrepancy between COM and COD, some companies manipulate brand names in order to suggest specific origins, which is recognised in the literature as the effect of Country-of-Brand (COB). Regardless of these denominations, COO is considered as the "country which consumers typically associate with a product or brand, irrespective of where it is actually manufactured. Country image as such (CI) may also have a certain influence on consumer evaluation" (Usunier, 2006, p. 62). There has been an ongoing debate with respect to the magnitude of the COO effect on consumers' product evaluations and the variables that moderate this effect. For example, educational background, consumers' gender (Johansson, Douglas, & Nonaka, 1985), age and the level of consumers' ethnocentrism (Shimp & Sharma, 1987) seem to influence the evaluation of foreign products. Hence, the presence of extrinsic and intrinsic product information cues (such as price, warranty, design, quality or availability) and individual factors (like consumer knowledge), might enable or constrain the reliance on country-of-origin (Schaefer, 1997).

Dinnie (2004) carried out an important literature review regarding the concept of COO from 1965 till 2004, identifying three main periods in the chronological development of country-of-origin research. The **first period**, from 1965 to 1982, is influenced by the study of Schooler (1965), where COO effects in Central American market are analysed. Results showed that the attitudes towards the people of a country are associated to preconceptions regarding the products of that country (the author provided evidence that Guatemalan students evaluated more negatively products from El Salvador and Costa Rica than domestic and Mexican products, due to a general negative attitude toward people from those countries).

This phase ends with the study of Bilkey and Nes (1982), aimed at analyzing the country-of-origin effects on product evaluations.

According to Bilkey and Nes (1982), country-of-origin influences product evaluations and this is valid, not only for products in general, but also for specific types of products and specific brands. The authors emphasise a bias toward the products made in more developed countries (MDCs) versus made in less developed countries (LDCs), and the tendency of consumers to evaluate home products relatively more favourably than foreign ones. In addition, the authors analysed the impact of the demographic variables (such as age, gender, education and income) and personality variables on consumers' evaluation of domestic/foreign products; the degree of congruence between general national product stereotypes on the attitudes toward specific products; and the perceived risk and COO bias. Regarding the influence of the demographic variables, the authors found a lack of consensus regarding the effect of age, gender and education on consumers' assessment of foreign products. In relation to the influence of income, higher income subjects seemed to have a more favourable attitude towards foreign products than lower income subjects. The analysis of the personality variables indicated a lack of consensus regarding the level of dogmatism and the preference for foreign products. On the one hand, evidence of an inverse relationship between the level of dogmatism and the preference for foreign products was found. On the other hand, there is research that states that there is no relation between a person's degree of dogmatism and individual attitudes toward products from selected countries. Nevertheless, a favourable attitude towards products made in countries that share a similar culture was found between high dogmatic individuals. An inverse relation between conservatism and attitudes toward foreign products in general was found, as well as for status concern and preference for foreign products.

With respect to the level of congruence between general national product stereotypes and attitudes toward specific products, it was found that attitudes toward products from a selected country differ according to the product category. Bilkey and Nes (1982) suggest the need to investigate the factors that influence the highest or lowest evaluation of the products. Regarding the analysis of the perceived risk and COO bias, the study carried out by Hampton (1977) evaluated the perceived risk for American products made in the U.S. compared with the same products made by U.S. companies abroad. Although the general increase in the consumer perceived risk for products made abroad, this result was not verified for specific products made abroad, most of the cases in other MDCs (e.g., freeze dried coffee from Brazil and electronic calculators from Hong Kong). The study by Bilkey and Nes (1982) offers an important

contribution to the development of the field in international market. It recognises the importance that the country-of-origin assumes, suggesting that it is necessary to investigate to what extent the impact of other cues (such as a well-known brand name, a product guarantee, or a prestigious retailer) might compensate for a negative country-of-origin cue. Another issue that Bilkey and Nes (1982) call into question, concerns the determinants of country-of-origin biases: are they dependent on the degree of economic development or political climate, reliant on the import experiences, nationalism, or cultural affinity with the source country, or on something else? The authors suggest that future investigation should involve multiple cues studies contributing to the generalisability of country-of-origin effects.

The **second period**, from 1983 to 1992, reflects an increase in the COO research. Several authors (e.g., Ettenson, Wagner, & Gaeth, 1988; Johansson et al., 1985) contested the findings of previous studies (most of them used a single attribute approach), arguing that these may have overestimated the significance of country-of-origin effects. For example, in the study carried out by Johansson et al. (1985), the role of prior experience or familiarity with a particular product class was identified as a shortcut for product evaluations. The authors concluded that the impact of COO on product evaluations should be analysed in light with the level of familiarity, nationality and other demographic characteristics that have impact on consumer experience and product evaluation. As Pisharodi and Parameswaran (1992) highlight in their work, country-of-origin should be conceptualised as a multidimensional construct.

The **third period**, from 1993 to 2004, reflects a reconceptualisation of the country-of-origin construct and an increase of different streams of research. These emerging lines of research include subjects such as brand origin (Thakor & Kohli, 1996), product-country image (Heslop & Papadopoulos, 1993b), with this last concept has being refined by Askegaard and Ger (1998) into a more specific term, namely, contextualized product-place image. It is also interesting to note that during this period, the importance of the country-of-origin is recognised as having an effect in services. Javalgi, Cutler, and Winans (2001), carried a study and concluded that COO does apply to services, and the relationship between COO and services seems identical to the relationship between COO and goods.

More recently, the debate about the importance of the COO construct continues. Several studies question its theoretical utility and practical relevance (Herz & Diamantopoulos, 2013). Some authors (see Samiee, 2010, 2011; Usunier, 2006, 2011; Usunier & Cestre, 2008) suggest that due to the globalisation of markets, where it is usual that companies source and manufacture their products from numerous

locations, the COO has lost its relevance in international marketing, and consumers most of the times are unaware of the products COO, and willing to accept products irrespective of its origin. Other authors, such as Josiassen and Harzing (2008), Magnusson, Westjohn, and Zdravkovic (2011 ), and Zeugner-Roth and Diamantopoulos (2010), discuss that COO is an important indicator in consumers' purchase intention. As Magnusson, Westjohn, and Sirianni (2018) suggest, consumers are interested in knowing the origin of products and this knowledge acts as a purchase driver. Regardless of where the product is manufactured, or the brand is originated, COO has become more critical in the context of globalisation (Gürhan-Canli et al., 2018).

According to Zeugner-Roth and Diamantopoulos (2010, p. 446), it is necessary to improve COO study designs in order to enhance its relevance and ecological validity. The authors point out that "while demanding rigor in CoO and Col research is indeed timely and important, completely rejecting this research stream is both premature and unwise". Regarding the issues about consumers' product knowledge and brand origin recognition accuracy, Zeugner-Roth and Diamantopoulos show that the influence of COO on product evaluations and purchase intentions varies according to various factors, namely, the selected product category, the level of consumers' country and product familiarity, the level of consumers' involvement, and cultural differences. The basic argument for the COO effect is that the image that consumers form about a country affects the evaluations consumers establish with the products of that country and their purchase decisions (Josiassen & Assaf, 2010).

Results of the study conducted by Herz and Diamantopoulos (2013) reveal the importance of using a combined approach of nonverbal-based and verbal-based methods for data collection. This will allow us to understand the full extent of consumers' COO usage. Therefore, considering the critiques about the overestimated influence of COO cue on consumer product evaluation and purchase intentions (Balabanis and Diamantopoulos 2008; Samiee 2010, 2011; Samiee, Shimp, and Sharma 2005; Usunier 2006), findings show that "the importance of the COO construct is not necessarily over estimated but rather is *misestimated*" (Herz & Diamantopoulos, 2013, p. 110). Herz and Diamantopoulos (2017) in their study analysing the COO cue usage denial phenomenon (that is, the tendency of some consumers not to acknowledge the role of COO in their decision making despite being influenced by it) conclude that a considerable number of consumers self-declared COO nonusers are in fact affected by the COO cue when assessing brands, despite claiming the contrary.

In sum, one of the constructs that arise from COO research is country image. In this context, CI is understood as the overall image held by consumers, created by representative products, reflecting the level of economic development, politics, culture and traditions, and the degree of technological innovation and industrialisation of a country. Following the recommendations of Roth and Diamantopoulos (2009), the focus of the present investigation is on the image that domestic and international consumers hold about the country brand under study – Portugal – considering the products, tourism and investing conditions and intentions in the country. The present study aims to understand the influence of country's image dimensions on consumer behaviour; and to analyse the influence of each of the cognitive, affective and symbolic dimensions in order to provide a useful basis for favourable consumer-country associations. The next section is dedicated to the theoretical foundation of country image construct, namely the definition of its domain as well as its operationalisation. It will be provided: (1) a brief historical review of the advances of the country image construct (as well as its domains); (2) a conceptualisation and operationalisation of the CI construct; and (3) a discussion of the role of country image in consumer evaluation.

## 2.3 Defining Country Image

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The concept of image has been a topic of great interest in several disciplines such as consumer behaviour, marketing, and psychology. Barich and Kotler (1991) define image as the sum of beliefs, attitudes and impressions that an individual or a group form on an object. This object can assume different forms such as a product, a brand, a company, a person or a country. For that reason, it is important to analyse what kind of impressions (true or false, real or imaginary) consumers establish with countries and their products/brands.

It is possible to observe a shift in the focus of COO research:

“from evaluating differences in product evaluations and preferences based on the mere notion of the national origin of a product (e.g., Italy, Japan, USA) to a more complex construct, namely the image of the countries under consideration. While conventional COO studies allow researchers to analyse if consumers prefer products or brands from one country in comparison to another, emphasis on the perceived images of the countries involved enables scholars to analyse why this is the case” (Roth & Diamantopoulos, 2009, p. 726).

As Lu, Heslop, Thomas, and Kwan (2016) suggest, country image has been one of the most researched topics in the context of international business, marketing, and consumer behavior. Due to its growing influence in the development of countries, several definitions have emerged, identifying different dimensions of the construct. One of the first definitions of country image was provided by Nagashima (1970, p. 68), who defined “made in” image as: “the picture, the reputation, the stereotype that businessmen and consumers attach to products of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history, and traditions”. Considering the international market, this definition allows to understand the impact that country image has on consumer behaviour and the importance for managers, who should be capable of adjusting existing marketing strategies to the demands of different markets, where issues like language, traditions, living standards, religion and customs are of great importance.

The definition of country image, offered by Roth and Romeo (1992, p. 480), is more related to consumer's product perceptions made in a certain country, that is, “the overall perception consumers form of products from a particular country, based on their prior perceptions of the country's production and marketing strengths and weaknesses”. According to the authors, this definition is more market oriented since it brings country image closer to the resources that consumers use in evaluating products. Martin and Eroglu (1993, p. 193) emphasise the multidimensionality of the country image concept, defining it as “the total of all descriptive, inferential and informational beliefs one has about a particular country”, by identifying four relevant CI's dimensions: (1) political; (2) economical; (3) technological; and (4) social desirability. Kotler, Haider, and Rein (1993, p. 141) defined country image as “the sum of beliefs, ideas, and impressions that a people have of a place. Images represent a simplification of a large number of associations and pieces of information connected with a place”.

Kotler and Gertner (2002) evaluated the role of strategic marketing management in promoting the country's image, namely how CI might affect consumers' attitudes towards a country's products and services, the capacity to attract investment, business and tourists. The authors highlight that “a country's image results from its geography, history, proclamations, art and music, famous citizens and other features” (p. 251), and suggest that to strategically manage the marketing of a place it is essential to understand the knowledge structures related to places that are responsible for consumer decision heuristics. Moreover, when evaluating places, consumers might establish stereotypes whose truthfulness is not always correct, based on impressions rather than facts, and this constitutes a challenge for the

policymakers responsible for the management of a country's image. Put simply, Maher and Carter (2011) suggest that country image results from the attitudes that individuals of one country hold toward another country.

### 2.3.1 Country Image definitional domains

Roth and Diamantopoulos (2009, p. 727) consider different definitional domains of country-of-origin image, corresponding to different focal image objects and representing three distinct groups of definitions, namely: "(1) definitions of the general image of countries, known as country image; (2) definitions of the image of countries and their products (which are product-country images); and (3) definitions of the images of products from a country (also described as product image)". Table 2.2 presents a summary of the fundamental definitions from the literature in the field of country image for each one of these three definitional domains.

Table 2.2 – Fundamental definitions of country image

<b>Definitions of (overall) country image</b>	
Bannister and Saunders (1978, p. 562)	"Generalized images, created by variables such as representative products, economic and political maturity, historical events and relationships, traditions, industrialization and the degree of technological virtuosity."
Desborde (1990, p. 44)	"Country-of-origin image refers to the overall impression of a country present in a consumer's mind as conveyed by its culture, political system and level of economic and technological development."
Martin and Eroglu (1993, p. 193)	"Accordingly, country image was defined as the total of all descriptive, inferential and informational beliefs one has about a particular country."
Kotler et al. (1993, p. 141)	"The sum of beliefs and impressions people hold about places. Images represent a simplification of a large number of associations and pieces of information connected with a place. They are a product of the mind trying to process and pick out essential information from huge amounts of data about a place."
Askegaard and Ger (1998, p. 52)	"Schema, or a network of interrelated elements that define the country, a knowledge structure that synthesises what we know of a country, together with its evaluative significance or schema-triggered affect."
Allred et al. (2000, p. 36)	"The perception or impression that organizations and consumers have about a country. This impression or perception of a country is based on the country's economic condition, political structure, culture, conflict with other countries, labor conditions, and stand on environmental issues."
Verlegh and Steenkamp (1999, p. 525)	"Mental representations of a country's people, products, culture and national symbols. Product-country images contain widely shared cultural stereotypes."
Verlegh (2001, p. 25)	"A mental network of affective and cognitive associations connected to the country."
<b>Definitions of product-country image</b>	
Hooley, Shipley, and Krieger (1988, p. 67)	"Stereotype images of countries and/or their outputs [...] that [...] impact on behaviour."
Li, Fu, and Murray (1998, p. 116)	"Consumers' images of different countries and of products made in these countries."
(Knight & Calantone, 2000, p. 127)	"Country-of-origin image (COI) reflects a consumer's perceptions about the quality of products made in a particular country and the nature of people from that country."

Table 2.2 – Fundamental definitions of country image (cont.)

<b>Definitions of product-country image</b>	
Jaffe and Nebenzahl (2006b, p. 15)	"Brand and country images are similarly defined as the mental pictures of brands and countries, respectively."
Nebenzahl, Jaffe, and Usunier (2003, p. 388)	"Consumers' perceptions about the attributes of products made in a certain country; emotions toward the country and resulted perceptions about the social desirability of owning products made in the country."
Papadopoulos and Heslop (2003, p. 404)	"Product-country images (PCIs), or the place-related images with which buyers and/or sellers may associate a product."
<b>Definitions of (country-related) product image</b>	
Nagashima (1970, p. 68)	"Image' means ideas, emotional background, and connotation associated with a concept. Thus, the 'made in' image is the picture, the reputation, the stereotype that businessmen and consumers attach to products of a specific country."
Narayana (1981, p. 32)	"The aggregate image for any particular country's product refers to the entire connotative field associated with that country's product offerings, as perceived by consumers."
Han (1989, p. 222)	"Consumers' general perceptions of quality for products made in a given country."
Roth and Romeo (1992, p. 480)	"Country image is the overall perception consumers' form of products from a particular country, based on their prior perceptions of the country's production and marketing strengths and weaknesses."
Bilkey (1993, p. xix)	"Buyers' opinions regarding the relative qualities of goods and services produced in various countries"
Strutton, True, and Rody (1995, p. 79)	"Composite 'made in' image consisting of the mental facsimiles, reputations and stereotypes associated with goods originating from each country of interest."

Source: Roth and Diamantopoulos (2009, p. 727).

The **first definitional domain** of the construct - the spectrum of Country Image (which is the construct used in the present study) – it is formed not only by representative products, but also by the level of economic and political development, by cultural events, history and traditions, and by the degree of innovation and technological progress. Apart from these factors, which refer to cognitive beliefs, it is also important to include an affective component responsible for capturing the emotions and feelings of a country when characterising CI (Roth & Diamantopoulos, 2009). Boulding (1959, p. 120) defines "nations" or "countries" as a group of interacting behaviour units and define national image "as the total cognitive, affective, and evaluative structure of behaviour unit, or its internal view of itself and its universe". Although there are many definitions of CI, these seem to neglect the affective component. Image theory accepts that national images encompass both cognitive and affective dimensions. The complexity of the country image construct allows to better understand the influence of nations on shaping CI (Anholt, 2005) and the role that corporations play in modifying a CI (Dinnie, 2008). Findings from CI studies are highly important since they provide strategic information to firms that cross borders by "exporting their products, manufacturing abroad, and/or competing in their home markets against foreign companies" (Laroche, Papadopoulos, Heslop, & Mourali, 2005, p. 97). Therefore, CI research is becoming more significant and prominent due to the increasing trend of free trade and the rapidly globalisation of national economies.

The **second group of definitions** refers to the Product-Country Images (PCI). There are several definitions of PCI, such as, perceptions that consumers hold about the overall quality of the specific products associated with a country-of-origin (Heslop & Papadopoulos, 1993b), or the “focuses on the image of countries in their role as origins of products” (Roth & Diamantopoulos, 2009, p. 727). PCI can have a significant effect on how a market views the product and on the buyer’s willingness to consider country’s for purchase (Papadopoulos, 2004). Heslop and Papadopoulos (1993b, p. 8) highlight that the term product-country image (PCI) is “felt to be broader and represent more accurately [...] the phenomenon under study”. Askegaard and Ger (1998) also suggested a combined approach of stereotype and semiotic theory to provide a more comprehensive framework to understand the multidimensional character of the linkages between products and places in a progressively globalised consumer culture. However, one of the critics is that it might offer a restrictive view of the conceptual domain of CI since it is important to remind that the image of a country also affects the evaluation of other important outcomes such as investments, visits and ties with the country (Roth & Diamantopoulos, 2009).

Finally, in the **last group of definitions**, country image is characterised by its focus on the exclusivity of the images of the products of a country. Therefore, the emphasis in this definitional domain is on the product image rather than on the country image, and for that reason is not the focus of this research.

## 2.4 Behavioural intentions towards national products, travelling and investing

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The analysis of behavioural intentions has been for a long time a question of great interest in a wide range of fields. Intentions are seen as motivational factors of a behaviour, reflecting an individual’s willingness and efforts dispensed in performing a behaviour (Ajzen, 1991).

This research investigates the influence of country image on consumer’s intentions to buy Portuguese products, to visit and to invest in Portugal. The study’s dependent variable is behavioural intentions and to better understand the concept it is important to provide a broad understanding about the reasoned action perspective inherent in the expectancy-value model of attitude and the theory of planned behaviour. This perspective considers that an individual’s attitudes derives from their beliefs, and these which are stored in memory, and these will consistently drive to a consequent behaviour (Ajzen & Fishbein, 2000).

Ajzen (2001, p. 28) analyses the nature and operation of attitudes. The author defines attitude as “a summary evaluation of a psychological object captured in such attribute dimensions as good-bad,

harmful-beneficial, pleasant-unpleasant, and likable-dislikable". Attitudes have several functions, among them are the value-expressive, the knowledge, the ego-defensive, the social-adjustive, and the utilitarian functions (Murray, Haddock, & Zanna, 1996).

The Theory of Planned Behaviour (TPB) (Ajzen, 1991), is an extension of the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). This theory includes the perceived behavioural control, served as a framework for most of the studies dedicated to analysing how intentions play a central role in predicting behaviour. As originally suggested by the TRA, purchase intentions leverage decisions to act. In other words, an individual's intention to purchase a product is a consequence of his/her attitude and beliefs about the product's perceived usefulness. However, due to circumstantial limitations, not always a behavioural intention leads to an actual behaviour. To include behaviours, over which individuals may not have control, Ajzen (1991) expanded the TRA to the TPB, incorporating the component of perceived behavioural control. This component refers to a person's perception of the ease or difficulty of performing the behaviour of interest, and varies according to the different situations and actions. According to the TPB, human action is guided by the following considerations:

"beliefs about the likely outcomes of the behaviour and the evaluations of these outcomes (behavioural beliefs), beliefs about the normative expectations and actions of important referents and motivation to comply with these referents (normative beliefs), and beliefs about the presence of factors that may facilitate or impede performance of the behaviour and the perceived power of these factors (control beliefs)" (Ajzen, 2012, p. 18).

Later it was renamed the Expectancy-Value Model (EVM) which suggests that "a person's overall attitude toward a psychological object is determined by the subjective values or evaluations of the attributes associated with the object and by the strength of these associations" (Ajzen, 2012, p. 12). And despite the various beliefs that people hold about an object, in a particular moment, only a few of them will be selected. This model acknowledges that beliefs might be biased due to cognitive or motivational motives, or that these may be founded on false information, having no correspondence to reality. However, when a set of the beliefs is established, the ones more accessible are considered the more dominant determinants of a person's attitude. The number and types of beliefs that are accessible vary with motivation and ability to process attitude-relevant information and with the context. Based on these considerations, it is suggested that the reasoned action perspective is compatible with the evidence for automatic processes in the activation of attitudes and behaviour, and with the findings that attitudes can

vary with the context in which they are expressed. In relation to the attitudes formation and activation, the EVM has been vastly used to explain a person's overall attitude toward an object. There are some challenging issues regarding the expectancy-value model (see Fishbein & Middlestadt 1997 for a rejoinder), which argue that beliefs are only one possible influence on attitudes, or the argument about the influence of affect versus/and cognitions as antecedents of evaluation. The EVM of attitudes provides an understanding for research on attitude formation and organisation and to the contribution of affect and cognition to general evaluation will differ considering the attitude object as well as individual differences.

Research has shown the influence of country image on products/brands preferences and purchase intentions (Roth & Diamantopoulos, 2009). At the same time, it is of note the considerable amount of literature that has grown around the topic of destination branding, as an approach to tourism destination promotion (Murphy, Moscardo, & Benckendorff, 2007). Considering the broader country image context, which encompasses consumers' perceptions of a destination, usually named tourism destination image, there is evidence of the importance of the country context in consumers' evaluation about the destination's capacity to offer its promotional promises and deliver the touristic experience (Nadeau et al., 2008). Therefore, country beliefs and country affect constitute important dimensions that will influence consumers' evaluations about a specific destination. It is also important to refer that the experience of the visitor has an influence on the evaluation of products and on the intentions to purchase the country's products, contributing to the development of a global image of the country. To build a strong destination image, it is important to identify which of these associations are relevant in the consumer's mind. Sirgy and Su (2000) suggest that it is possible to apply the same reasoning when evaluating consumer attitudes toward a destination or a product. The existence of congruity between destination image and tourist self-concept (actual, ideal, and social) increases the chance of tourists developing a favourable idea of that destination. Therefore, it also increases the possibility of a tourist visiting the selected destination.

Souiden, Ladhari, and Chiadmi (2017) discuss the importance of measuring consumer's visiting intentions instead of post-visit judgments since it allows marketers to have proactive initiatives and meet expectations. The authors suggest that is important to understand the relationship between the consumer's positive disposition toward a foreign country, and the influence of country image on consumer's behavior. This will allow to establish a unique positioning for places avoiding the exclusive

use of functional attributes that are more similar and easily replaceable. Therefore, the evaluation of consumer's intentions can be used as proxies for future behaviour, in other words, their intentions to purchase a product or to visit a place. As Soderlund and Ohman (2005) highlight an intention takes place when an individual establishes a proposition that connects oneself with a future behavioural act.

## 2.5 Conceptualising Country Image

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In the review of the key definitions of country image, a lack of clarity regarding the conceptual specifications of the country image construct was identified. Therefore, it is possible to observe CI defined in several ways, such as: "perceptions" (e.g., Allred et al., 2000; Min Han, 1989; Nebenzahl et al., 2003), "impressions", "associations", "stereotypes" (e.g., Askegaard & Ger, 1998) and, "beliefs" (e.g., Martin & Eroglu, 1993) (Roth & Diamantopoulos, 2009). When considered individually, these definitions lack in offering completeness in the domain of the country image construct. Considering the context of COO research, the perceptions help to understand how consumers select, organise and interpret the COO cue in comparison to other cues, like brand, warranties or price, becoming an interesting framework for analysing the importance of COO in comparison to other extrinsic or intrinsic cues (Roth & Diamantopoulos, 2009). When evaluating country image, the notion of perceptions is extremely useful, however, it does not include the consumer's reaction to the interpretation of the stimuli, as mentioned above.

With respect to stereotypes and schemas, social psychology literature considers that these notions belong to the cognitive facet of attitudes. The term "stereotype" derives from Greek "stereos", meaning solid, and "typos" meaning a mark of a blow, impression, model (Askegaard & Ger, 1998, p. 52). Stereotypes might be described as part of a person's social heritage, acquired through a process of socialisation, frequently used to analyse, evaluate, and predict actions of individuals. The cognitive approach to stereotypes considers stereotyping as a strategy which allows the subject to simplify his or her interaction with the surrounding multifaceted context. Regarded as shortcuts, stereotypes often involve selective encoding and category label being used as an efficient cue for category instances on the processing of relevant information. Within the context of country image, Chattalas, Kramer, and Takada (2008) defined national stereotypes as perceptual representations that individuals establish when evaluating people of a particular nation. This can occur due to the association with their products (e.g. Hungarians viewed Japanese as trustworthy and likeable on the basis of their products) or, from an image of a people applied

to their products (e.g. Hungarians rated Swedish products almost as high as American products, even though few Swedish products at the time were sold in Hungary) (Beracs, Heslop, & Papadopoulos, 1990). It is important to understand that stereotyping is not always negative, and that the anticipated image associated with a nation might very frequently be positive. The challenge consists in how to promote expected positive imagery without allowing the country image to become identified by an excessively restricted number of associations (Dinnie, 2008).

Bar-Tal (1997) described schemas as “cognitive structures of organized prior knowledge, abstracted from experience with specific instances” (Fiske & Linville, 1980, p. 543). Schema theory suggests that the consumer will have different origin images at each level of schema category, using mental schemas in order to classify products. Although stereotypes and schemas are important concepts for describing the cognitive part of country-of-origin image, they do not encompass the affective component included in a country image construct. Thus, as Roth and Diamantopoulos (2009, p. 728) highlight “the only concept in the COO literature (e.g., Heslop & Papadopoulos, 1993b; Laroche et al., 2005) that does not suffer from the above limitations is attitude theory”, since it includes, simultaneously, cognitive, affective and connotative aspects.

The operationalisation of CI falls within the “aggregate model” of Law, Wong, and Mobley (1998, p. 745), whereby the focal construct “is formed as an algebraic composite of its dimensions”. This approach reflects the conceptual nature of the construct involved since images are determined by consumers’ assessments of individual attributes. Therefore, and to put into perspective the operationalisation of the construct of CI, it is important to point out some issues concerning each of its dimensions.

With respect to the country cognitions and regarding the operationalisation of the cognitive component, country beliefs:

“could be modeled based on the dimensions usually mentioned in the literature, which include a country facet (i.e., economy, politics, culture, technology, landscape/environment and climate) and a people facet (usually based on factors/items such as competence, creativity, standard of living, training and labor)” (Roth & Diamantopoulos, 2009, p. 736).

An alternative to this conceptualisation is the “country personality” construct of d'Astous and Boujbel (2007). The advantage of this construct is that it is supposed to be stable across countries and product

categories employed. Regarding the country affect, it is important to refer that the scales to measure emotions, should capture consumers' emotions towards a country, which means if necessary it should be made an effort to develop a tailor-made scale for capturing country-related emotions. To evaluate country conation, that is, the behavioural consequences of country-of-origin image, it is necessary to go beyond the product evaluations and/or preferences. As Roth and Diamantopoulos (2009, p. 737) stress "other potential consequences could be visits to the country, ties with the country, or personal investments in the country".

Verlegh (2001) also contributes to the operationalisation of country image construct presenting the interplay of cognitive, affective and normative processes. These should be seen together, in constant interaction, determining consumer's preferences and behaviours. It is recognised that information processing is influenced by affect and affective responses toward COO may facilitate or hinder the consideration of choice alternatives as well as conditioning the evaluation of cognitive beliefs related to country-of-origin (Askegaard & Ger, 1998). Consequently, due to the importance of this process that simultaneously influences the formation of beliefs, its evaluation and its extension in the format of preferences, it is fundamental to measure this dimension in country image research. Normative processes are related to purchasing country's products as a mean of supporting its economy, and this evokes a normative judgment involving cognitive and affective responses as well.

Roth and Romeo (1992), examined COO in terms of the fit between countries and product categories, since there were few studies that systematically analysed what causes a regular or favourable match between products and countries. A positive match takes place when important dimensions of a product category have correspondence with a country's image. It is of great importance to the company's managers to understand the favourable or unfavourable product-country matches since it allows the establishment of effective marketing strategies. Depending on the positive or negative (mis)matches, it is possible to select or hide country or product information. Findings reveal four dimensions of country image that seem consistent across the majority of the studies, namely: (1) innovativeness; (2) design; (3) prestige; and (4) workmanship. Innovativeness means the use of new technology and engineering advances. Design refers to the appearance, style, colours and variety. Prestige indicates exclusivity, status and brand name reputation. Workmanship represents reliability, durability, craftsmanship and manufacturing quality. The identification of these four dimensions has contributed to the development of the investigation in this field of work, offering consistency in the conceptualisation and operationalisation of country image construct.

It seems important to point out that several of the scales that evaluate CI focuses only on cognitive facets and, even other studies that conceptually distinguish between cognitive, affective and conative aspects (e.g., Heslop & Papadopoulos, 1993b; Laroche et al., 2005; Parameswaran & Pisharodi, 1994) appear to show difficulties in operationalising the construct (Roth & Diamantopoulos, 2009).

Brijs, Bloemer, and Kasper (2011) define country image as “a conglomerate of nine content categories (cultural identity, political climate, language, history, climate, landscape, economic and technological development, religion and people) that serve as basic pillars of the country concept” (p. 1260). Country image is considered a three-dimensional construct composed of country cognitions, affect and conation, operating as separate variables, representing all the aspects that a person associates with the country and its inhabitants.

A conceptual model is presented in chapter four, which takes into consideration these concerns. In order to better understand the processes that influence the beliefs and affections of an individual towards a country, the three types of the hierarchy-of-effects models have been analysed (Obermiller & Spangenberg, 1989). Consequently, in accordance with the dimensions usually cited in the literature to operationalise country cognitions, more specifically, country beliefs, it is usual to include a country facet and a people facet. While the country facet relates to aspects such as the economy, politics, culture, technology, landscape, environment and climate, the people facet includes issues such as competence, creativity, standard living, training and labour (Roth & Diamantopoulos, 2009). d'Astous and Boujbel (2007) also throw light on this subject and provide a remarkable alternative to the conceptualisation of country beliefs which is the “country personality” construct. A detailed analysis of this specific approach to the symbolic dimension of the country image will be provided on section 2.6. Depending on the focus of the investigation it may be necessary to evaluate different cognitive factors.

The operationalisation of the affective component might be more challenging due to the lack of studies that employ an appropriate measure for country affect and the variety of emotions. In an investigation into consumers attitudes towards domestic and foreign products, Orbaiz and Papadopoulos (2003) assessed their affective feelings toward the origins themselves and pointed out that the scales developed in social psychology and used in specific contexts might not be suitable to measure the affective component of CI. Moreover, in most studies that are affect-oriented, the affective variables often occur simultaneously with conatives one (e.g., “would/would not welcome more imports from”). Hence, in

order to overcome this gap, it is usual to use scales that measure emotions in a consumer context and/or scales from the attitude literature (Roth & Diamantopoulos, 2009). For example, the consumption emotions set (CES) of Richins (1997) includes emotions such as anger, discontent, worry, sadness, love, peacefulness, contentment or optimism. Trustworthiness toward the local people, desire for developing close ties with them, and consumer attitudes about investment in the stimulus country, constitute examples of selected variables that have been used to reflect affect and associated conative intents (Heslop & Papadopoulos, 1993b).

Finally, the operationalisation of the country conations, should not be limited to product preferences and/or evaluations. As Roth and Diamantopoulos (2009) refer, there are variables such as visits to the country, personal investments in the country or ties with the country, that ought to be integrated when assessing this domain. Moreover, there are fields of knowledge such as literature on nation branding or country branding that can be extremely important for giving texture to this component.

In an investigation into destination in a country image context, Nadeau, Heslop, O'Reilly, and Luk (2008) found that country beliefs and local people are considerably significant to destination beliefs and help in the evaluation of consumers' intentions in visiting a specific destiny. This means that product country image and destination image have common characteristics, more specifically "product-country image constructs are built on an attitude theory framework, and this platform enables the application of them in an examination of effects on touristic intentions" (p. 84). Moreover, as Boo, Busser, and Baloglu (2009, p. 220) refer "tourists perceive a destination as a product", and consider the cognitive and the affective dimensions in their evaluations of destination products (Baloglu & McCleary, 1999). Therefore, a broader conceptualisation of country image might help to better understand the touristic intentions as well as the destination and its attractiveness.

It is also important to refer the research carried out by Pappu, Quester, and Cooksey (2007) which examined whether macro country image (when country-of-origin associations refer to the economic stage of the country), micro country image (products produced in the country) and consumer-based equity were related, and if these relationships hold across different product categories. Results showed a significant relationship between consumer-based brand equity dimensions and both macro and micro country images. The contribution of each consumer-based brand equity dimension to the relationship differ by

product category, requiring specific marketing strategies according to the selected country/product category.

Josiassen, Lukas, Whitwell, and Assaf (2013) also shed light on the topic by providing a new origin-image model. The authors describe the existence of three streams of research: the first one, called the basic-origin perspective, assumes that the origin image effects relate from an image attached to the origin in general. The second one, is identified as product-origin perspective, proposes that the main or entire origin-image effect is related to an image attached to products in general associated with an origin, or from the product-relevant capabilities and/or characteristics of the origin and/or people. The third one, called category-origin, focuses on the image attached to specific groups of products that stem from a specific origin. The authors suggest that the origin images associated with each of the three streams of research can be of two types namely: (1) input-sourced origin image, characterised by people, skills and natural resources of an origin which are part of product offerings; and (2) outcome-sourced origin images, associated to the product offerings themselves.

Together these studies provide important insights into the definition of the country image construct. These encompass both the information that people hold about the different attributes of a country and the overall feelings towards the country (Buhmann, 2017). As previously mentioned, the attitude theory provides the basis for the development of this investigation and the development of the conceptual framework. Several studies that conceptualise the country image follow the “three-component” view of the attitude that consists in the cognitive, affective and conative dimensions (Heslop & Papadopoulos, 1993a; Laroche et al., 2005; Parameswaran & Pisharodi, 1994). However, this conceptualisation of attitudes has its limitations, since the three components are not independent of each other but causally associated. Thus, there are studies that describe attitudes following a “two-component” view, or a hierarchy-of-effects. For example, Brijs et al. (2011) discuss how the basic structure of country image remains unclear, more specifically the internal structural relationships among the CI components. In two different studies that analysed the internal structure of country image, whereas Häubl (1996) proposes that affects leads to cognitions, Heslop, Papadopoulos, Dowdles, Wall, and Compeau (2004) suggested that cognitions influence affect, which leads to conation. Brijs et al. (2011) findings support that the internal structure of country image corresponds to a triple-component hierarchy of effects: cognitions influence affects which leads to conations. However, the authors draw attention to the fact that despite the maintenance of this sequence, the strength and valence of its relationships vary according to the different experiences that

people hold towards a country. Considering the situational context there are different types of models that help to explain how the cognitive and the affective dimensions of country image influence country conations (Roth & Diamantopoulos, 2009). Ajzen (2001) suggests that multiple attitudes toward the same object might occur, regarding different contexts and perspectives. It might occur, as well, the joint effects of cognitions and affects on conation.

As Edwards (2001) discusses the ongoing debate between the supporters and the critics of the use of multidimensional constructs. The author argues that both are useful because both groups of objectives are credible. Thenceforward, it is important to question what are the underlying objectives to the use of the selected constructs once the choice of measurement model specification is highly dependent on the study objective. The conceptual model in the present investigation assumes the joint effects of cognitions and affect on evaluations (Haddock & Zanna, 1999; Laroche et al., 2005; Roth & Diamantopoulos, 2009; Shiv & Fedorikhin, 1999). Hence, based on this discussion the following hypotheses were formulated:

**H1: Country image influences foreign consumers' purchase, visit and investment intentions.**

H1a, H1b, and H1c: Country cognitions have a significant positive influence on foreign consumers' (a) product purchase, (b) visit and (c) investment intentions.

H1d, H1e, and H1f: Country affect has a significant positive influence on foreign consumers' (d) product purchase, (e) visit and (f) investment intentions.

**H2: Country image influences domestic consumers' purchase, visit and investment intentions.**

H2a, H2b, and H2c: Country cognitions have a significant positive influence on domestic consumers' (a) product purchase, (b) visit and (c) investment intentions.

H2d, H2e, and H2f: Country affect has a significant positive influence on domestic consumers' (d) product purchase, (e) visit and (f) investment intentions.

The next section is dedicated to the analysis of the country personality and its influence on consumer attitudes. As Magnusson et al. (2018) suggest is important to evaluate other COO associations beyond country image favourability. The authors advocate that the analysis of country personality associations might help to better understand the stereotypes associated to a particular country image since these associations constitute an important part of consumers' country schema.

## 2.6 Country Personality

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Extensive research on branding has shown that there are several brand identity frameworks (Aaker & Joachimsthaler, 2000; Kapferer, 2008; Keller, 2008). Brand identity and brand image have been described as multi-dimensional constructs of which brand personality is an important component. Brand identity and brand personality are better understood as a supply side resource and brand image as a demand side resource (Geuens, Weijters, & De Wulf, 2009; Konecnik & Go, 2008).

As previously referred, Barich and Kotler (1991) describe image as the sum of beliefs, attitudes, and impressions that an individual or a group of individuals have of an object. Considering the different forms that this object can assume, it is important to analyse what kind of impressions (true or false, real or imaginary) consumers establish with countries and their products. As Kiesler (2006) suggests, it is easy for humans to attribute humanlike qualities to nonhuman entities and animals, and this tendency is known as anthropomorphism. Epley, Waytz, and Cacioppo (2007) shed light on the subject and highlight that anthropomorphism:

“involves going beyond behavioural descriptions of imagined or observable actions (e.g., the dog is affectionate) to represent an agent’s mental or physical characteristics using humanlike descriptors (e.g., the dog loves me). At its core, anthropomorphism entails attributing humanlike properties, characteristics, or mental states to real or imagined nonhuman agents and objects” (p.865).

This action serves as “the theoretical link between human and brand personality” (Rojas-Méndez, Papadopoulos, et al., 2013, p. 50). Marketers have been applying this approach in the consumer context, for long. For instance, it can be present in several elements of a product concept, namely in communication or packaging since it constitutes a significant marketing tool (Triantos, Plakoyiannaki, Outra, & Petridis, 2016).

Aggarwal and McGill (2007) also recognise the importance of strong consumer-brand relationships through the usage of schema congruity as a theoretical basis for evaluating the effectiveness of marketers’ efforts to anthropomorphise their products. Findings showed that products might be evaluated more or less positively depending on consumers’ ability to anthropomorphise a product and the extent to which that product is qualified with characteristics congruent with the proposed human schema.

Aaker (1997) in her article entitled “Dimensions of brand personality” develops a theoretical framework of the brand personality construct which is operationalised through the Brand Personality Scale (BPS) and identifies five dimensions namely, sincerity, excitement, competence, sophistication and ruggedness. According to the author, the investigations previously carried out in this field relied on measurements scales that “tend to be ad hoc (e.g., checklists, photo-sorts, symbolic analogy), or taken directly from personality psychology but not validated in the context of brands” (p. 347). This generated an opportunity to overcome these limitations through the development of a theoretical framework of brand personality dimensions.

The construct of brand personality is defined as “the set of human characteristics associated with a brand” (p. 347) and the symbolic use of brands allows consumers to think of brands as their self-expressive character. The theoretical implications of this research help to understand the weak empirical support for self-congruity effects, in other words, the author sheds light on the subject suggesting an asymmetric relationship in the structure of brand versus human personality. Although three brand personality dimensions relate to three of the “Big Five” human personality dimensions, two dimensions namely, Sophistication and Ruggedness, are different from the “Big Five”, showing that dimensions of personality should be analysed independently since they might influence consumer behaviour for different motives. As Fournier (1998, p. 365) suggests, brands were considered as “powerful repositories of meaning purposively and differentially employed in the substantiation, creation, and (re)production of concepts of self” in the marketing context. Previous research has established that it is possible to describe human personality through five dimensions, namely: (1) Extraversion or Surgency (talkative, assertive, energetic); (2) Agreeableness (goodnatured, cooperative, trustful); (3) Conscientiousness (orderly, responsible, dependable); (4) Emotional Stability versus Neuroticism (calm, not neurotic, easily upset); and (5) Openness or Intellect (intellectual, imaginative, independent-minded). These dimensions also known as the “Big Five” personality dimensions, resulted from the analysis of the natural language terms that individuals use to describe themselves and others (Goldberg, 1993; John & Srivastava, 1999).

Research developed on country branding suggests that consumers have the capacity to ascribe specific qualities and human personality traits to countries (Barbarossa, De Pelsmacker, & Moons, 2018; Kim et al., 2013; Rojas-Méndez, Murphy, & Papadopoulos, 2013), just as they do to brands. Rojas-Méndez, Papadopoulos, et al. (2013) investigated to which extent personality traits can be used to identify, differentiate and position a nation. Although the BPS has been used to evaluate places and tourism

destinations (e.g., Ekinci & Hosany, 2006; Hosany, Ekinci, & Uysal, 2006; Pitt, Opoku, Hultman, Abratt, & Spyropoulou, 2007), countries were not the object of this scale, which means that some of its personality traits might be limited considering the nation image context.

d'Astous and Boujbel (2007) describe the significance of using the personality perspective to the conceptualisation of country beliefs, highlighting that the main reason is that the presentation of countries is often human-like: "human traits are associated with universal mental representations that are easily activated because they have been used previously to characterize people in our environment and predict their behavior" (p. 232). This means that personality traits exist in people's minds and they make use of them to catalogue the environment in which they are included namely products and/or services. A brief overview about influential articles in country personality literature is presented in Table 2.3.

Table 2.3 – Influential articles in country personality literatures

<b>Author(s) (year)</b>	<b>Context</b>	<b>Key findings/conceptualisations</b>
d'Astous and Boujbel (2007)	170 French-speaking Canadians evaluated 11 different countries	First country personality effort. Identified (1) agreeableness, (2) wickedness, (3) snobbism, (4) assiduousness, (5) conformity, and (6) unobtrusiveness Warmth and competence are negatively correlated.
Cuddy et al. (2009)	755 European evaluated 15 EU countries	Stereotypes of countries are either high warmth, low competence, or high competence, low warmth Identified country personality dimensions of (1) leadership, (2) excitement, (3) sophistication, (4), tradition, and (5) peacefulness
Kim et al. (2013)	1221 university students from nine countries	Evaluated the US based on the big five personality dimensions
Rojas-Méndez, Papadopoulos, and Alwan (2015)	561 Saudi Arabian consumers	Extends literature by demonstrating how positioning brands via COO personality stereotypes signals cultural authenticity and enhances consumer brand evaluations
Magnusson et al. (2018)	Five experiments in the US	

Source: Magnusson et al. (2018).

Individuals use personality traits (a set of human characteristics) to establish their relationships with brands. These are inferred from different sources, such as user imagery, advertising, atmosphere, packaging or clients (Aaker, Fournier, & Brasel, 2004). People are challenged with information coming from different places across the world and establish mental representations, images of countries. Therefore, "assuming that these representations naturally revolve around human traits, people may spontaneously position countries on personality dimensions" d'Astous and Boujbel (2007, p. 232). For instance, it is frequent to hear that a country "has a seat" at the United Nations, and this contributes to think about a country's personification as one measure of a country's image. Furthermore, individuals

will prefer buying products, visit or investing in countries which are perceived as being psychologically like them. A recent study by Magnusson et al. (2018) suggests that country personality stereotypes represent broad macro-level associations of a country and are different from the positive or negative images that consumers hold about a country since they are not perceived as essentially good or bad. The authors outline that is important for both international marketing managers and academics to understand how country personality stereotypes associations can be used to improve brand performance.

Using samples of French-speaking Canadian adults, d'Astous and Boujbel (2007) developed and validated a multi-item scale that allows assessing a country's image on human traits. Using a list of human personality traits, the authors asked the participants to associate familiar countries with personality traits. Based on their findings, six dimensions were developed (as the basis for full with 37 personality traits and reduced with 24 personality traits scales). The first dimension, agreeableness which is in accordance with the "agreeableness" dimension of the Big Five, refers to the quality of life and interpersonal relationships. More specifically, to behaviours such as cooperating and trusting others (DeNeve & Cooper, 1998). This dimension includes traits such as bon-vivant, reveler, amusing and agreeable, being related to the people affect component. The second dimension, wickedness, composed by items such as immoral, vulgar, decadent and offender, and possibly associated with negative affect (Costa & McCrae, 1980; Yik & Russell, 2001). Here, a parallelism with the neuroticism dimension of the Big Five can be made, for it "focused on adjustment variables (such as psychotism and distress), as well as negative emotional and behavioral traits (such as ambivalence over emotional expressiveness and aggression)" (DeNeve & Cooper, 1998, p. 199). The third dimension, snobbism, comprises characteristics such as haughty, snobbish, mannered and chauvinist. In contrast with the Big Five of human personality where only one dimension (neuroticism) captures negative affect, the country personality scale presents two dimensions related to a negative affect. The fourth dimension, assiduousness, includes traits such as organised, rigorous, flourishing and hardworking. This might be analogous to the dimension of conscientiousness which includes "goal-directed behavior (such as efficacy and rule conscious) and control-related traits (such as internal locus of control and impulsivity)" (DeNeve & Cooper, 1998, p. 199). The fifth dimension, conformity, refers to traits such as religious, spiritual, traditionalist and mysterious. Comparing the items of this dimension with the items of the Big Five dimensions of human personality, these seem to be close to the broadened factor of "Openness to Experience", that includes the "belief in a just world, mental absorption, and rigidity" (DeNeve & Cooper, 1998, p. 199). Finally, the sixth dimension, unobtrusiveness, includes traits such as cowardly, wimpy, dependent and neutral. An

unobtrusive individual might be described as an inconspicuous individual. Despite the possible comparison of unobtrusiveness with the dimension of extraversion from the Big Five that focuses on the quantity and intensity of relationships (DeNeve & Cooper, 1998), the items that d'Astous and Boujbel (2007) used to describe unobtrusiveness evidence unfavourable personality traits of a country. The six country personality dimensions showed a stable structure and good psychometric properties (see Table 2.4). d'Astous and Boujbel (2007, p. 239) also observed that this scale "represents one particular way of looking at country images and should be considered as a complement rather than as a substitute to existing country image measuring instruments".

Table 2.4 – The d'Astous and Boujbel (2007) country personality scale

Agreeableness	Wickedness	Assiduousness	Snobbism	Conformity	Unobtrusiveness
Bon-vivant	Vulgar	Organized	Snobbish	Religious	Cowardly
Amusing	Decadent	Rigorous	Haughty	Spiritual	Wimpy
Reveler	Offender	Hard to work	Mannered	Traditionalist	Decadent
Agreeable	Immoral	Flourishing	Chauvinist	Ceremonious*	Discrete*
Generous*	Fighter*	Serious*	Egocentric*	Mysterious	Neutral
Cooperative*	Violent*	Important*			Self-contained*
Accommodating*					
Romantic*					
Accepting*					
Reliability for 37 items					
$\alpha = .87$	$\alpha = .80$	$\alpha = .79$	$\alpha = .82$	$\alpha = .78$	$\alpha = .67$
Reliability for 24 items (items marked with * have been removed)					
$\alpha = .78$	$\alpha = .82$	$\alpha = .76$	$\alpha = .76$	$\alpha = .73$	$\alpha = .64$

Source: d'Astous and Boujbel (2007, pp. 236-237).

As suggested by Zeugner-Roth and Žabkar (2015) some of the dimensions capture favourable personality traits, while others capture unfavourable traits. Within this context, country personality serves as a profile construct (Law et al., 1998), which means that the dimensions should not be aggregated to acquire a general country personality score.

Although some questions have been raised about the assessment of the direct effects of country personality traits on behavioural intentions (Burcio, Silva, & Salgueiro, 2014), it is important to refer that personal values have an important influence on consumer behaviour (Steenkamp & Burgess, 2002). Geuens et al. (2009) developed a new brand personality scale consisting of five factors that show an affinity with the Big Five human personality dimensions. The authors suggest that this new measure

proved to be reliable for between-brand between-category comparisons, for between-brand within-category comparisons, and for between-respondent comparisons. Although the results of the differential impact of brand personality dimensions on brand attitude for respondents with a different value hierarchy showed no significant results, the authors observed differences that were in line with the theoretical expectations. Hence, nomological validity was partially supported. Similarly, Zeugner-Roth and Žabkar (2015) developed a holistic model of country-of-origin image and destination image. The authors tested the relative importance of cognitive, affective and symbolic country conations to predict consumer behaviour intentions. The results showed that country personality better predicted behavioural intentions than country cognitions.

d'Astous and Boujbel (2007) asked respondents to evaluate personality adjectives in a five-point numerical scale. Canada was one of the evaluated countries and the other two were selected from the following list: Australia, Cuba, China, France, Japan, Mexico, Morocco, Russia, Saudi Arabia, and the United States. Results showed that country personality scale is a valuable instrument to evaluate country's image on human traits with concrete marketing implications, especially in what concerns improving consumer attitudes towards the country. It is interesting to note that respondents perceived Australia and Mexico as the most agreeable countries, whereas the United States was perceived as wicked country (due to the invasion of Afghanistan and the preparation to invade Iraq). Japan scored first on assiduousness, followed by the United States, China, Canada and Australia. In relation to the snobbish dimension, France and United States showed the higher scores and Canadian respondents considered their home country as the most unobtrusive, followed by Mexico and Morocco. Lastly, it is possible to observe that China, Saudi Arabia and Japan were perceived as the most conformist countries. d'Astous and Boujbel (2007) also examined the influence of personality dimensions on people's general country attitude, product-country attitude, and travel destination. The results indicated that all personality dimensions had a statistically significant impact on general country attitudes and product-country attitudes. However, these results were different for travel destination since the dimensions of assiduousness, snobbism, and unobtrusiveness were not significant. Agreeableness was the most important personality dimension for predicting people's general country attitudes and travel destination attitudes. With respect to product-country attitudes, assiduousness was the personality dimension that obtained the highest score. There is an interesting and important result regarding the effect of conformity since it "appears to be a positive personality trait when judging a country from a travelling point of view"(d'Astous & Boujbel, 2007, p. 238).

Although country image has provided valuable insights about the understanding of COO effects, it does not explain country stereotype associations that albeit their (un)favourability constitute an essential part of consumer's country representation. Moreover, country personality stereotypes might represent the associations of a country in an extensive macro-level (Magnusson et al., 2018).

This study aims to better understand the traits that consumers attribute to Portugal, since it is important to capture a country's symbolic and self-expressive functions. It is also important to provide further knowledge about the influence of country personality dimensions on consumers' purchasing and visiting intentions toward the products and tourism of a foreign country. Based on the literature, the following hypotheses of study were inferred as follows:

**H3: Country personality influences foreign consumers' purchase intentions.**

H3a, H3b, and H3c: (a) Agreeableness; (b) Assiduousness; and (c) Conformity has a significant positive influence on consumers' product purchase intentions.

H3d, H3e, and H3f: (d) Wickedness; (e) Snobbism; and (f) Unobtrusiveness has a significant negative influence on consumers' product purchase intentions.

**H4: Country personality influences foreign consumers' visit intentions.**

H4a, H4b, and H4c: (a) Agreeableness; (b) Assiduousness; and (c) Conformity has a significant positive influence on consumers' visit intentions.

H4d, H4e, and H4f: (d) Wickedness; (e) Snobbism; and (f) Unobtrusiveness has a significant negative influence on consumers' visit intentions.

**H5: Country personality influences foreign consumers' investment intentions.**

H5a, H5b, and H5c: (a) Agreeableness; (b) Assiduousness; and (c) Conformity has a significant positive influence on consumers' investment intentions.

H5d, H5e and H5f: (d) Wickedness; (e) Snobbism; and (f) Unobtrusiveness has a significant negative influence on consumers' investment intentions.

**H6: Country personality influences domestic consumers' purchase intentions.**

H6a, H6b, and H6c: (a) Agreeableness; (b) Assiduousness; and (c) Conformity has a significant positive influence on consumers' product purchase intentions.

H6d, H6e, and H6f: (d) Wickedness; (e) Snobbism; and (f) Unobtrusiveness has a significant negative influence on consumers' product purchase intentions.

**H7: Country personality influences domestic consumers' visit intentions.**

H7a, H7b, and H7c: (a) Agreeableness; (b) Assiduousness; and (c) Conformity has a significant positive influence on consumers' visit intentions.

H7d, H7e, and H7f: (d) Wickedness; (e) Snobbism; and (f) Unobtrusiveness has a significant negative influence on consumers' visit intentions.

**H8: Country personality influences domestic consumers' investment intentions.**

H8a, H8b, and H8c: (a) Agreeableness; (b) Assiduousness; and (c) Conformity has a significant positive influence on consumers' investment intentions.

H8d, H8e and H8f: (d) Wickedness; (e) Snobbism; and (f) Unobtrusiveness has a significant negative influence on consumers' investment intentions.

As suggested by Roth and Diamantopoulos (2009, p. 737) a promising avenue for furthering country image knowledge is to analyse possible relationships between country cognitions and country affect and normative constructs such as consumer ethnocentrism (Shimp & Sharma, 1987), consumer cosmopolitanism (Yoon, Cannon, & Yaprak, 1996), or consumer animosity (Klein, Ettenson, & Morris, 1998). The authors point out the importance of assessing the simultaneous versus independent influence of these constructs on consumers' behavioural intentions. This analysis will help to understand which characteristics, related to countries or individuals, have the most significant influence on consumer behaviour. Moreover, as Phau and Suntornnond (2006) call into attention COO is a multifaceted construct subject to the influence of various moderators which might enhance or diminish its importance. In the next section, the moderator effects of familiarity, product involvement, consumer ethnocentrism, cosmopolitanism, and materialism in the relationship between CI and consumer behaviour are analysed.

## **2.7 The moderator effects of country image influence**

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There are several variables that influence consumers' evaluations about products/brands. To better understand the relationship between them and CI, this section will briefly describe the main moderating factors identified in the literature.

### **2.7.1 The moderator effect of country and product familiarity in the relationship between country image and consumer's purchase, visit and investment intentions**

Han (1989) developed two causal models reflecting the halo and summary constructs of country image in consumer evaluations. If consumers are more familiar about a country than its products, country image may serve as a halo from which consumers infer product's attributes. However, if consumers are more familiar about the country's products summarising country image from them, and applying it to other products from that country, country image serves as a summary construct.

Several studies have been published concerning the importance of product and brand familiarity in consumer behaviour (Alba & Hutchinson, 1987; Ballantyne, Warren, & Nobbs, 2006; Kent & Allen, 1994; Park & Lessig, 1981). When analysing the aspects that might influence a manager's decision to entry into a foreign market, Clark, Li, and Shepherd (2018) suggest that country familiarity influences in several ways decision maker's cognition concerning the selection of a foreign market. Moreover, the authors propose that "international experience moderates the relationship between country familiarity and both cognitive effort and initial country assessment" (p. 459). Country familiarity is defined as "a sense of knowing about a specific nation when considering opportunities for foreign market entry" (Clark et al., 2018, p. 443). The authors suggest that the selection of the potential candidate country will depend on the manager's familiarity, which means that the greater familiarity with the focal country the higher the probability to assess it.

In order to provide an accurate comprehension of the impact of product familiarity on the country-of-origin research, it is important to define the concept. According to Josiassen, Lukas, and Whitwell (2008, p. 424) product familiarity refers to "how familiar a consumer is with a given product category" and familiarity is characterised as "the number of product-related experiences that have been accumulated by the consumer" (Alba & Hutchinson, 1987, p. 411). Josiassen et al. (2008) highlight to the competing views about consumers' use of COO image in products evaluation. For those researchers who

acknowledge the influence of COO image in consumer's product assessment, there seems to be a lack of agreement about the contexts that support its use. As such, researchers suggest that these competing views might be due to context-specific factors, namely product familiarity and product involvement.

Initially, and in agreement with the literature review, COO is described as acting as a halo effect, allowing consumers to evaluate a product even if they were unfamiliar with it (Bilkey & Nes, 1982). Usunier and Cestre (2007) also supported this view and referred that when consumers are not familiar with a product category, the influence of COO is more likely to be stronger (Eroglu & Machleit, 1989; Maheswaran, 1994). However, as soon as consumers acquire greater knowledge and familiarity with a certain product category, the use of COO tends to diminish. There are authors who contest this position and advocate a positive relation between the use of COO as an extrinsic cue and the level of product knowledge and familiarity (Johansson, 1989; Johansson et al., 1985; Johansson & Nebenzahl, 1986). This view is in accordance with findings that show that brand familiarity is positively related to the use of COO as a cue (Schaefer, 1997). Johansson (1989) suggests that consumers use COO to summarise the evaluation of a product that they are familiar with, to simplify their decision-making process and save cognitive effort, mostly in cases when the decision process has to be made within a short time. For example:

“consumers who have little knowledge about cameras but believe that a particular country has a good reputation for camera production may reinforce the impression that a particular camera, say brand X from Germany is of high quality because Germany is known for excellent photographic equipment owing to brands such as Leica, Zeiss and Rollei” (Kristensen, Gabrielsen, & Jaffe, 2014, p. 63).

Conversely, Laroche et al. (2005) hypothesise that regardless of consumers' product familiarity, country image is significantly related to product evaluation. Results supported the hypothesis and show that country image and product beliefs affected product evaluations simultaneously regardless of consumers' level of familiarity with a country's products, supporting the findings of Knight and Calantone (2000). Additionally, Lee and Ganesh (1999) found that high or low product and brand familiar consumers use extrinsic COO cues more often than moderately familiar consumers.

In a study which set out to provide additional evidence as to how familiarity with products, brands and countries moderates consumer evaluation of brand/country alliances, Kristensen et al. (2014) concluded that more familiar brand/country combinations are weighted more than less familiar ones. The authors

suggest that brand/country product alliances are strongly influenced by attitudes toward each brand and country, referring that there is an asymmetry effect of both brand/country partners on the brand/country alliance. More familiar brands/countries contribute more to attitudes toward co-brand/country alliances than less familiar brands/countries.

Commenting on Usunier's (2006) study, Josiassen and Harzing (2008, p. 264) argue that: "COO is still a very relevant area of research, but one that does need to address several critical challenges". Although Phau and Suntornnond (2006) suggest that familiarity and experience with a country's products moderate country-of-origin effects, with respect to the question of whether familiarity moderates the COO effect, Josiassen and Harzing (2008) point out that it constitutes an unresolved challenge in COO literature and deserves to be further investigated. Despite the moderating role of country familiarity and country product familiarity being considered under the halo assumption or the summary assumption, the main findings of the investigation carried out by Josiassen et al. (2008, p. 430), showed that COO image is especially important when consumers evaluate products that they are unfamiliar with. Based on the literature (Josiassen et al., 2008; Phau & Suntornnond, 2006), the following hypotheses were formulated:

**H9: Country familiarity moderates the relationship between country image and foreign consumers' purchase, visit and investment intentions.**

H9a: Country familiarity moderates the relationship between country image and consumers' product purchase intentions.

H9b: Country familiarity moderates the relationship between country image and consumers' visit intentions.

H9c: Country familiarity moderates the relationship between country image and consumers' investment intentions.

Although domestic consumer's behaviour is influenced by the degree of globalisation, it is expected that the country's familiarity and greater experience with domestic products might contribute to a bias toward the country and its products.

**H10: Country familiarity moderates the relationship between country image and domestic consumers' purchase, visit and investment intentions.**

H10a: Country familiarity moderates the relationship between country image and consumers' product purchase intentions.

H10b: Country familiarity moderates the relationship between country image and consumers' visit intentions.

H10c: Country familiarity moderates the relationship between country image and consumers' investment intentions.

**H11: Country product familiarity moderates the relationship between country image and foreign consumers' purchase, visit and investment intentions.**

H11a: Country product familiarity moderates the relationship between country image and consumers' product purchase intentions.

H11b: Country product familiarity moderates the relationship between country image and consumers' visit intentions.

H11c: Country product familiarity moderates the relationship between country image and consumers' investment intentions.

**H12: Country product familiarity moderates the relationship between country image and domestic consumers' purchase, visit and investment intentions.**

H12a: Country product familiarity moderates the relationship between country image and consumers' product purchase intentions.

H12b: Country product familiarity moderates the relationship between country image and consumers' visit intentions.

H12c: Country product familiarity moderates the relationship between country image and consumers' investment intentions.

### **2.7.2 The moderator effect of involvement in the relationship between country image and consumer's purchase, visit and investment intentions**

The concept of involvement has its roots in social psychology. Preliminary work on the topic was developed by social psychologists and related the involvement to the general construct of attitude, as a cluster of ego attitudes, which means those attitudes that individuals hold about themselves (Sherif & Cantril, 1947).

Before proceeding with the operationalisation of involvement, it is important to develop a clear understanding of the nature of the construct. In 1979, the studies of Lastovicka, Gardner, and Tyebjee reported that there was little understanding of what the concept of involvement represents as well as its definition. Muncy and Hunt (1984, p. 193) after reviewing the involvement literature, explain that "the term involvement has been used by researchers to denote at least five distinct (yet perhaps related) concepts" and sometimes there is not a clear statement as to which concept they are investigating. The authors propose five concepts which have all been studied under the topic of "involvement", namely, ego involvement, commitment, communication involvement, purchase importance and response involvement (see Muncy & Hunt, 1984).

In 1965, Krugman applied the concept of involvement into marketing, in his article entitled "The impact of television advertising: learning without involvement". The author had previously argued that the relationship between advertising learning was similar to the learning of the non-sensical or the unimportant. Both could produce distinct U curves of recall (first and last items in a series are best remembered) and both had in common the lack of involvement. Krugman also offers clarification on the significance of conditions for low or high involvement, reinforcing that none of them was better than the other, what changed was the impact of communication. In cases of low involvement:

"one might look for gradual shifts in perceptual structure, aided by repetition, activated by behavioural-choice situations, and followed at some time by attitude change. With high involvement, one would look for the classic, more dramatic, and more familiar conflict of ideas at the level of conscious opinion and attitude that precedes changes in overt behaviour" (p. 355).

In cases of low involvement conditions, communication was more probable to affect cognitions, then behaviours and then attitudes. Whereas, in cases of high involvement, communication was likely to affect cognitions, then attitudes, and finally behaviours.

Day (1970, p. 10) defines product involvement as "the general level of interest in the object or the centrality of the object to the person's ego structure". According to Traylor (1981, p. 51), product involvement is the "recognition that certain product classes may be more or less central to an individual's life, his attitudes about himself, his sense of identity, and his relationship to the rest of the world". The author also refers that the terms high-involvement product and low-involvement product are vague since no product is integrally ego involving or uninvolving, this just applies to consumers and the level of

involvement for a particular product class will depend on the consumers' segment. Moreover, the concept only applies to the consumers' response to the product, not to the product itself (VonRiesen & Herndon, 2011). When examining the perspectives on involvement, Rothschild (1984) discusses problems related to the profusion of papers concerning this concept and points out some directions for researchers. The author identifies common subjects covered in previous involvement papers (Antil, 1984; Bloch & Bruce, 1984; Muncy & Hunt, 1984; Stone, 1984), such as, the absence of a commonly accepted definition of involvement and the lack of a single direction for involvement research. Additionally, the author recognises some problems in the involvement literature such as: too much theorising; a lack of data collection; an over complaint regarding lack of structure; and a phenomenon of repetitive analysis of past review papers. In order to overcome these issues, Rothschild (1984) adopts a generically acceptable definition of involvement which is "a state of motivation arousal or interest" (p.216). This state exists in a process. It is driven by current external variables (the situation, the product, the communications) and past internal variables (enduring, ego, central values). Its consequents are types of searching, processing and decision making.

Zaichkowsky (1985) also contributes to the clarification of the concept by explaining that there have been different applications of the term involvement. As previously referred a person might be involved with advertisements, with products, or with purchase decisions. Depending on the chosen area the state of being involved with an object will have its distinctive results. The author defines involvement as "a person's perceived relevance of the object based on inherent needs, values, and interests" (p. 342). Zaichkowsky proposes that by recognising past definitions, it is possible to apply the concept crosswise to the aforementioned domains namely, advertising, product class and purchase decision research.

When analysing high or low product involvement and consumer purchase decision it is important to refer the research carried out by Petty, Cacioppo, and Schumann (1983) that examined involvement and attitude change and found agreement with the following: "high involvement messages have greater personal relevance and consequences or elicit more connections than low involvement (Engel & Blackwell, 1982; Krugman, 1965; Petty & Cacioppo, 1979; Sherif & Hovland, 1961)" (p. 136). The authors conclude that increasing involvement with a product improved recall not only of the product category but also of the brand name of the advertised product. The results of Petty et al. (1983) are generally inconsistent with the Krugman's above sequence formulation since "both attitudinal and behavioural (intention) effects were observed under high involvement, which is consistent with both

models. Under low involvement, however, effects were obtained on the measure of attitude but not on the measure of behavioural intentions" (p. 144). This is in accordance with the view that an advertisement may be more or less effective, depending on the level of the person's involvement with it.

Goldsmith and Emmert (1991) also discuss the role of product involvement on consumer behaviour, describing consumer involvement as "the feelings of interest and enthusiasm consumers hold toward product categories" (p. 363). In their article entitled "Measuring Product Category Involvement: A Multitrait-Multimethod Study", the authors shed light on the topic by assessing the convergent, discriminant, and criterion-related validity of three measures: Zaichkowsky's Personal Involvement Inventory, Laurent and Kapferer's Consumer Involvement Profile Inventory, and Mittal's Involvement Scale. The results of the study show that the three scales might be used since they measure the same construct. The choice of one of them in particular, may depend on the purposes and specificities of the individual investigation. Nevertheless, the authors refer the Zaichkowsky's scale as the more generally used.

It is also interesting to refer Friedman and Smith's (1993) empirical study concerning the process of consumer decision making in the context of choice among service alternatives, specifically, child-care services. The outcomes indicate that consumers perform most of their information processing after purchasing the service. This means that as the level of involvement increases, the individual searches for more information about it. As a result, the effort of the marketers should be on the service delivering. Arora (1993) analysed the concept of involvement in the context of service marketing. For this purpose, the author compared three types of service business, namely, medicine, beauty shop, and insurance. The author suggests that the establishment of a service marketing strategy would benefit from the analysis of the relationship between expected service quality and recognised quality under different levels of involvement. Neese and Taylor (1994) analysed the effectiveness of indirect comparative advertising for American automobiles and recognised that "substantiated comparative advertising worked where it was supposed to: providing significantly better information for the cognitive stage in the hierarchy of effects (...) and brand involvement during message processing was a much stronger influence than the other predispositions measured" (p. 63).

The impact of product involvement is also a major area of interest within the field of country-of-origin image-product evaluation relationship. The analysis of the literature suggests two possible avenues of

research concerning the relationship between product involvement and COO image. The first proposes that consumers rely more on COO image in circumstances where they are less involved with the product category, because COO image is a relevant and accessible cue to base a buying decision (Maheswaran, 1994; Min Han, 1989). According to this perspective, the impact of country-of-origin on product evaluations is superior when consumers are less motivated to process available information, for example in cases of low involvement (Verlegh, Steenkamp, & Meulenberg, 2005). The second suggests that consumers showing more involvement with a product will use and pay more attention to information concerning that product class before selecting it (Celsi & Olson, 1988). In the case of high-involvement products, besides price, availability or design, consumers will consider the COO image and examine all sources of information (Ahmed et al., 2004).

In circumstances where product involvement is considered a salient cue, the COO image will be more important in product evaluation when the consumer is less involved with the product. Hence, consumers are more likely to rely on COO image for their product evaluations in cases of low involvement. However, when product involvement is considered as supplementary information, COO may be relevant for consumers highly involved with a product. The argument is that as involvement with the product motivates consumers to search and consider additional product-related information, it is natural that they will make use of COO when evaluating products (Josiassen et al., 2008).

Lin and Chen (2006) analysed the influence of the country-of-origin image, product knowledge, and product involvement on consumer purchase decision in insurance and dining services. The authors explored the impact of the country-of-origin image, the product knowledge on consumer purchase decisions under different levels of product involvement. The authors recognised that product involvement has a significantly positive influence on consumer purchase decision and that the country-of-origin image has a significantly positive influence on consumer purchase decision under different product involvement levels. Hence, as product involvement level increases, the country-of-origin image would cause a significantly positive influence on consumer purchase intention. These results are extremely important to marketing practitioners, because it indicates that COO image might be a useful tool for analysing consumers' product evaluations, quality perceptions of products and behavioural intentions to purchase (Josiassen et al., 2008). For example, if a company desires to promote less product-familiar and less product-involved customers, it should focus on the country image attached to the company's products.

Usunier and Cestre (2007) also provide an insightful contribute with respect to the influence of familiarity and involvement on the intensity of product-country associations. The authors discuss how the involvement for specific products may be different across countries due to factors on the demand-side (related to differences in consumer behaviour) and on the supply-side (depending on the geographic presence of the companies and brands). Usually, when consumers have a higher level of involvement with a product, they are likely to associate more countries with it, and this is also valid for familiarity.

This study acknowledges the plethora of views on involvement and the competing views on the influence of product involvement on the relationship between country image and consumer behaviour. Additionally, different aspects of consumer behaviour can be explained by the moderator effect of involvement (Michaelidou & Dibb, 2008), therefore the following hypotheses were proposed:

**H13: Product involvement moderates the relationship between country image and foreign consumers' purchase, visit and investment intentions.**

H13a: Product involvement moderates the relationship between country image and consumers' product purchase intentions.

H13b: Product involvement moderates the relationship between country image and consumers' visit intentions.

H13c: Product involvement moderates the relationship between country image and consumers' investment intentions.

**H14: Product involvement moderates the relationship between country image and domestic consumers' purchase, visit and investment intentions.**

H14a: Product involvement moderates the relationship between country image and consumers' product purchase intentions.

H14b: Product involvement moderates the relationship between country image and consumers' visit intentions.

H14c: Product involvement moderates the relationship between country image and consumers' investment intentions.

**H15: Product involvement moderates the relationship between country personality traits and foreign consumers' purchase, visit, and investment intentions.**

H15a: Product involvement moderates the relationship between country personality traits and consumers' product purchase intentions.

H15b: Product involvement moderates the relationship between country personality traits and consumers' visit intentions.

H15c: Product involvement moderates the relationship between country personality traits and consumers' investment intentions.

**H16: Product involvement moderates the relationship between country personality traits and domestic consumers' purchase, visit, and investment intentions.**

H16a: Product involvement moderates the relationship between country personality traits and consumers' product purchase intentions.

H16b: Product involvement moderates the relationship between country personality traits and consumers' visit intentions.

H16c: Product involvement moderates the relationship between country personality traits and consumers' investment intentions.

### **2.7.3 The moderator effect of consumer ethnocentrism in the relationship between country image and consumer's purchase, visit and investment intentions**

This section aims to provide an integrative review of the concept of ethnocentrism and Consumer Ethnocentrism (CET), as well as the antecedents and consequences of CET. Shimp and Sharma (1987) describe CET in functional terms, as giving to the individual "a sense of identity, feelings of belongingness, and, most important an understanding of what purchase behaviour is acceptable or unacceptable to the ingroup" (p. 280). The authors employ the CET concept as a specific domain for the study of consumer behaviour with marketing implications (Sharma, Shimp, & Shin, 1995). Consumer ethnocentrism is based on three principles, namely (i) one's fear of economically harming his/her beloved country by buying foreign products; (ii) the morality of buying imported products; and (iii) a personal prejudice against imports. The authors developed an instrument nominated the CETSCALE, to measure consumers' ethnocentric tendencies and capture the predisposition toward foreign products.

The general concept of ethnocentrism has its roots in sociology being used to distinguish between in groups and out groups, which means that generally the concept is used to represent people who view their own group has the center of the universe, rejecting groups/people who are culturally different, or

do not share the same values from their own group (Chang & Ritter, 1976; Luque-Martinez, Ibanez-Zapata, & del Barrio-Garcia, 2000). Sumner (1906) was the first to contribute to a formal definition of ethnocentrism describing it as:

“the technical name for this view of things in which one’s own group is the center of everything, and all others are scaled and rated with reference to it. (...) Each group nourishes its own pride and vanity, boasts itself superior, exalts its own divinities, and looks with contempt on outsiders. (...) the most important fact is that ethnocentrism leads a people to exaggerate and intensify everything in their own folkways which is peculiar and which differentiates them from others” (p.13).

Several authors (e.g., Lewis, 1976; Murdock, 1931) contributed to the enrichment of the concept, observing that ethnocentrism is beyond tribes and nations, influencing all kinds of social groups, being an universal phenomenon, with its roots in most areas of inter-group relations.

The preference for domestic products instead of foreign ones has been a subject of great interest in consumer behaviour. It has been described as prejudice against imports, as domestic country bias, (e.g., Balabanis & Diamantopoulos, 2004; Wang & Chen, 2004; Watson & Wright, 2000), or as consumer ethnocentrism. These terms originated from the general concept of ethnocentrism (Sharma et al., 1995). Piron (2002) points out that the concept of consumer ethnocentrism helps to understand why certain consumers prefer domestic products and others seems to accept without discrimination domestic and imported ones.

Aware of the importance that culture and human values have as moderating factors of the country-of-origin effect, Usunier and Cestre (2007) noticed that consumers base their perceptions and prior experiences with products of a particular country, make stereotypical associations between them. If these associations are shared globally, they reproduce product ethnicity. The authors define this concept as the “stereotypical association of a generic product with a particular COO” (p.36). The “ethnicity” part of product ethnicity, relates to a country (or several countries) that is (are) a legitimate place(s) for the design, manufacturing, or consumption of this generic product. Despite the strong relationship between product ethnicity and COO image of products, it may be important to stress that they are different concepts due to the evaluative dimension that characterises the research on COO. The association that typifies product ethnicity is unidirectional (product-country or country–product), based on a single

stimulus and without an evaluative dimension. For example, German consumers may perceive the French product ethnicity of wine, while British consumers may associate the Australian product ethnicity of wine. These associations may change consumer perceptions and are significant to evaluate product ethnicity, which means the degree of product-country match, a concept addressed by the authors Roth and Romeo (1992).

The analysis of product ethnicity should include a reflection about the potential impact of the “domestic country bias”, described as “people’s spontaneous tendency to use their own frame of reference, or the local knowledge found in their in-group, to make judgments” (Usunier & Cestre, 2007, p. 39). Consequently, it is usual for individuals from a survey country to associate product stimuli with their own country more frequently than with other countries. This due to the presence of local companies and brands and the increasing knowledge about their products. Usunier and Cestre hypothesised that when consumers are presented with a product stimulus, they associate their own country more often than other countries and when presented with a country stimulus, they associate more products with their own country than with other countries. The findings showed that respondents more frequently associated their own country as COO and less frequently associated products with foreign countries. Furthermore, when respondents were presented with a country stimulus, they associated more products with their own country, which supported the hypotheses.

Another issue that is linked to product ethnicity is the COO congruence. Usunier and Cestre (2007, p. 42) state that “high product ethnicity (that is a high degree of congruence among a product, a COO, and its cognitive dimensions related to manufacturing, design, and brand) —is positively related to high levels of willingness to buy”. This implies that companies should be conscious and assess the congruence between COO and product ethnicity to develop specific marketing strategies to promote a product category.

Verlegh (2001) establishes the difference between the effects of national identification and consumer ethnocentrism. According to the author, these two concepts are both related to home country bias offering complementary means to explain and predict consumers’ preference to buy domestic products. However, its influences are based on different mechanisms, which mean that on the one hand, consumer ethnocentrism offers an economic perspective on home country bias reflecting the consumers’ desire to protect domestic economy and employment. On the other, national identification has an effect on

consumers' preferences, uncaptured by consumer ethnocentrism and "reflects the desire for a positive national identity, which is created by the need for a positive evaluation of private and social selves" (Verlegh, 2001, p. 44). Shankarmahesh (2006) also contributes to the clarification of these two topics, providing an example of Herche (1992) to explain the difference between "country-of-origin bias" and CET: "A US consumer can have a positive country of origin (COO) effect say for French wine due to its product-class attributes but decide not to buy it due to nationalistic reasons" (p. 148). The author argues that CET is like a "general tendency" to protect domestic products instead of a specific country-of-origin image.

### *The antecedents and consequences of consumer ethnocentrism*

In order to provide an overview regarding the main antecedents of consumer ethnocentrism it is important to refer the work developed by Shankarmahesh (2006). In his article, entitled "Consumer ethnocentrism: an integrative review of its antecedents and consequences", the author highlights the CET antecedents, identifying four categories, namely: socio-psychological, economic, political and demographic. The author also presents an interesting summary about the empirical studies that have been conducted in this field of knowledge. With respect to socio-psychological antecedents that affect consumer ethnocentrism, it is possible to identify cultural openness, world mindedness, patriotism, conservatism, collectivism-individualism, animosity, materialism, list of values, salience and dogmatism (Shankarmahesh, 2006).

Cultural openness refers to opportunity to interact with other cultures with the effect of diminish individuals' cultural prejudice (Sharma et al., 1995). Several studies have showed a negative correlation between cultural openness and CET (Howard, 1990; Sharma et al., 1995). However, Shankarmahesh (2006, p. 149) highlights that it might be "rather simplistic to generalise that cross-cultural interactions and familiarity with other cultures will mitigate ethnocentric tendencies in general and CET in specific". This means that when analysing the associations between cultural openness and CET, it is important to consider both the effects of potential moderators such as the "self-reference criterion" (described as the tendency to judge others cultures using the own set of values as the reference point), and its interaction with another antecedent variable such as "world mindedness".

The concept of world mindedness might be described as "those consumers who favour a world-view of the problems of humanity and whose primary reference group is humankind" (Rawwas, Rajendran, & Wuehrer, 1996, p. 22). These individuals seem to show a real interest in international affairs, valuing

world development and global consensus (Gomberg, 1994). Rawwas et al. (1996) in their study about "The influence of world mindedness and nationalism on consumer evaluation of domestic and foreign products" found a negative relationship between world mindedness and CET. In order to improve the investigation in this field of knowledge, it would be important to investigate potential interaction between world mindedness and cultural openness, as previously referred, as well as the potential role of world mindedness as a moderator between cultural openness and CET (Shankarmahesh, 2006).

According to Sharma et al. (1995, p. 28) patriotism "represents love for or devotion to one's country" acting as protection barrier for the group and being positively related to ethnocentrism. Han (1988) evaluated the role of consumers' patriotic emotions in their choice of domestic versus foreign products. The author concluded that the patriotic responses performed a significant role in the choice, being expected that individuals with a high level of patriotism will show more consumer ethnocentric tendencies. However, the study of Bannister and Saunders (1978) demonstrated that the British respondents' patriotism did not encompass consumer goods markets. Taking into account these facts, Shankarmahesh (2006) suggests that future research should consider evaluating the moderating effects of education and world mindedness on the association between patriotism and consumer ethnocentrism.

Regarding the antecedent of conservatism, Sharma et al. (1995, p. 28) describe conservative persons as "showing a tendency to cherish traditions and social institutions that have survived the test of time, and to introduce changes only occasionally, reluctantly, and gradually", and found a positive correlation between conservatism and consumer ethnocentric tendencies. Balabanis, Mueller, and Melewar (2002) also confirmed that conservatism values are positively related to CET and recommend that to analyse the influence of conservatism on consumer ethnocentrism, the moderating effects of education and world mindedness should be considered.

In a study to investigate the impact of patriotism, nationalism and internationalism as antecedents to consumer ethnocentrism in Turkey and the Czech Republic, Balabanis, Diamantopoulos, Mueller, and Melewar (2001, p. 169) found that "neither patriotism nor nationalism has a consistent influence on consumer ethnocentrism since their effects vary from country to country". The authors suggest that individuals might be ethnocentric due to their love and attachment to the country. This might in turn relate to a patriotic response towards the nation or it might be guided by feelings of economic superiority and national dominance, which would relate to nationalism. To understand these differences is vital for

international marketing managers. Given that the level of consumers' feelings of patriotism and nationalism vary across the countries, marketers should ensure that when entering in foreign markets their strategy or products do not promote the switching of patriotism or nationalism into consumer ethnocentrism.

Collectivism-individualism is one of Hofstede and Bond (1988) most researched dimensions (e.g., Sharma et al., 1995; Triandis, 1988). It is widely accepted that individuals in collectivist cultures are more likely to exhibit strong consumer-ethnocentric tendencies, because the in-group bias is higher, as well as their resistance to accept foreigners as members of their group. Less consumer-ethnocentric tendencies will be found in individualistic persons for they are more concerned with their own goals and benefit (Ettenson et al., 1988).

The concept of animosity might be defined as "the remnants of antipathy related to previous or ongoing military, political, or economic event that will affect consumers' purchase behavior in the international marketplace" (Klein et al., 1998, p. 90). Animosity and CET may be interconnected, however Klein et al. did not postulate any relationship between the two concepts. Thus, it would be important to develop future investigation considering animosity as an antecedent of consumer ethnocentrism (Shankarmahesh, 2006).

Clarke, Shankarmahesh, and Ford (2000) found empirical support for a positive relationship between materialism and CET, as well as external values and CET. The Oxford English Dictionary defines materialism as "a tendency to consider material possessions and physical comfort as more important than spiritual values". Richins and Dawson (1992) conceptualised materialism as:

"a value that guides people's choices and conduct in a variety of situations, including, but not limited to, consumption arenas. With respect to consumption, materialism will influence the type and quantity of goods purchased. Beyond consumption, materialism will influence the allocation of a variety of resources, including time" (p.307).

As Rindfleisch, Burroughs, and Denton (1997) highlight, materialistic individuals tend to value material possessions in order to fulfil their need for satisfactory interpersonal relationships. Considering the concept of value, and taking into consideration the work developed by Rokeach (1973), Braithwaite and Law (1985), suggest that:

“the value construct is restricted to that special class of enduring beliefs concerning modes of conduct and end states of existence that transcend specific objects and situations and that are personally and socially preferable to an opposite mode of conduct or end state of existence” (pp. 250-251).

Values facilitate the individuals’ adaptation to one’s environment and can be categorised as internal and external. These can be measured by items such as “self-respect” and “self-fulfilment” for internal, and “fun and enjoyment in life” and “being well respected” for external (Shankarmahesh, 2006).

Olsen, Biswas, and Granzin (1993) in their study into the effect of the marketing campaigns on buying domestic products for American consumers, draw attention to the fact that marketers should understand the importance of consumers’ cooperation in helping threatened domestic workers thorough the acquisition of domestic products. The authors defined salience as an “exogenous construct that connotes the extent to which the need for help is recognised as important by the (potential) helper” (p. 308) and found a positive relationship between salience and consumer ethnocentrism.

Finally, Shankarmahesh (2006) refers the dogmatism as an antecedent of consumer ethnocentrism in the socio-psychological category being described as “a personality trait that views reality in black and white” (Caruana, 1996, p. 39). According to several authors (Caruana, 1996; Shimp & Sharma, 1987) a positive relationship has been found between dogmatism and CET, which means that consumers who are more dogmatic tend to have a more favourable attitude towards domestic products.

Looking at the economic environment, Rosenblatt (1964) referred that capitalist societies promote the competition within the groups and thus generating the reduction of ethnocentrism. Good and Huddleston (1995) in their study entitled “Ethnocentrism of Polish and Russian consumers: are feelings and intentions related?”, reveal that:

“during early stages of transformation from command to market economy, Western products are preferred because of good quality and novelty/status motives. However, as an economy moves to the intermediate stage of transition, buying national motives become more important. The framework in conjunction with our findings indicate Poland would be in the intermediate stage of transition, at least for consumer behaviour” (p. 42).

A subsequent study by Durvasula, Andrews, and Netemeyer (1997), carried out in a cross-cultural research setting, that compared consumer ethnocentrism in the USA and Russia. This study corroborated the view that USA respondents had a significantly greater value on the CETSCALE than Russian respondents, giving more importance to buying domestic products. In addition, Russian participants showed more favourable beliefs and attitudes toward buying foreign products than USA participants. Finally, Klein and Ettenson (1999) also concluded that USA consumers, who believed that their personal economic situation has enriched as well as the USA economy, were less ethnocentric.

The political environment is another antecedent of consumer ethnocentrism and it is important to understand how CET interacts and relates with democratic versus authoritarian environments. Considering again the investigation of Good and Huddleston (1995), the authors observed that Polish individuals compared to Russian individuals tended to be more ethnocentric, since they had a history of oppression. Still, as Shankarmahesh (2006, p. 164) states: “it can be argued that consumers of conquering nations will tend to view the “in-group” products as more superior and preferable compared to those of conquered nations that will crave for “out-group” products”. Hence, the author considers that additional investigation is needed regarding the influence of political propaganda and political history in CET, as well as the political variables of perceived proximity and size and power of “out-groups” and leader manipulation, in different countries.

The examination of the demographic antecedents of CET are sometimes inconclusive for some variables and consistent for others (Good & Huddleston, 1995). With respect to age, despite the competing results, there seems to be more empirical evidence that younger consumers are less ethnocentric than older ones (Caruana, 1996; Good & Huddleston, 1995; Han, 1988; McLain & Sternquist, 1992; Schooler, 1971; Wall, Heslop, & Hofstra, 1988). In favour of this argument there is the influence of the globalisation and the increasing cosmopolitanism of recent years (Shankarmahesh, 2006). However, it is important to refer that there are studies that did not find any statistically significant relationship between age and CET (Sharma et al., 1995) or even establish a positive one (Bannister & Saunders, 1978; Schooler, 1971).

The relationship between gender and CET, like age, is inconclusive, with several studies showing contradictory results. Most of the empirical research supports that women exhibit greater consumer ethnocentric tendencies than men (Bruning, 1997; Good & Huddleston, 1995; Han, 1988; Sharma et al., 1995). Nevertheless, some studies found that females evaluated foreign-made products more

favourably than men (Schooler, 1971) and other studies found no significant relationship between gender and CET (Caruana, 1996; McLain & Sternquist, 1992).

Education seems to gather a high consensus with most studies showing similar results. These have identified a negative relationship between higher education level of consumers and their ethnocentric behaviour, which means that the more educated people are the more open and less likely are they to have ethnic prejudices (Caruana, 1996; Klein & Ettenson, 1999; McLain & Sternquist, 1992; Schooler, 1971; Sharma et al., 1995; Wall & Heslop, 1986). Han (1988) did not find a significant relationship between education and consumer patriotism.

In relation to income and consumer ethnocentrism, most of the studies identified a negative association. The studies suggest that if individuals have a higher income, it increases the probability to travel and access foreign products, diminishing their buying behaviour towards domestic products (Bruning, 1997; Good & Huddleston, 1995; Sharma et al., 1995; Wall & Heslop, 1986). However, some studies found no significant relationship between income level and patriotism or ethnocentrism (e.g., Han, 1988; Johansson et al., 1985; McLain & Sternquist, 1992). Shankarmahesh (2006) emphasises the relationship between income and social class and the possibility to apply the conclusions regarding income and CET to social class. Caruana (1996) did not find any relation between occupation and consumer ethnocentrism, nor was he able to corroborate the conclusions for income (i.e. "The higher the level of income the lower the level of consumer ethnocentrism") or for residence types (i.e. "The better the residence type the lower the level of consumer ethnocentrism").

Regarding the relationship between race or ethnic groups and consumer ethnocentrism the results are contradictory. On the one hand, there are studies that found a relationship between minorities being more favourable towards foreign products than the majority ethnic group (Zarkada-Fraser & Fraser, 2002). The studies carried out by Wanninayake and Chovancová (2012) and Vida, Dmitrović, and Obadia (2008) demonstrated ethnicity as a strong predictor of CET. On the other hand, Klein and Ettenson (1999) and Piron (2002) did not find any evidence for race as a predictor of CET.

The characterisation of the main antecedents of CET allowed an analysis about some of the most important results and showed its importance for companies' managers more specifically with respect to consumer segmentation and the establishment of target marketing strategies, which strengthens the

need to consider the outcomes of consumer ethnocentrism. One of the most important consequences of CET is related to consumer buying behaviour, more specifically, the purchase of or willingness to buy domestic versus foreign products. There are several empirical evidences that support a positive relationship between consumer ethnocentrism and purchase intentions of domestic products over foreign ones (Han, 1988; Sharma et al., 1995; Suh & Kwon, 2002; Zarkada-Fraser & Fraser, 2002).

Considering previous research about CET and its consequences, several operational definitions for possible consequences of CET might be inferred: (1) beliefs of consumers about the prestige of local and foreign brands, characteristics and quality of local and foreign-made products and buying imported products; (2) general attitudes toward foreign products, advertising and brands; and (3) consumers' purchasing intentions (John & Brady, 2011). The studies by Shimp and Sharma (1987), Herche (1992), Chryssochoidis, Krystallis, and Perreas (2007) empirically support that consumer's preference for domestic over imported products. Thus, reinforcing the position that consumer ethnocentrism is positively correlated to a favourable evaluation of domestic products. Furthermore, the studies of Klein et al. (1998) and Suh and Kwon (2002) showed a negative relation between CET and willingness to buy foreign products. In summary, the Consumer Ethnocentrism Tendencies Scale (CETSCALE), developed by Shimp and Sharma (1987), is one of the most commonly used scales in the marketing literature with several empirical applications (see review in Jiménez-Guerrero, Gázquez-Abad, & Linares-Agüera, 2014).

The analysis of consumer ethnocentrism antecedents and consequences might help international marketing managers in the establishment of successful marketing strategies, specifically in the phase of consumers' segmentation and targeting.

As Shankarmahesh (2006) highlights consumers ethnocentrism results from a home country bias driven by a general concern about protecting the domestic economy, avoiding unemployment, and an ethical dimension which is related to the fact that buying imported goods may been seen as an unpatriotic behaviour. Zeugner-Roth, Žabkar, and Diamantopoulos (2015) state that recent research supports the view that is important to consider a broader range of consumers' traits when considering their behaviour on buying domestic and foreign products. The free trade is one of the characteristics of the globalisation process that facilitates consumers' acquisition of foreign products. However, the homogenisation of the buying behaviour is called into question. As Belk (1996) suggests, this massive wave of free economic

activity for worldwide consumers has raised the debate and resistance concerning the issues of ethnocentrism and nationalism.

Consumer ethnocentrism reflects a home country bias and explains consumers' preferences for domestic products against products from out groups (Shimp & Sharma, 1987). In addition, it is important to understand its relation with other predictors, namely the influence of cosmopolitanism. As Cannon and Yaprak (2002) concluded in their study, the fact that world is increasingly globalised and consumers more cosmopolitan, does not imply that their behaviour will transcend their local culture. Though numerous studies have demonstrated a negative association between ethnocentrism and cosmopolitanism (Cannon & Yaprak, 2002; Sharma et al., 1995) there is also evidence of the contrary, an absence of a significant relationship between them when evaluating cultural openness (Javalgi, Khare, Gross, & Scherer, 2005; Vida & Reardon, 2008).

Riefler (2017) in her chapter book about the positive and negative sentiments towards other nations, addresses the recent reconceptualisation and re-operationalisation of the CET construct. Siamagka and Balabanis (2015) discuss how the CET construct has a multifaceted nature, since it incorporates "aspects of moral obligation towards the home country as well as biased perceptions in favor of domestic products and workmanship" (Riefler, 2017, p. 94) and define it as "consumers' tendency to favor domestic over foreign products – that is, as a form of prosocial behaviour that can be reflexive or learned and is associated with feelings of insecurity and distorted cognition" (Siamagka & Balabanis, 2015, p. 71). This definition includes five dimensions: namely prosociality, cognition, insecurity, reflexivity, and habituation. Sharma (2015) questions the unidimensionality of the CET construct and reconceptualises it as a three-dimensional construct consisting of three dimensions: affective (i.e. a preference for home products and an aversion for foreign products), cognitive (i.e. favourable assessment of domestic products), and behavioural (i.e. preference for domestic products instead of foreign ones).

Recently studies have suggested that consumer ethnocentrism may be a multidimensional construct, as argued by Siamagka and Balabanis (2015), Sharma (2015), and Feurer, Baumbach, and Woodside (2016). The present study follows the conceptualisation of CET as described by Shimp and Sharma

(1987) and by Cleveland, Laroche, and Papadopoulos (2009)<sup>1</sup>. The studies presented thus far provide evidence that it is fundamental to evaluate the level of consumer ethnocentrism for several reasons: (1) it helps decision makers in taking an effective strategic decision in the global marketplace; (2) it is important to global positioning; (3) it is critical to global branding; (4) it facilitates market entry mode decisions; and (5) for the materialisation of country-of-origin effects (Siamagka & Balabanis, 2015).

The literature review has shown that consumer ethnocentrism is a global phenomenon. However, considering the country under study, consumers' will show different levels of ethnocentrism, being less or more ethnocentric if belonging to more or less developed and modern nations, respectively. Batra, Ramaswamy, Alden, Steenkamp, and Ramachander (2000) studied the effects of brand local and nonlocal origin on consumer attitudes in a developing country (India). The authors analysed the potential moderating effect of consumer ethnocentrism, establishing that as ethnocentrism increases, the effect of brand non-localness on brand attitude would decrease. Findings showed a direct impact of brand nonlocal origin of brand attitudes but failed to demonstrate the moderating role of consumer ethnocentrism in that relation. Steenkamp, Batra, and Alden (2003) suggested a model in which perceived brand globalness (PBG) influences purchase likelihood of the brand through three pathways: directly and indirectly through two separate mediators, perceived brand quality (PBQ) and perceived brand prestige (PBP). The authors found that PBQ and PBP mediate the relationship between PBG and brand purchase likelihood. The direct effect of PBG on purchase intentions was not found. The authors also evaluate the moderating effect of consumer ethnocentrism, and findings showed that "the total effect of PBG on purchase likelihood was stronger for low CET than for high CET consumers in both countries (the USA and Korea)" (p. 61). Akram, Shakaib Akram, and Merunka (2011) extended the work carried out by Steenkamp et al. (2003) and investigated (in an emerging market, Pakistan, using both global and local brands) the moderating effect of consumer ethnocentrism on the relation between perceived brand globalness (PBG) and both perceived brand quality (PBQ) and perceived brand prestige (PBP). Findings indicated that consumer ethnocentrism moderates the relation between PBG and PBQ and between PBG and PBP. For low ethnocentric consumers, stronger relationships were found.

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<sup>1</sup> Han and Won (2018, p. 58) suggest that "scales with multiple dimensions with a large number of measurement items are less likely to meet measurement invariance requirements, as both the first- and second-order relationships need to be established to be equivalent across countries". For this reason, this study opted for a widely used unidimensional CET scale that has proven to be reliable and valid in the past.

The focus of this study is not the direct effects of consumer ethnocentrism on consumer behaviour, or on possible antecedents, but on its potential moderating effect on the relationship between country image and consumers' purchase, visit and investment intentions (Akram et al., 2011; Batra et al., 2000; Steenkamp et al., 2003). Hence the following hypotheses have been formulated:

**H17: Consumer ethnocentrism moderates the relationship between country image and foreign consumers' purchase, visit and investment intentions.**

H17a: Consumers' ethnocentrism moderates the relationship between country image and consumers' product purchase intentions.

H17b: Consumers' ethnocentrism moderates the relationship between country image and consumers' visit intentions.

H17c: Consumers' ethnocentrism moderates the relationship between country image and consumers' investment intentions.

**H18: Consumer ethnocentrism moderates the relationship between country image and domestic consumers' purchase, visit and investment intentions.**

H18a: Consumers' ethnocentrism moderates the relationship between country image and consumers' product purchase intentions.

H18b: Consumers' ethnocentrism moderates the relationship between country image and consumers' visit intentions.

H18c: Consumers' ethnocentrism moderates the relationship between country image and consumers' investment intentions.

#### **2.7.4 The moderator effect of consumer cosmopolitanism in the relationship between country image and consumer's purchase, visit and investment intentions**

When companies decide to go global and enter new markets, international segmentation becomes a particularly challenging issue. A successful integrated strategy across national borders helps companies target potential consumers at the global market, as enables them to acquire an appropriate positioning for their products or services. As discussed by Walters (1997):

“When significant heterogeneity characterises the international market context, tools are needed which can assist in the identification of underlying patterns of similarity which can provide a platform for global integration at the strategic and operational levels. The segmentation construct

offers great promise in this respect. Segmentation is therefore particularly important in enterprises that wish to develop and implement successful global marketing strategies" (pp. 165-166).

Steenkamp and Ter Hofstede (2002) point out that a key challenge that companies face in order to succeed in international markets, is how "to deal with the structure of heterogeneity in consumer needs and wants across borders and to target segments of consumers in different countries" (p. 185). These segments are composed by geographic groups of individuals who are likely to exhibit similar responses to marketing efforts.

A traditional form of international segmentation is through the adoption of a multi-domestic strategy. This means considering a set of countries and customising national brands to each country individually, based on their local advantages, and acknowledging the needs shared by groups of consumers in the same country. However, since it is impossible for companies to standardise their marketing strategies for all consumers, companies' managers should realise that sometimes it is easier to find consumers with common interests in different countries than in the same country (Steenkamp & Ter Hofstede, 2002). As the authors emphasise, international segmentation enables the combination of the standardisation benefits, such as lower the costs in the production, advertising and distribution, with the benefits of adaptation, which means to consider consumers' needs.

According to Anderson (1998), cosmopolitanism is understood as a flexible term which "endorses reflective distance from one's cultural affiliations, a broad understanding of other cultures and customs, and a belief in universal humanity" (p. 267). Some authors have considered it as an interesting base for consumers' segmentation for companies seeking international grow by going global (Cannon & Yaprak, 2002; Cleveland & Laroche, 2007; Riefler, Diamantopoulos, & Siguaw, 2012; Saran & Kalliny, 2012).

In the 1950's two recognised authors contributed to the definition of the concept in two different contexts. Merton (1957) defined cosmopolitans as people who oriented themselves outside their community, are not restricted to its local traditions or values, and who view themselves as the world rather than nation citizens. Gouldner (1957) applied the concept to the organisational environment and identified differences between cosmopolitans and local, considering degrees of influence, propensity to accept or reject organisational rules, and informal relations. The author defined cosmopolitans as "those low on loyalty

to the employing organisation, high on commitment to specialized role skills, and likely to use an outer reference group orientation" (p. 290).

Hannerz (1990, p. 243) linked the concept of the expatriate with cosmopolitanism and explains that:

"expatriates (or ex-expatriates) are people who have chosen to live abroad for some period, and who know when they are there that they can go home when it suits them (...). But these are people who can afford to experiment, who do not stand to lose a treasured but threatened, uprooted sense of self. We often think of them as people of independent (even if modest) means, for whom openness to new experiences is a vocation or people who can take along their work more or less where it pleases them" (p.243).

The author points out consumption practices as a major factor of distinction between cosmopolitans, locals, and tourists. Cosmopolitans seek to consume cultural differences, want to be involved and become engaged with the locals in their home territory, and to be part of their culture. Many people just travel to specifically know another place, for its weather, culture, food or landscape, which does not create cosmopolitans.

Cannon and Yaprak (2002) also shed light on the subject and argue that the concept of cosmopolitan consumer refers to a "world citizen – a consumer whose orientation transcends any particular culture or setting" (p. 30). This means that a cosmopolitan consumer is willing to experience tourism and to live and work abroad. Further, a cosmopolitan regards the world as their marketplace and is willing to consume products, places and experiences from other cultures. In this sense, Alden, Steenkamp, and Batra (2006) suggest that in the travelling experience of a cosmopolitan individual, there seems to be a necessity to learn about the host country's culture, people and its traditions. Riefler et al. (2012) call attention to the lack of a comprehensively widely accepted definition of cosmopolitanism. The literature offers "three alternative perspectives on cosmopolitanism, namely: as (1) a moral/ethical imperative (e.g., Roudometof, 2005); (2) an attitude (e.g., Jaffe & Nebenzahl, 2006a); and (3) an orientation (e.g., Hannerz, 1990; Levy, Beechler, Taylor, & Boyacigiller, 2007)" (p. 286). Considering consumer cosmopolitanism from a marketing perspective, the authors agree with the third perspective that describes cosmopolitanism as "a state of mind that is manifested as an orientation toward the outside" (Levy et al., 2007, p. 240).

Against this background and in an attempt to integrate the contributions of the different areas of knowledge, Riefler and Diamantopoulos (2009, p. 415) describe a cosmopolitan consumer as “an open-minded individual whose consumption orientation transcends any particular culture, locality or community and who appreciates diversity including trying products and services from a variety of countries”. Riefler et al. (2012) also define consumer cosmopolitanism as a three-dimensional, second-order construct:

“capturing the extent to which a consumer (1) exhibits an open-mindedness towards foreign countries and cultures, (2) appreciates the diversity brought about by the availability of products from different national and cultural origins, and (3) is positively disposed towards consuming products from foreign countries” (p. 287).

Open-mindedness has its roots in one of the Big Five personality traits namely, openness to experience, and can be described as an “unprejudiced disposition towards other countries and cultures as expressed in an interest in experiencing their authentic manifestations” (Riefler et al., 2012, p. 287). Diversity appreciation is characterised as a real appreciation about the differences and diversity in the world, which means an individual who values cultural diversity instead of uniformity, pursues contrasts and appreciates the availability of products from diverse cultures (Caldwell, Blackwell, & Tulloch, 2006; Hannerz, 1990). Riefler et al. (2012, p. 288) define diversity appreciation as “a positive disposition towards the diversity offered by the availability of goods and services from different national or cultural origins”. Consumption transcending borders is defined as “a positive disposition towards consuming goods and services from foreign countries” (Riefler et al., 2012, p. 288), based on the positive attitude that cosmopolitan consumers show on consuming products from other cultures in order to experience them (see also Alden et al., 2006; Cleveland & Laroche, 2007; Riefler & Diamantopoulos, 2009).

A recent study by Han and Won (2018) involved an investigation of the country-level antecedents of cross-country differences in consumer cosmopolitanism and consumer ethnocentrism using samples from 21 nations. As previously referred for the case of the CET, there is evidence of inconsistency on the results about the antecedents of cosmopolitanism. For example, in the Cleveland, Erdoğan, Arıkan, and Poyraz (2011) research, involving samples of Canadians and Turks, the authors found that while some of the cosmopolitanism-values relationships are consistent across the two cultures, others differ. The two Hofstede dimensions associated with cosmopolitanism, namely individualism and masculinity, at the country-level just hold for Canadians. With respect to the gender differences, while Cleveland et al. (2011)

indicated that females were more cosmopolitan than males, Riefler et al. (2012) did not find any significant difference in the relationship between consumer cosmopolitanism of female and male. Table 2.5 summarises relevant studies that investigated its antecedents.

Table 2.5 – Consumer cosmopolitanism relevant studies

Antecedents	Studies	Relationship	Samples
<i>Cultural antecedents</i>			
Power distance	Cleveland et al. (2011)	No	Canada, Turkey
	Cleveland et al. (2011)	Direct	Canada
Individualism		No	Turkey
	Han (2017)	Direct	China, Korea
Masculinity	Cleveland et al. (2011)	Inverse	Canada
		No	Turkey
Uncertainty avoidance	Cleveland et al. (2011)	No	Canada, Turkey
<i>Economic antecedents</i>			
Level of economic development	Cannon and Yaprak (2002)	Inverse	United States
	Jin et al. (2015)	No	11 countries
<i>Demographic antecedents</i>			
Age	Cleveland et al. (2009)	Inverse	3 countries
		No	5 countries
	Riefler and Diamantopoulos (2009)	Young	Austria
Gender	Riefler et al. (2012)	Young	Austria, Singapore
	Cleveland et al. (2009)	Women	4 countries
		No	4 countries
Income	Cleveland et al. (2011)	Women	Canada
		No	Turkey
	Riefler et al. (2012)	No	Austria, Singapore
Education	Cleveland et al. (2009)	No	8 countries
	Cleveland et al. (2009)	Direct	4 countries
		No	4 countries
Riefler and Diamantopoulos (2009)		No	Austria
	Riefler et al. (2012)	Direct	Austria, Singapore

Source: Adapted from Han and Won (2018).

The findings of the study carried out by Han and Won (2018) suggest that several country-level antecedents might lead individual differences in consumer cosmopolitanism and ethnocentrism across countries, and consumer cosmopolitanism may be culturally and economically driven.

Overall, there seems to be some evidence to indicate that cosmopolitan consumers appreciate cultural diversity, are open to products and brands from the world, and are less ethnocentric in their purchase

choices. The present research follows the conceptualisation of consumer cosmopolitanism from Riefler et al. (2012), incorporating the dimensions of open-mindedness, appreciation, and consumption transcending borders. The analysis of consumers' dispositions in consumer behaviour will contribute to explain cognitive, affective, and behavioural attitudes. As Riefler (2017) suggests there have been several research studies that have investigated consumer cosmopolitanism at different levels of abstraction, from a narrow (Cleveland & Laroche, 2007) to a broader (Riefler et al., 2012) conceptualisation of the construct. Initially the research devoted to the analysis of the cosmopolitanism construct focused on its explanatory role of the foreign consumption behaviour. More recently, and in accordance with the focus of this study, the moderating effect of consumer cosmopolitanism has been investigated in different consumption contexts. To cite an example, Grinstein and Riefler (2015, p. 1) showed that "high-cosmopolitan consumers demonstrate environmental concern and engage in sustainable behavior". Dawetas, Sichtmann, and Diamantopoulos (2015) tested the moderator effect of several consumer characteristics, among consumer cosmopolitanism, in the relationship between perceived brand globalness and consumers' willingness to pay. Findings indicated that the level of cosmopolitan orientation positively moderates the effect of perceived brand globalness on consumers' willingness to pay. Hence, the following hypotheses were formulated:

**H19: Consumer cosmopolitanism moderates the relationship between country image and foreign consumers' purchase, visit and investment intentions.**

H19a: Consumers' cosmopolitanism moderates the relationship between country image and consumers' product purchase intentions.

H19b: Consumers' cosmopolitanism moderates the relationship between country image and consumers' visit intentions.

H19c: Consumers' cosmopolitanism moderates the relationship between country image and consumers' investment intentions.

**H20: Consumer cosmopolitanism moderates the relationship between country image and domestic consumers' purchase, visit and investment intentions.**

H20a: Consumers' cosmopolitanism moderates the relationship between country image and consumers' product purchase intentions.

H20b: Consumers' cosmopolitanism moderates the relationship between country image and consumers' visit intentions.

H20c: Consumers' cosmopolitanism moderates the relationship between country image and consumers' investment intentions.

### **2.7.5 The moderator effect of materialism in the relationship between country image and consumer's purchase, visit and investment intentions**

Materialism is a complex and multi-dimensional concept that has been used to compare cultures, societies and even to examine institutions. Another important line of research relates to the analysis of individual differences about materialism and its interactions with consumption behavior. This allows the identification of individual elements that contribute to materialism at a cultural level and, at the same time, enables companies' managers to improve marketing activities regarding its products or services (Richins & Dawson, 1992). The term "materialism" is frequently used to express a tendency to value material possessions, physical comfort, as well as needs and desires, neglecting the spiritual values. Belk (1984, p. 291) defined materialism as "the importance a consumer attaches to worldly possessions" and Rassuli and Hollander (1986, p. 10) defined it as "a mind-set, a materialism, an interest in getting and spending that results from the perception of possibilities for acquiring large sets of desirable goods and services, and the perception that others are generally also so engage". More recent research conceptualises materialism in terms of the symbolic motives that underlie behaviour and defined it as follows: "Materialism is the extent to which individuals attempt to engage in the construction and maintenance of the self through the acquisition and use of products, services, experiences, or relationships that are perceived to provide desirable symbolic value" (Shrum et al., 2013, p. 1180). This definition has differentiating aspects from others since it addresses the why, how, and the to what end components of materialism.

Richins and Dawson (1990) with the purpose of characterising materialism, proposed three main orientations: (1) political/historical, (2) anthropological/sociological, and (3) marketing orientations. Regarding the political/historical orientation, the authors emphasise the work developed by Inglehart (1981), that despite being controversial due to the lack of definitive data and explicit measures of the materialism (Marsh, 1975; Mastekaasa, 1983), has analysed the gradual shift from materialistic goals (e.g., economic growth) to post-materialist ideals (e.g., society where ideals are more valued than money), considering the last as an integrant and stable part of individual's personality that impacts several attitudes and behaviours. His work has been influenced by Maslow's hierarchy theory of human needs, which describes how people will firstly secure their basic needs, such as physiological sustenance and

physical and economic security, once these needs are guaranteed, higher order needs (e.g. social-esteem, personal development) tend to become more relevant to the individual. Since younger generations have grown-up under a better economic environment (where the basic needs were satisfied during childhood and adolescence), they tend to be more post-materialistic. Mastekaasa (1983, p. 142) argues that "the crucial issue in the debate between Inglehart and Marsh seems to be the question of how fundamental the change in political priorities documented by Inglehart really is" (for further reading see the article of Mastekaasa). Ger and Belk (1996) also express doubt on Inglehart's conclusions, due to the lack of decline in materialism in wealthy nations such as USA and Japan.

The anthropological/sociological orientation has been of crucial importance in understanding materialism. The significance of consumer goods goes far beyond their utilitarian or commercial value, due to their ability to deliver and communicate cultural meaning. McCracken (1986, p. 71) supports that "cultural meaning is located in three places: the culturally constituted world, the consumer good, and the individual consumer, and moves in a trajectory at two points of transfer: world to good and good to individual". Within this perspective individuals in a society are permanently trying to find a match between the world they create and the world they imagine. Goods are able to substantiate cultural categories since they constitute a tangible record of cultural meaning and allow individuals to distinguish and establish material distinctions. "Goods are both the creations and the creators of the culturally constituted world" (McCracken, 1986, p. 74).

Csikszentmihalyi and Halton (1981) also contributed to this field of knowledge through the study of the meaning associated with possessions. The authors offer the following definition of materialism:

"If things attract our attention excessively, there is not enough psychic energy left to cultivate the interaction with the rest of the world. The danger of focusing attention excessively on the goal of physical consumption - or materialism - is that one does not attend enough to the cultivation of self, to the relationship with others, or to the broader purposes that affect life" (p. 53).

Richins and Dawson (1990) describe the marketing orientation, mostly based on the work developed by Belk (1984, 1985), which is under scrutiny in this section, and the studies carried out by Ward and Wackman (1971), that analysed the development of consumer learning among adolescents, specifically how they acquire skills and attitudes relating to the consumption of goods and services. The authors

defined materialism as “an orientation which views material goods and money as important for personal happiness and social progress” (p.422).

The concept of materialism is not independent of a consumption culture or its types (essential versus superfluous) and values such as envy, possessiveness, thrift or miserliness, collecting or hoarding, acquisition or theft, and the relationships between haves and have-nots should be considered in the consumption context (Belk, 1987). Moreover, it arouses the debate regarding the role of marketers in society and its impact on marketing development. Rassuli and Hollander (1986) stated that the moral debate concerning consumption is boundless, and although a careful reflection on the subject is extremely interesting, it is beyond the scrutiny of this topic.

To better understand the relationship between consumer behaviour and materialism, it is important to consider the meanings that consumers attach to possessions. Csikszentmihalyi and Halton (1981) describing the meaning of things, drew attention to the fact that the things with which people interact are more than regular tools that ensure survival, they reproduce a life style and convey an identity to their users. “Man is not only *homo sapiens* or *homo ludens*, he is also *homo faber*, the maker and user of objects, his self to a large extent a reflection of things with which he interacts” (p. 1). Belk (1987) also contributed to increasing knowledge in the materialism domain and conducted a content analysis of comic books with the aim of investigating representations of such material traits and values. Questions such as: “Are the wealthy consistently portrayed positively, or are they treated ambiguously or even negatively?”, “Does it make a difference whether their wealth is earned or unearned?”, “How are the poor depicted?”, “Is philanthropy or charity common?”, “Do the answers to such questions depend upon the age or sex of the character?”, “Do they change over time or remain constant?” where analysed to shed light on consumer behaviour issues, in particular, the types of gratification (e.g., instantaneous vs. delayed; material vs. non-material; normal vs. neurotic or pathologic consumption). In summary, the results revealed that wealth is ambiguous and when related with consumption behaviour, the message in the analysed stories maintain the ambiguity, that is, material possessions can be both good and bad.

Belk (1988) in his article entitled “Possessions and the extended self” describes several processes involved in self-extension and draws particular attention to contamination where the different aspects of objects are seen to connect us through physical contact or proximity. Another process described is the maintenance of multiple levels of the self which includes individual’s family, city or nation as being part

of who he is. When the author explores the functions of the extended self, he alludes to several examples that explain how possessions extend the self, either literally (e.g., when a tool or weapon allows an individual to perform actions that otherwise could not be possible) or symbolically (e.g., the influence that the use of a uniform might have convincing ourselves and others that we can be a different person). "People seek, express, confirm, and ascertain a sense of being through what they have" (Belk, 1988, p. 146), being recognised that having possessions contributes to create and support an individual sense of self-definition.

Larsen, Sirgy, and Wright (1999) in their article entitled "Materialism: the construct, measures, antecedents, and consequences", discussed several aspects related with the construct of materialism without judging its rightness or wrongness allowing the possibility that materialism might have either positive and negative consequences. The authors proposed a modified and expanded version of Belk (1983) 2 x 2 matrix (see Figure 2.2), which illustrates materialism's antecedents (innate/learned) and two alternative value judgments about its consequences (good/bad).

	INNATE	LEARNED
GOOD	Epicurean Perspective	Bourgeois Perspective
BAD	Religious Perspective	Critical Perspective

Figure 2.2 – Modified and expanded version of a 2 x 2 matrix proposed by Belk (1983)

Source: Larsen et al. (1999, p. 80).

Considering the top two cells, the Epicurean and Bourgeois Perspectives, no criticisms are applied since it is assumed that acquisitive and possessive motivations are innate or acquired and judged to be good motives (Belk, 1983). The former perspective supports that individuals are born with a natural desire for material possessions which in turn produce pleasures and this hedonism is accepted and considered a valuable lifestyle. Therefore, hedonists pursue the maximisation of pleasurable experiences and try to minimise or even eliminate the painful ones.

The Bourgeois Perspective, also known as the middle class point of view, advocates that materialism is good and learned/acquired, which means that although individuals are not born with the ability or desire

to generate wealth, they should be encouraged to do so, thus contributing to social progress (Larsen et al., 1999).

The Religious Perspective enhances that materialism is believed to be bad and innate, individuals "are viewed as being born inherently corrupt or fallen, imbued with an unreasonable and unholy desire to amass things" (Larsen et al., 1999, p. 81). Although this point of view has its origin in religion, it is important to note that religions vary in their relationship with materialism and most seek to balance materialism needs in the name of a higher spiritual dimension on life. As Belk (1983) suggests, all major religions have long criticised the excess of value that individuals attribute to materialism because it is not compatible with religious fulfilment.

Finally, the Critical Perspective posits that materialism is regarded as being acquired and bad. This perspective considers that individuals are not born with an unreflect desire for material abundance, instead they are part of a capitalist society that promotes consumption values and a false belief that happiness flows from an overabundance of goods (Larsen et al., 1999). Modern middle-class consumers are blinded by a kind of "false consciousness," a set of illusions which lead them to believe they are expressing themselves and meeting their own needs when, in reality, they are pawns of a social system that consumes them. This perspective finds support in the work of Belk (1983, 1984, 1985, 1987), Pollay (1986) and partially in Richins and Dawson (1990, 1992) investigations.

Another perspective that is important to discuss concerns the growth of marketing social responsibility and the subject of materialism, more specifically the importance of understanding the effects of materialism on society and the consequences of its promotion by marketers. Muncy and Eastman (1998, p. 137) address a fundamental question: "Do consumers who are more materialistic have different ethical standards than those who are not?". Literature offers several perspectives, for example, Ferrell and Gresham (1985) recommend a contingency framework as a starting point for the development of a theory of ethical/unethical actions in organisational environments. The authors found evidence to support that the increasing pressure that managers suffer to achieve results and deliver profits, known as an "internal organisational pressure", seems to act as a predictor of unethical behaviour. Despite the empirical evidence of a negative correlation between materialism and people's higher ethical standards as consumers, it is not possible to infer that lower ethical standards causes materialism or the inverse/reverse relationship (Muncy & Eastman, 1998). The authors suggest that increasing the

knowledge about materialism within consumer behaviour context will provide insights for examining its impact on individuals and society.

Shrum et al. (2014) carried out a review and synthesis of materialism, supporting both views of positive and negative outcomes of behaviours associated with it. This review analysed the motives underlying materialism and gave special attention to the positive utility of materialistic behavior. For example, it may help individuals to achieve their short-term objectives, serving signalling purposes. In this line of thought, Hudders and Pandelaere (2012) looked at how the consumption of luxury might reinforce a materialistic lifestyle. Findings indicated that the impact of luxury consumption on life satisfaction is more pronounced for materialistic consumers (than for less materialistic ones), being more engaged in luxury consumption and benefit more from it. Since luxury consumption may be more rewarding, materialistic consumers might become locked in a materialistic lifestyle despite the potential long-term adverse effects for self and society. As Richins (2013, p. 1) suggested for high-materialism consumers “the state of anticipating and desiring a product may be inherently more pleasurable than product ownership itself” due to the expectation of the purchase’s impact on their lives. Another stream of research also refers that conspicuous consumption might produce beneficial results, specifically in the context of interpersonal relationships because luxury consumption can act as a signalling trait, that encourages a favourable treatment in human social interactions (Nelissen & Meijers, 2011).

Shrum et al. (2014) also refer compensatory consumption as a positive utility of materialist behaviour. This occurs in situations when one's self-concept is threatened and people engage in materialistic consumption to recover, through the acquisition of symbolic products that allow the achievement or maintenance of their own identity. Typically, compensatory consumption research is associated with repair of a particular need that feels threatened and, under certain circumstances, may have a positive utility for individuals. Lastly, making allowance for the fact that materialism depends on the symbolic nature of the behaviour, people may purchase and exhibit products to signal altruistic and prosocial behaviours. For example, Furchheim, Jahn, and Zanger (2013) analyse the attractiveness of sustainable consumption for materialists and discuss the association of particular traits such as being caring, helpful, or ethical to the consumption of green products. The option for a green product rather a non-green product gives materialistic consumers' an opportunity to communicate to others desirable personality traits, as well as to distinguish oneself from other members of the group.

Before moving towards the measurement of materialism it is important to highlight some of Richins and Dawson (1990) concerns, which underline the development of a new measure of the concept. These relate to the importance of preserving a definition of materialism that ensures its neutral value, avoiding any kind of normative influence of its authors, as well as the critical aspect of a measure of materialism that excels cultures and economic systems. Accordingly, the authors, considering Belk's work and the values literature, framed materialism in terms of the motivations, expectations, and affective states that describe individual's values concerning material objects. The successful measurement of materialistic traits will allow a deeper understanding about the development of materialism, its evolution with age and how it changes across cultures (Belk, 1984). Richins and Dawson (1992) developed a scale to measure materialism among consumers, based on the following notions: (1) acquisition centrality - possessions and their acquisitions assume a major role in individuals' daily lives; (2) acquisition as the pursuit of happiness - materialistic individual's pursuit happiness through the acquisition of goods rather than personal relationships or experiences; and (3) possession-defined success – materialists measure success through their capacity of projecting a desired image and judge their own and other's successes by the quantity and quality of acquired goods. According to previous research, the measurement of materialism has been divided in two main categories: (1) measures that infer materialism from related constructs and (2) attitude measures of materialism (see Table 2.6).

Table 2.6 – Measures of materialism reported in earlier studies

Study <sup>a</sup>	Subjects	How measured <sup>b</sup>	Reliability
<b>I. Measures that infer materialism from related constructs:</b>			
Dickins and Ferguson (1957)	Children aged 7-8 and 11-12	Content analysis of responses to five open-ended questions: "If you could make three wishes and they would all come true, what would you wish for?"	...
Justice and Birkman (1972)	Employed adults, prison inmates	Subscale of the Birkman vocational interest and attitude survey; materialism inferred from true-false questions concerning social perceptions and self-image	...
Bengston and Lovejoy (1973)	Three-generation families	Materialism/humanism factor scores based on rankings of 16 values: "finances," "possessions," "service"	.78 <sup>c</sup>
Burdsal (1975)	College students, military personnel	Materialistic motivations inferred from factor scores on Cattell's motivational analysis test	...

Table 2.6 – Measures of materialism reported in earlier studies (cont.)

Study <sup>a</sup>	Subjects	How measured <sup>b</sup>	Reliability
<b>I. Measures that infer materialism from related constructs:</b>			
Jackson, Ahmed, and Heapy (1976)	Adults and college students in several cultures	Acquisitiveness subscale of the six-dimensional achievement scale; includes Likert scale, semantic differential, and adjective checklist items	Approximately .80
Inglehart (1981)	Adults in Europe and the United States	Materialist and postmaterialist goals; 12 goals ranked by importance: "maintain a stable economy," "try to make our cities and countryside more beautiful"	...
Belk (1984)	College students, adults	Personality traits of envy, nongenerosity, and possessiveness; 24 Likert scale items: "I am bothered when I see people who buy anything they want," "I don't like to lend things, even to good friends," "I tend to hang on to things I should probably throw out"	Subscales .09 -.81; entire .48 - .73
<b>II. Attitude measures of materialism:</b>			
Campbell (1969)	College students, adults	Materialism; eight items, forced-choice format: "If things were such that everybody in the world had stereophonic record players and champagne, wars would probably be obsolete"	...
Wackman, Reale, and Ward (1972)	Adolescents	Materialism; 5 items, Likert scale format: "It's really true that money can buy happiness"	...
Moschis and Churchill (1978)	Adolescents	Materialism; 6 items, adaptation of Wackman et al. (1972)	.53 - .71
De Young (1985-1986)	Adults	Nonmaterialism; four items with five-point scales: "do not evaluate everything in dollars," "get more pleasure from the non-material".	.78
Richins (1987)	Adults	Materialism; six items, two subscales, Likert scale format: "It is important to me to have really nice things"	.73, .61
Heslin, Johnson, and Blake (1989) <sup>c</sup>	Students	Materialism subscale of the spender scales; six items, Likert scale format	.76 <sup>d</sup>

NOTE – Ellipses indicate that data are unavailable.

<sup>a</sup> Where a scale has been used in more than one study, the source with the greatest amount of scale information is reported.

<sup>b</sup> Entry includes a description of the scale followed by sample items.

<sup>c</sup> Scale development is in progress.

<sup>d</sup> Measure is a test-retest correlation; all other reliabilities are Cronbach's alpha.

Source: Richins and Dawson (1992, p. 306).

Richins and Dawson (1992) review concluded that all measures suffered limitations and identified two main ones namely, the lack of adequate levels of reliability (just acceptable for exploratory research), and the lack of the construct validity for several of the measures (which have not been established except for Belk's work). Therefore, based on the conception of materialism as "a value that guides people's choices and conduct in a variety of situations, including, but not limited to, consumption arenas" (Richins &

Dawson, 1992, p. 307), the authors developed and validated a scale that measured the three belief domains described above: acquisition centrality, the role of acquisition in the pursuit of happiness, and the role of possessions in defining success. The scale possesses acceptable reliability, and preliminary assessments of scale validity were successful.

To introduce the moderator effect of consumer materialism in country image, it is important to refer the investigation carried out by Cleveland et al. (2009), which examined the similarities and differences about consumers attitudes and behaviours, across eight countries, taking into account three dispositional constructs: materialism (MAT), cosmopolitanism and consumer ethnocentrism as well as its potential antecedents and outcomes. The authors seek to increase understanding regarding the influence of these constructs on consumer's receptivity to global and foreign brands/products. This will help managers to plan international marketing activities based on measurable indicators that show the similarity of consumer behaviour across cultures.

A wide variety of product categories has been considered in this study such as foods/beverages, apparel, appliances, consumer electronics and communication devices, and luxury products, in order to assess how the three dispositional constructs vary across different product-category. Within this context, materialism is defined as "the importance ascribed to the ownership and acquisition of material goods in achieving major life goals or desired states" (Richins, 2004, p. 210). Material values are conceptualised in three domains: (1) the centrality of possessions in a person's life; (2) the belief that the acquisition of possessions yields happiness and satisfaction with life; and (3) the use of possessions to infer the success of oneself and others. As Alden et al. (2006) highlight many factors such as the internet, advances in telecommunication technologies or worldwide investment, contribute to the globalisation process. One of the outcomes is the growing mobility of people along with the global media. Therefore, the evaluation of materialism is of greatest importance to explain consumers' distinct responses to globalisation, which might be influenced by the connection between materialism and socialisation (Ahuvia & Wong, 2002), between culture and materialism (Chua, 2003; Johansson, 2004), and between homogenisation, polarisation, and hybridisation propositions, which characterise globalisation and its cultural consequences (Holton, 2000).

Alden et al. (2006) elaborated the following hypotheses: "Consumers who have had more exposure to mass media influences stressing foreign culture content are likely to be more materialistic" (p. 231);

“Consumers who are more materialistic are likely to hold more positive attitudes toward global consumption orientation (GCO)” (p. 231), and “Consumers who are less materialistic are likely to exhibit lower levels of intensity toward global consumption orientation” (p. 231). The first two hypotheses were supported in their study. The authors concluded that a global-hybrid-local continuum is needed, one that respects consumers’ consumption behaviour, since sufficient evidence “support the conclusion that diverse attitudes toward global consumption orientation will exist for the foreseeable future” (p.235). This means that GCO can be used as a segmentation tool for marketing managers within a country or across national borders.

Within the context of Inglehart’s (1990) post materialism theory, Cleveland et al. (2009) argues that individuals less concerned with materialism are more concerned with values of self-achievement, humanism, and environmentalism. The authors consider that materialists could be less cosmopolitan than post materialists and hypothesise that the relationship between materialism and cosmopolitanism may not be significant. The results supported this hypothesis, and no significant relation was found between materialism and cosmopolitan consumers. Moreover, the authors also suggest that the relationship between MAT and CET is not significant. However, findings did not support this hypothesis since MAT and CET were positively correlated (Cleveland et al., 2009).

With respect to the demographic antecedents of materialism and considering the influence of education and income, despite being expected that more educated and/or wealthier consumers would be more willing to purchase status-enhancing foreign products, Richins and Dawson (1992) and Ger and Belk (1996) did not find any significant relationship between them. However, a negative relationship between materialism and age has been reported by Richins and Dawson (1992) and Belk (1985). The authors postulate that MAT is negatively related to age. Findings support both hypotheses with age, being the strongest predictor of the three cultural constructs, namely materialism, consumer ethnocentrism and cosmopolitanism. With respect to the demographic antecedents of income, sex and education, findings indicate a no significant result.

Cleveland et al. (2009, p. 123) also discuss materialism behavioural outcomes and posit that “MAT will positively predict behaviours associated with the hedonistic, expressive, and status-enhancing products”. As expected, the findings indicated that MAT had a positive influence on the purchase of luxury products, apparel categories, electronic devices and the ownership of five appliances (clothes dryer, dishwasher,

hair dryer, microwave oven, and food processor) and automobiles. The authors conclude that the processes of globalisation should be subjected to scrutiny since in specific situations geography still matters.

The investigation carried out by Demirbag, Sahadev, and Mellahi (2010) explored the moderating role of materialism in the relationship between country image and product preference. The study paid particular attention to emerging economies and showed that this relationship was dependent upon the type of product, specifically the effect of materialism as a negative moderator was more prominent for high value products from emerging economies and less prominent for low value products from emerging economies. Such findings suggest that multinational marketing managers from emerging economies need to be very cautious about entering developed countries, and are advised to under-emphasise the country-of-origin when consumers are young and high in materialism.

More recently, the moderating role of materialism has been analysed in the context of social media, specifically its influence on the relationship between the purchase type on the consumption-related posting behaviour. Findings indicate that for lower-materialism consumers the post on social media of purchases characterised for being more experiential was more probable than material purchases. On the other hand, for higher materialism consumers, purchase type had no effect on consumption-related posting behaviour on social media. This means that with social media, higher-materialism consumers may display their experimental purchases and, at the same time, engage in conspicuous consumption (Duan & Dholakia, 2018). Considering the moderating role of consumer materialism, the following hypotheses were formulated:

**H21: Consumer materialism moderates the relationship between country image and foreign consumers' purchase, visit and investment intentions.**

H21a: Consumers' materialism moderates the relationship between country image and consumers' product purchase intentions.

H21b: Consumers' materialism moderates the relationship between country image and consumers' visit intentions.

H21c: Consumers' materialism moderates the relationship between country image and consumers' investment intentions.

**H22: Consumer materialism moderates the relationship between country image and domestic consumers' purchase, visit and investment intentions.**

H22a: Consumers' materialism moderates the relationship between country image and consumers' product purchase intentions.

H22b: Consumers' materialism moderates the relationship between country image and consumers' visit intentions.

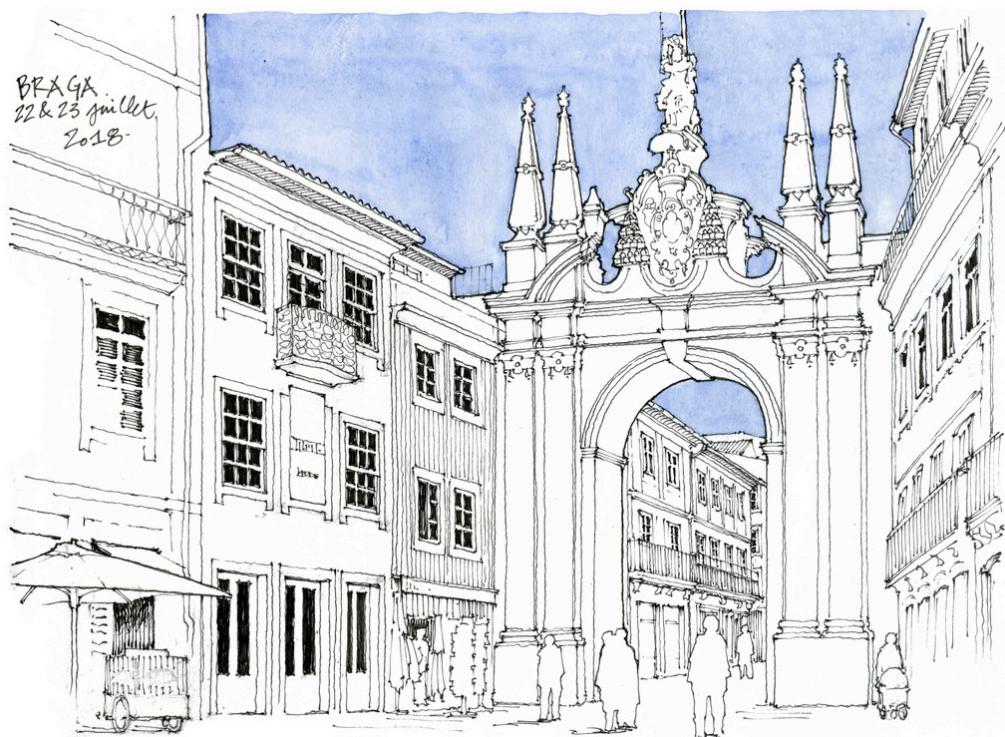
H22c: Consumers' materialism moderates the relationship between country image and consumers' investment intentions.

## **2.8 Chapter summary**

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This chapter began with a description of the Country-of-Origin (COO) concept. It was argued that despite the competing views about the importance of the Country Image (CI), recent research proves that with the increase of globalisation, nations need to develop strong and unique images. It was suggested that it is essential to go beyond the investigation of country image's influence on product related outcome variables and to include consumers' visit and investment intentions. Further, it also considers the cognitive, affective, and symbolic country dimensions regarding consumers' purchase, visit and investment intentions, and the influence of several consumers' dispositions (namely, the moderator effects of familiarity, product involvement, CET, consumer cosmopolitanism and materialism) on consumer behaviour toward that country brand were discussed.

The next chapter will present the procedures and methods used in the present study, it will describe the exploratory study (Phase One), and finally, it will present the procedures for Phase Two.



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## CHAPTER 3 – METHODS AND EXPLORATORY PHASE

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### **3.1 Introduction**

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This chapter purpose is to describe in detail the methodological phases related to the collection, analysis and interpretation of the data, and to justify the adopted research procedures to conduct Phase One and Phase Two of the present study. The chapter is organised in order to pay particular attention to the following methodological topics: (1) justification of the scientific paradigm and the research design that supported the different studies in this dissertation; (2) description of the exploratory study (Phase One of the empirical study) and explanation of the procedures used; and (3) description of Phase Two of the empirical study, identifying the methods used in Study One and Study Two.

### **3.2 Scientific research paradigm**

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As Kothari (2004) suggest, research facilitates the process of decision-making of the policymaker, including the allocation of a nation's resources. Within this context, research might be a useful tool to investigate, diagnose and establish prognostics for governmental economic policy.

The development of research implies to take decisions on research paradigms. Guba and Lincoln (1994, p. 105), defined a paradigm as "the basic belief system or worldview that guides the investigator, not only in choices of method but in ontologically and epistemologically fundamental ways", and this set of assumptions provides conceptual and philosophical frameworks fundamental for the routine work of any science (Kuhn, 1996). The understanding of a paradigm nature helps the scientist to better define the research problem, as well as the methods that are more adequate to conduct the research (Deshpande, 1983). Sobh and Perry (2006) discuss the underlying philosophical assumptions that characterise the different paradigms of science, namely positivism, realism, constructivism and critical theory.

Regarding the three elements of a paradigm that researchers use in their investigations, namely **ontology**, **epistemology** and **methodology**, a brief description of each paradigm is provided. The positivist paradigm advocates that reality can be measured by viewing it through a one way, value-free mirror. Its ontology states that reality is real and apprehensible, epistemology is said to be objectivist, which holds that human understanding is gained through the application of reason, and its common methodologies usually include quantitative methods, such as surveys, experiments, and verification of hypotheses.

In realism, ontology supports that reality is “real” but only imperfectly and probabilistically apprehensible and so it is advisable the triangulation from multiple sources (Denzin & Lincoln, 2005), to try to get further knowledge. The realism’s epistemology proposes that the researcher is value-aware and needs to triangulate any collected perceptions. The common methodologies used in this paradigm generally includes qualitative methods such as case studies and convergent interviews.

In constructivism, the main objective is to understand the subjective world of human experience (Guba & Lincoln, 1989). This paradigm assumes a relativist ontology, which supports the belief that there are multiple realities, socially constructed. Its epistemology is subjectivist, which means that the researcher will construct knowledge socially, considering his personal experiences and the natural context of the study. Its most common methodologies are in-depth unstructured interviews, participant observation, action research, and grounded theory research.

Finally, the critical theory paradigm is concerned with power relationships set up within social structures. It conceptualises the research process as an act of construction rather than discovery. This paradigm assumes an ontology of historical realism characterised by social, economic, ethnic, political, cultural, and gender values, crystallised over time. Its epistemology is transactional (in which the researcher interacts with the participants), which means that researcher is seen as someone who has an active participation in the social world within which participants live, and its most common methodologies are action research and participant observation.

### **3.3 Research design**

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The research design is a plan which aims to answer the research questions and to test the hypotheses of investigation (McDaniel & Gates, 2013). Its content describes the procedures of inquiry and specific research methods of data collection, considering that the selection of a research approach respects the nature of the research problem, and the audiences of the study (Creswell, 2014). As Oppenheim (1992, p. 6) suggests “research design is concerned with making our problem researchable by setting up our study in a way that will produce specific answers to specific questions”, and an accurate research design should support “to draw valid inferences from the data in terms of generalisation, association and causality”.

Research design can be classified as **exploratory**, **descriptive** or **causal**. The exploratory study is often conducted to provide a better understanding of the research issue and allows to explore the topic of investigation at different levels of depth. It is frequently the initial phase of more conclusive research, permitting researchers to familiarise themselves with the concept under study (Singh, 2007). Descriptive research, in its essence, is used to describe several aspects of a phenomenon, and commonly to explain the characteristics of a population being studied. It does not try to establish a causal relationship between events. Causal studies, also known as explanatory research, aim to analyse the extent and nature of cause and effect relationships and examine whether the value of one variable causes or determines the value of another variable (McDaniel & Gates, 2013; Singh, 2007).

Regarding the research approach, Creswell (2014) presents three types, namely qualitative, quantitative, and mixed methods. The quantitative and qualitative approaches should be viewed as the opposite extremes of a continuum, and not as distinct categories. Thus, a study might be considered more quantitative than qualitative or vice versa. The mixed methods research exists in the middle of this continuum since it encompasses elements from both approaches. To examine the differences between these research approaches, it is necessary to analyse the epistemological assumptions that underlie the study, the types of research strategies used in the investigation, and the selected methods to carry on these strategies.

The qualitative approach has its roots in anthropology, sociology, the humanities, and evaluation (Creswell, 2014). The epistemological position is described as interpretivist, which means that the emphasis is on the understanding of the social world through an examination of the interpretation of that world by its participants. The ontological position is described as constructionist, which implies that social properties are outcomes of the interactions between individuals, and the importance is placed on an inductive approach to the relationship between theory and investigation, accentuating the significance on how individuals interpret their social world (Bryman, 2012). In this kind of research, the point of view of the researcher influences the conduction of the research. Some of the leading research methods commonly used in qualitative research are the following: ethnography/participant observation, qualitative interviewing, and focus groups.

The quantitative approach can be described as a research strategy where the researcher focusses on quantitative methods to collect the data, and the emphasis is placed on testing theories, which entails a

deductive approach to the relationship between theory and investigation. The epistemological orientation is placed on the natural science model, the positivism. The ontological position is described as objectivism, that is, it views social reality as external and objective. Some of the main research methods commonly used in quantitative research are experiments and questionnaires.

The mixed method research is described as a type of research in which the researcher integrates methods associated with both quantitative and qualitative research approaches (e.g., use of qualitative and quantitative viewpoints, data collection, analysis, inference techniques), “for the broad purposes of breadth and depth of understanding and corroboration” (Johnson, Onwuegbuzie, & Turner, 2007, p. 123).

Although qualitative and quantitative research are frequently presented as two opposites of a continuum through which is possible to study the social world, there is substantial evidence to consider work with both qualitative and quantitative research approaches (Brannen, 2005; Newman & Benz, 1998). This empirical study is structured in two main research phases. The first phase adopted a combination of qualitative and quantitative methods and Phase Two, a quantitative approach. Zenker and Martin (2011) analyse success measurements from the common marketing field to help place marketers in their work and suggests a more encompassing view on data collection to provide an empirical basis for estimating customer equity on a more individual level. The author also recommends that further research is needed to provide a more comprehensive framework that helps place managers in their practice. This includes estimating customer-brand outcome variables for specific target groups or the analysis of the effects associated with brand alliances between places.

### **3.4 Study's methodology**

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Concerning the literature review, to identify relevant material, the researcher started by locating relevant references relating to the topic. For this purpose, the researcher started by reviewing the journal articles concerning this subject to achieve a comprehensive understanding of the field as well as to identify potential gaps. Other relevant literature was identified through an interactive process based on these articles. This approach has been described as the “berrypicking model” (Bates, 1989). The “berrypicking model” suggests that literature searches are not static, but rather evolve. Bates (1989) suggests that information is not retrieved in one linear process, instead is collected through a process of development

and refinement. It allows the researcher to follow up several leads and shifts in thinking using a wide range of sources besides the bibliographic databases. In this sense, the literature reviewed in this study was identified using a similar strategy. Initially, the focus was on reviewing the articles published relating to the country-of-origin. Subsequently, other relevant literature has been identified, including books and book chapters. As the literature search evolved, other ideas and queries were generated, which led to undertake searches using the terms “country image”, “country personality”, “country familiarity”, “consumer ethnocentrism”, “consumer cosmopolitanism” and “consumer materialism”.

This research encompasses two distinct phases. The country brand context was Portugal. Consequently, the terms of domestic products and domestic consumers refer to Portuguese products and Portuguese consumers for the entire empirical study. Phase One had an exploratory nature and included quantitative and qualitative methods for data collection. The main purpose of this phase was to understand the country-product associations, more specifically the effects of ethnocentrism in consumer preference of domestic versus foreign products/brands, and how the familiarity with a country influences consumers' products/brands recognition. Phase One tested the familiarity and associations that domestic consumers and international consumers hold about a group of product categories representing some of the most competitive and dynamic sectors of the national economy, supported by national statistics (INE<sup>2</sup>), with high export rate and a high index of revealed comparative advantage (RCA)<sup>3</sup>. This phase also included in-depth interviews with the main responsible for the management of Portugal country image. The interviews focused on (1) the critical challenges for the strategic management of the country's image, and (2) the analysis of an exploratory questionnaire about the dimensions of the country's image.

The purpose of Phase Two was to understand which attributes and specific images consumers in selected markets associate to the Portuguese country image. The conceptual model was operationalised (see chapter four), through the application of a questionnaire to a sample of domestic and international consumers allowing the evaluation of the consumers' perceptions regarding the different dimensions that constitutes Country Image (CI) and the influence of a number of moderator effects on the relationship between CI and the consumers' purchase, visit and investment intentions. The product categories

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<sup>2</sup> INE – Statistics Portugal.

<sup>3</sup> The RCA index is defined as the ratio of two shares. The numerator is the share of a country's total exports of the commodity of interest in its total exports. The denominator is share of world exports of the same commodity in total world exports. The RCA takes a value between 0 and (infinity). A Country is said to have a revealed comparative advantage if the value is more than one.

evidenced in Phase One were used to assess domestic and international consumers' Portuguese most associated product categories.

### 3.5 Exploratory Study

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#### 3.5.1 Introduction

The present study<sup>4</sup> is an exploratory research aimed at understanding the effects of ethnocentrism in consumer preference of domestic versus foreign products/brands, and how the familiarity with a country influences consumers' products/brands recognition. In addition, it also explored the associations that consumers make between countries and products and vice-versa, to identify the most representative brands and product categories.

The country-of-origin (COO) effect depends, among other things, on the knowledge that the target market has about that country, and calls into question why should small or less known countries use a COO strategy to promote their products abroad. Considering that market globalisation leverages the potential of COO in influencing consumer behaviour, it seems important to invest in information about it, since COO can be used as an indicator of product quality and acceptability (Costa, Carneiro, & Goldszmidt, 2016). According to Usunier (2006), there seems to be a lack of literature about exporting countries trying to assess the image of their products abroad. Moreover, findings of the investigation carried out by Usunier and Cestre (2007), which explored the associations that consumers make between products and countries, showed that for countries such as Portugal, the product-country association is not strong "some countries remain weak references, because no product is significantly associated with them (e.g., Poland, Portugal)" (p.48). This study aims at addressing this gap, particularly considering that Portugal is very dependent on its exports for economic growth. Considering the low level of awareness that persists in the global market about Portugal and its products/brands, and the sparing studies on Portuguese CI and

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Portuguese products/brands it seems relevant to analyse Portuguese CI from a perspective of both domestic and foreign consumers.

This study intended to test the following hypotheses:

**H1:** The more familiar is a consumer with a country, the more brands/products from that particular country he will associate this country with.

**H2:** The more familiar is a consumer with a country, the more product categories he associates to that country.

**H3:** When presented to a product stimulus, consumers tend to associate their own country more often than other countries.

### **3.5.2 Data collection, sample profile and product category stimuli**

Data were collected cross-nationally between June and July of 2014, through a convenience sample of students from Portugal ( $N = 151$ ) and USA ( $N = 26$ ). USA was chosen as it is a large and multicultural market and an important destination for Portuguese products. Thus, an interesting country to get knowledge for country-product recognition and associations that consumers link to Portuguese CI. Six countries were chosen as product stimulus: USA, Germany, Portugal, Japan, China, and Spain. The selection of these countries was based on the fact they represent important markets that have been used in studies in the field (Nagashima, 1970; Usunier & Cestre, 2007), offering significant differences of cultural orientation. Spain was selected due to its importance for the Portuguese exports and, moreover, due to the proximity to Portuguese culture, which could generate bias in USA participant responses that could associate Spanish products and brands to Portugal.

Physical questionnaires were distributed by professors in Portuguese and USA universities to undergraduate and graduate students to ensure a certain degree of familiarity with countries and product categories under investigation. As emphasised by Roth and Romeo (1992, p. 484) “the use of graduate students, familiar with many product categories and countries, permitted assessing many product-country matches, thus providing more generalizable findings”. A total of 203 self-administrated questionnaires (see Appendix 1 and Appendix 2 for the English and the Portuguese versions) were distributed, and one

hundred seventy-seven valid questionnaires were obtained, representing a rate of 87.19 satisfactory responses. The sample consisted of 41.8% of men and 58.2% of women, with three quarters of the respondents between 18 and 24 years old (see Table 3.1) requiring on average 15 minutes to complete.

Table 3.1 – Sample Profile

	Age		Gender		Marital Status		Occupation	
USA	18 - 25	23.1%	Female	54%	Single	61.5%	Student	30.8%
	26 - 50	76.9%	Male	42%	Married	34.6%	Working Student	61.5%
					Divorced	3.8%		
					Partnered	0%		
Portugal	18 - 25	88.7%	Female	58.9%	Single	91.4%	Student	89.4%
	26 - 50	11.3%	Male	41.1%	Married	5.3%	Working Student	7.3%
					Divorced	0.7%		
					Partnered	2.6%		

Source: Sousa, Nobre, and Farhangmehr (2018, p. 145).

In the first part of the questionnaire, participants were inquired about their familiarity with each one of the six countries on a Likert scale of five points. The selected countries were USA, Germany, Portugal, Japan, China and Spain. To identify country-product associations, the first question was “Please list the product names/brands which first come to mind when you see the following country names (list up to five)”. The second question aimed to measure the associations between product categories and countries, asking respondents to “Considering the product categories listed below, please name any countries which first come to mind (list up to five)”. The selected eight product categories (clothing, footwear, olive oil, wine, cork, tourism, soccer, and technology) represent a wide selection of products used in COO research and, simultaneously, some of the most exported Portuguese products in the last five years (e.g., food, beverages, textiles, and footwear).

### 3.5.3 Empirical results and data analysis

#### *Product categories associated to Portugal*

Results ( $N = 177$ ) showed that five product categories were most associated to Portugal by domestic consumers: olive oil (79.7%), cork and wine (78.0%), footwear (74.6%), and soccer (71.2%). Technology and innovation were the least mentioned (4.2%). For US consumers ( $N = 26$ ), the most referred product categories for Portugal were soccer (53.9%), cork (19.2%), and footwear (15.9%).

### *Test of Hypothesis 1*

Hypothesis 1 stated that the more familiar is a consumer with a country, the more brands/products from that particular country he holds in memory. The country stimuli were USA, Portugal, Germany, Japan, China, and Spain. The relationship between country familiarity and the number of products/brands that participant mentioned to that country was investigated using Spearman correlation coefficient in a database of 1.048 observations (six country stimuli x 177 respondents = 1.048 observations). Preliminary analyses were performed to ensure no violation of the assumptions of normality, linearity, and homoscedasticity. Findings demonstrated a positive correlation between the two variables,  $\rho = .37$ ,  $n = 1.048$ ,  $p < .0005$ , supporting Hypothesis 1.

### *Test of Hypothesis 2*

Hypothesis 2 stated that the more familiar is a consumer with a country, the more product categories he associates to that country. The country stimuli were USA, Portugal, Germany, Japan, China, and Spain. The relationship between country familiarity and the number of product categories that participant associated with that country, in a set of eight product category stimuli was investigated using Spearman correlation coefficient in a database of 1.048 observations (six country stimuli x 177 respondents = 1.048 observations). Preliminary analyses were performed to ensure no violation of the assumptions of normality, linearity and homoscedasticity. Findings demonstrated a positive correlation between the two variables,  $\rho = .47$ ,  $n = 1.048$ ,  $p < .0005$ , supporting Hypothesis 2.

### *Test of Hypothesis 3*

Hypothesis 3 stated that when presented with a product stimulus, consumers tend to associate their own country more often than other countries. The product stimuli were the following: clothing, footwear, olive oil, wine, cork, tourism, soccer, and technology.

In order to explore differences between US and PT consumer groups, a multivariate binomial logistic regression was computed in a database of 1.416 observations (eight product stimuli x 177 respondents = 1.416 observations). A dichotomous variable ‘presence of home country’ (1 = “home country is associated with the product category”; 0 = “home country is not associated with the product category”) was introduced as dependent variable; and participant’s origin (1 = PT; 0 = US), age and gender were entered as independent variables (see Table 3.2 for the results).

Table 3.2 – Multivariate logistic regression test results

	<i>B</i>	S.E.	Wald	df	<i>p</i>	Exp( <i>B</i> )	OR (CI 95%)	
							Lower	Upper
Origin (1)	.624	.172	13.222	1	.00	1.866	1.333	2.611
constant	.372	.326	1.302	1	.254	1.451		

Notes: This table provides the regression coefficient (B), the standard error (S.E.), the Wald statistic (to test the statistical significance), the degrees of freedom (df), Sig.(p) and the odds ratio (Exp(B)).

Source: Sousa et al. (2018, p. 146).

The full model containing all predictors was statistically significant,  $\chi^2 (3, n = 1.416) = 25.481, p < .001$ , indicating that the model was able to distinguish between respondents who associated/not associated their own country to the product categories. The model explained between 1.8% (Cox and Snell R square) and 2.4% (Nagelkerke R squared) of the variance of the dependent variable ‘presence of home country’, and correctly classified 63.8% of the cases. According to Table 3.2, only one of the independent variables (origin) showed a unique statistically significant contribution to the model. The strongest predictor of product-country association was the origin of the participant, recording an odds ratio of 1.866. This result indicates that the probability of Portuguese consumers to associate their home country to product stimulus is higher than for US consumers when all other factors in the model are controlled. Portuguese consumers associated their home country in 66.3% and US consumers in 48.6%. The difference in results between the two countries might be explained by the fact that the selected product categories fit, in general, better Portuguese exports than typical US product categories. The difference in PT and US samples sizes might also influence results. Hence, Hypothesis 3 was supported for Portuguese consumers.

### 3.5.4 Discussion of results

The study addressed some concerns expressed in the literature regarding the importance of COO and its relation with familiarity and ethnocentrism. It is also important to note that respondents were asked to complete associative rather evaluative tasks, which made the cognitive process more liberal, less conducted, allowing more accurate representations of associations between countries and products. With respect to the role of country familiarity, the results suggested the importance of the use of COO as a cue in the process of product/brand assessment. It is possible to notice that respondents associated more products with particular countries when the level of familiarity with those countries was higher. The results of product-country familiarity also supported the view that respondents use COO as a cue when establishing associations between country and products.

The managerial implications that arise from this study may be of interest to the business sector and public entities since both can improve their marketing strategies (corporate) or place marketing strategies. For instance, regarding consumer ethnocentrism, the findings should be of interest to decision makers helping them to understand how Portuguese products are likely to be perceived in the domestic and international market. According to Balabanis and Diamantopoulos (2004, p.81), "by appreciating how ethnocentric consumers may respond to their products, managers should gain insights on how to use (or not to use) their product's COO as a tool to compete with local products and products originating from other countries". The authors also refer that consumer ethnocentrism seems to vary depending on both the product category under consideration and the specific COO involved, and this information might be of great value for purposes of market segmentation.

Findings from this study are important to the debate of the fit between country-product and product-country associations, with an emphasis on consumers' perceptions of the domestic market. The different kind of country-product and product-country associations that consumers establish constitutes a frame of reference that should be cautiously analysed by brand managers and manufacturers. They need to certify if their products fit this reference frame. An example of a strong association is "German-made" in the automobile category, which has a strong impact on consumers' buying behaviour. Considering, for instance, the low results obtained for technology associations with the Portuguese products image, it certainly will take time and determination to build a reference frame for this product category for Portugal. Another important issue that managers and governmental entities should take into account is the ability to distinguish which associations, country-product or product-country, are stronger or more effective on brand preference and purchase decision. The knowledge of this issue seems to be an important factor in designing more effective marketing strategies and campaigns. The findings of this study indicate, also, that it is urgent to provide a more differentiated view of Portugal CI so it could be recognised as a product/brand image driver.

The results of this preliminary study should be analysed in light of several limitations. Although the sample includes individuals from two differently cultural-oriented countries, namely in terms of individualism-collectivism dimension, undergraduate students compose part of it. In future, replication efforts considering a broad sample would be desirable to confirm these results. Moreover, only a limited number of products categories were included in this research. Further investigations should include other different product categories.

Considering these limitations, it is possible to conclude that consumers' level of familiarity with a selected country influences the country-product and product-country associations. Future studies also could investigate the congruence between COO and product ethnicity, due to its impact on consumer's buying behaviour. It is usual that individuals from a particular survey country associate product stimuli with their own country more frequently than other countries, due to the presence of local companies and brands and the increasing awareness of their products (Usunier & Cestre, 2007). Therefore, when developing marketing strategies for a product category, managers should consider the degree of product ethnicity of that product category.

### **3.6 In-depth interviews to policymakers**

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After the analysis of the effects of ethnocentrism and familiarity in the associations that consumers make between countries and products (and vice-versa), it was necessary to understand the current state of Portugal country image and the challenges of its strategic management. More specifically, the aim was to analyse the results gathered in the exploratory study and to understand who or which organisation is responsible for the supervision of Portugal country image. This phase also served as a preliminary stage of Phase Two of the present study. Thus, results from this phase contributed to the development of the conceptual model and informed about the products or brands that might be responsible for leverage Portugal country image.

Considering these specific objectives, semi-structured in-depth interviews were conducted, supported by a script that served as a reference for the interview, without ever restricting the logical structuring and reasoning of the interviewee.

#### **3.6.1 The interview**

Interviewing is a mode of inquiry and the act of recounting narratives, enabling individuals to give sense and share their experiences (Seidman, 2006). As Patton (2002) suggests, the process of interviewing allows assessing information which is not possible to directly observe, and to understand the perspective of the other, to find out their stories. Moreover, the quality of the information gather by the interviewer will largely depend on his experience and on "the art of hearing" (Rubin & Rubin, 1995). Qualitative interviewing provides a method for collecting rich and comprehensive information about the individual's experience, enabling insight into how individuals understand and narrate aspects of their lives (Edwards

& Holland, 2013). Usually, interviews are classified in a continuum, from structured, through semi-structured, to unstructured interviews.

The structured interview is commonly used in quantitative research and aims to ensure that all interviewees are given the same context of questioning. The goal of this technique of interviewing is to guarantee that answers can be reliably aggregated, and comparisons can be made with confidence between sample subgroups or between different periods. The two major types of qualitative interviews are the semi-structured and unstructured interviews. While in the quantitative interviewing, the interview reproduces the researcher's interests, and due to the need for standardising the results, these interviews are rather strict, in the qualitative interviewing, the interest relies on the interviewee's perspective, since the emphasis is on researchers asking questions and listening, and respondents answering (Bryman, 2012; Rubin & Rubin 1995). Although the process for the semi-structured and unstructured interviews is described for being flexible, there are differences in the approach taken by the interviewer. In the semi-structured interview, the researcher has a list of questions of the topics that should be covered (also called interview guide), and he is free to vary the sequence of the questions, as well as ask questions that were not included in the interview guide, considering the responses of the interviewee. In the unstructured interview, the interviewer has only a brief list of topics that should be covered, and the sequence of questions vary from interview to interview. Usually, the style of the interview tends to be more informal, open-ended, flexible and free-flowing, relying on social interaction between the researcher and the interviewee to obtain information (Bryman, 2012).

In this research, individual interviews were carried out by the researcher, face-to-face, using a semi-structured interview guide, identical for each one of the interviewees: the director of communication and corporate marketing of "aicep Portugal Global" also known as AICEP (Agency for Investment and External Commerce of Portugal), the partner CEO of "On Strategy group", and the director of sales support and communication department of "Turismo de Portugal". The interview guides are in Appendix 3 and Appendix 4, respectively. The interview scripts were presented to a marketing consultant and two academics to assure its suitability and find if there was any correction that should be made.

The first stage consisted in the contact the office of the Presidency of the Portuguese Republic, to understand who or which organisation (on the assumption that there would be a responsible organisation) is responsible for the supervision of Portugal country image. After several contacts, no response was

obtained. The office of the Ministry of Economy was then contacted, and the reference of "Tourism of Portugal" was provided. Appendix 5 includes an example of the invitation e-mail to the respective interviewees.

The interviews lasted between 60 and 90 minutes and took place at the participants' workplace, and the confidentiality of each of the interviewees was appropriately guaranteed, particularly in what concerns the anonymity of the participants' identity as well as any research publications. This research follows Patton (2002, p. 243) suggestion of using a purposeful sampling, since the objective is to strategically select information-rich cases that help to illuminate the questions under study, and an intensity sampling which consists of seeking excellent or rich cases that manifest the phenomenon of interest. The interviews were entirely recorded and transcribed for analysis purposes. Table 3.3 presents the main topics of the interview script, which includes an introduction to the topic of Portugal brand management, followed by the critical challenges for the strategic management of Portugal country image, and a preliminary analysis of the questionnaire which was under development considering the subsequent phase of the research. The questions about the topics of Portugal brand management and the critical challenges for the strategic management of Portugal country image were supported on content from Neves (2010), Agostinho (2007), Ilhéu and Almeida (2009), Sobral (2012), Léglise-Costa (2017) and the analysis of several reports from European Social Survey and ICEP (Investment and Foreign Trade of Portugal, acquired by AICEP in 2007).

Table 3.3 – Interview guide: main topics

Topics covered	Questions
<b>I. Portugal brand management</b>	<ul style="list-style-type: none"> <li>- Since 1999, the brand "Portugal" has faced several challenges in a global and highly competitive market. How do you evaluate the work carried out over the last 16 years, regarding the management of the Portugal brand image?</li> </ul>

	<ul style="list-style-type: none"> <li>- What is the contribute of AICEP (Agency for Investment and External Commerce of Portugal), the Ministry of Economy and Innovation and other organisations (e.g. IAPMEI - Institute to Support Small and Medium Sized companies, ITP - Tourism of Portugal) to the management of Portugal country image?</li> </ul>
	<ul style="list-style-type: none"> <li>- How is Portugal brand management hierarchically and operationally organised?</li> </ul>
	<ul style="list-style-type: none"> <li>- Considering Axis 7 - Measure to Manage (see attached information), what methodologies were adopted to evaluate the promotional actions carried out and their impact (if possible, provide examples of the campaigns to promote Portugal country image)? Have corrective actions been identified? If so, what are the main corrective actions been taken?</li> </ul>

Table 3.3 – Interview guide: main topics (cont.)

Topics covered	Questions
<b>II. Critical challenges for the strategic management of Portugal country image</b>	<ul style="list-style-type: none"> <li>- Currently, who (or which organisation) is the manager of Portugal country image? The necessity to create a Marketing office still holds?</li> <li>- What is the strategy of AICEP/Tourism of Portugal to the management of Portugal country image, in order to promote the differentiation of its products and services and generate added value to the final consumer (specifically, how it constitutes a point of sustained differentiation and difficult to copy)? How does the country image leverage Portuguese products? Besides, in what way, do Portuguese products leverage the image of Portugal?</li> <li>- Which methods are used to evaluate and monitoring Portugal image's perceptions in the international context? What is the frequency of this evaluation and what dimensions are evaluated? What changes have been made according to the latest results?</li> </ul>
<b>III. Analysis of the questionnaire</b>	<ul style="list-style-type: none"> <li>- What are the products and/or services ambassadors of Portugal image? More specifically, considering the current investigation, which product categories do you consider to be more important to study in an international context? There are brands considered relevant in the international context? If so, which brands, and in which markets?</li> <li>- Considering the opinions of final consumers, do you have any suggestion regarding the collection of their responses (considering the categories of products/brands previously referred and their target markets)?</li> <li>- Considering tourism and the most important export products, which are Portugal's main competitors?</li> </ul>

The data were analysed according to the method of content analysis. This research technique increases the researcher understanding and provides new insights of the phenomena under study (Krippendorf, 2004). The interviews were analysed through a qualitative content review of the message pool (Neuendorf, 2002).

### 3.6.2 Analysis and discussion of the interviews

The first topic of the interview referred to the management of the Portugal brand. The initiatives concerning the Portugal brand are always political initiatives, and AICEP is only the operating arm of these policies. Considering the challenges and the work that has been developed in the last two decades (16 years), Portuguese country image management, it is possible to establish two milestones. The first project took place in 1999, with the Minister of the Economy Carlos Tavares, and aimed to promote the country through Portuguese brands as great ambassadors of the country. Then in 2005, with the Minister of the Economy Manuel Pinho, the promotion of the Portugal brand had a more comprehensive focus, since it included the country's flagship brands and emphasised other competitive advantages.

In the first project, the focus was to promote at an international level the most recognised Portuguese companies (e.g. TAP, GALP). At this time (1999), tourism had already done a very consistent work about the country brand being the great flag of Portugal. However, considering the trade and the investment, there were opportunities for further improvements, since that in some sectors of economic activity the COO was detrimental (which justifies the fact that several brands have foreign names), and in what concerns the investment in the country, Portugal was associated with a low-cost country and its resources were not properly valued.

In 2005, the focus was to promote the country at a global level, through its most important competitive advantages, which means to consider several areas of activity (e.g. Tourism, Design, etc.) and actively promote them abroad. In 2007, a country brand campaign with the slogan "*Portugal – Europe's West Coast*", was launched being one of the most visible works of country branding. However, it was anchored in a communication campaign, and for this reason, did not change anything structural. The campaign had two essential topics, one related to the talents and the other to the renewable energies.

Unanimous opinion was found about the strategic challenges concerning Portugal brand management. For a successful country brand management project, it is fundamental to last 10 to 15 years (Moilanen & Rainisto, 2009), and none of the Portugal brand projects has had this duration. This means that the possibility of achieving the objectives of each of these projects might have been seriously compromised since none of them had this duration. One of the main problems as evidenced by the following statement by one of the interviewees concerns that: "every time a government changes, every time a minister changes, everything changes and there is no continuity of any country brand program. (...) An example that specifically contradicts this and it is a case of great success is the brand Chile". In the case of the brand Chile, the economic activity sectors that were recognised as the national and international flag of the country brand were identified. This has been done with the support of the politicians, and the continuity of the project was guaranteed through consecutive governments. Several business individuals represented different economic activity sectors of the country and the government coordinated efforts to identify Chile most representative industries (to the domestic and the international market) and create strategies to promote these cases. One of the most well-known cases are the wines of Chile. The Chilean wines had the responsibility to leverage the Chile country brand, and this still holds despite the successive governments. The government is responsible for the coordination of the different organisations that represent the image of the country at an external level, not only in terms of tourism but also on a platform

that is considered to be extremely important: the ambassadors. Therefore, the first challenge consists in guaranteeing a continuum that goes beyond the political cycles, and a consistent idea of the country competitive advantages. One of Portugal's competitive advantages is tourism. Another competitive advantage that characterises the country is its products and services, that act as the most prominent ambassadors of Portugal brand image.

Regarding the organisation and the operations management of the Portugal brand, it has been the Ministry of Economy to define the strategy for the country brand. The brand is an economic asset that helps to sell products and services. Therefore, it has been within the scope of the Ministry whose mission is to dynamise the Portuguese economy and cooperate with other organisations whenever necessary, the promotion of the country brand. The statutes of AICEP state that it is responsible for the general promotion of the image of Portugal. This means that in all external actions, there is a concern to promote Portugal at a global level. It is AICEP responsibility to promote other assets of the country that helps to leverage business activity. For example, the Portuguese language is spoken by 250 million speakers across the world, and this works as an element that facilitates business activity. On the external front, AICEP works in close collaboration with the Tourism of Portugal. It also promotes the competitive advantages of Portugal as an investment destination. However, there are competing views regarding the hierarchical management of Portugal brand and its operationalisation. A question emerged concerning "who is the first and the true promoter of Portugal's image?".

Firstly, the answer is the President of the Republic, which at this moment it is a very consensual reference, both internally and externally. Secondly, the government, through its ministries, specifically the ministry of the economy which oversees all the economic and social components, and next there is a group of organisms, among which AICEP is present. Still, there is a lack of agreement concerning these questions. One of the interviewees referred the following statements: "There is often a lack of sensitivity to bring together such business persons who represent different sectors of activity, that most probably could be the first sponsors of the internal and external development programs. Another significant contribution comes from all representatives of Portugal that are based in the world, namely the ambassadors. It is frequent to hear specific economic agents saying that I do not need anything from the government or I cannot count on the government because I go at my own risk and I go better", which is problematic. This describes precisely the answer to the non-coordination of these issues, because if "I was a representative businessperson in a specific sector, I should see the presidency of the republic, the government, which

in the end protect the various sectors, as not someone who will invest for me, but who will support me and who is coordinated with me in that investment. This does not exist. Again, on the contrary, if you want two countries, I will tell you, one Chile, but another is the UK. The UK is brilliant in the way it does this".

Concerning the methodologies adopted to evaluate the promotional actions carried out and their impact, each action carried out by AICEP is evaluated considering different practices. A common practice consists in to establish a focus group and ask the companies involved to evaluate the action taken. Another technique is through the AVE (Advertising Value Equivalent) method, which consists in mapping all the published news and the space occupied making the equivalence to the cost that this space would have if it were occupied with conventional advertising. The tone of this news is also analysed. Whether it was positive, negative or neutral. There is also another indirect methodology to evaluate AICEP actions, that is, to evaluate the reaction of the exports in the markets of investment. One of the interviewees referred the following statement: "If they have increased, it is certainly the merit of the companies, but it will be fair to identify the work developed by AICEP".

ISCTE (University Institute of Lisbon) developed an important project to the promotion of Portugal country image, named the "Observatory of the Portugal brand". The objective was to find a methodology that would allow measuring the added value, positive or negative, of the country-of-origin brand in each sector of economic activity. Despite its importance, this project has never been executed. Although it has been recognised the existence of methodologies to evaluate the promotional actions carried out as well as their impact, Portugal has never adhered to them. One of the interviewees suggested that: (1) it should be identified who are the leading countries stakeholders of Portugal's reputation building at three levels: governmental, economic and social; (2) considering these countries, it is essential to evaluate their perceptions about the attributes and values that characterise Portugal, analysing how it is perceived and which dimensions are most important for the formation of Portugal's image reputation; (3) each ambassador present in these countries, and the different economic agents that influence the economic sector (from universities, because it attracts students, to the businesspersons), should have access to a dossier about Portugal. Lastly, it is important to periodically evaluate the perceptions of what happens over time in these geographies, to develop specific programs considering the challenges and specificities of each country and evaluate its impact on Portugal' image reputation. (see Table 3.4 for illustrative quotes from the interviewees concerning Portugal brand management).

Table 3.4 – Portugal brand management: illustrative quotes from the interviewees

Topic of the interview	Illustrative quotes from the interviewees
	<i>"Through the investment in the promotion of our exports, we are seriously contributing to the promotion of the Portugal Brand. Since 2011 – the year of the Economic Adjustment Programme for Portugal - exports of Portuguese products and services have been growing, increasing the GDP"</i>
	<i>"In addition to the high-quality perception of our products and services that have been confirmed by recent studies, there are other competitive advantages such as the fact that small industries give us enormous flexibility and customisation. (...) The country increasingly perceived as a source of quality in what it produces. Therefore, best global brands buy products in Portugal to incorporate in their value chain"</i>
<b>I. Portugal brand management</b>	<i>"Another axis that makes all the sense to promote because it makes sense for the companies that invest is the axis of investment. We have a privileged location, a highly qualified and competitive workforce; we are located only 3 hours from the time zone of São Paulo or Moscow, which helps the development of business in such different latitudes, from Portugal. We have excellent infrastructures which are a huge advantage for companies that need to transport people or goods. We also have excellent communications infrastructures. We have an excellent fibre optic network and quality of internet access that is crucial for companies' operations. Finally, we are also a country that offers an excellent quality of life and is safe"</i>
	<i>"Another dimension of the country that it is important to promote is its global citizenship. The way that Portugal is involved in finding solutions to the problems that the world faces. Such as the involvement of our military in peacekeeping operations, the role of fighting piracy off the coast of Somalia, or the involvement of SEF officials in Greece to help stabilise the situation of Syrian refugees"</i>
	<i>"The challenge ahead concerns the continuity of the Country-Brand project and the definition of a clear vision of our competitive identity. What the country has that adds value to our brand and is worth promoting. How do we want them to see us and where we want to be in 10 to 15 years"</i>

The second topic of the interview referred to the critical challenges for the strategic management of Portugal's image. Presently, the responsibility for the strategic management of the Portugal brand image concerns the Ministry of Economy. The interviewees recognised the necessity of creating an independent organism responsible for the management of the country brand. For its strategic management, it is important that professionals have technical skills, a long-term strategy and specific objectives. It is worthy of remark the necessity to create a methodology that evaluates the contribution of the country-of-origin in the valorisation of products, as well as in tourism. Regular and effective market studies should be part of this project. Furthermore, as one of the interviewees stated: "it is a tremendous mistake to talk about marketing management because we should talk about brand management, which is a different thing". While a marketing office is responsible for the management of campaigns and its communication, brand management is more complex since it encompasses several issues, namely equity, differentiation, reputation, sustainability, and the country's performance. It is important to highlight that the brand is the most critical asset of any organisation, country or person, and is simultaneously the one that offers more

risk since it is exposed to different people who interact within this context. Accordingly, the recommendation relies on the necessity of a brand office that should be in perfect alignment with the Presidency of the Republic and the Government and has the support of the economic agents, in order to be able to last over time, despite the replacement of the President of the Republic or the Government.

Regarding the strategies to promote the differentiation of Portuguese products and services, AICEP works at two levels: internally and externally. At an internal level, AICEP seeks to empower companies on the best strategies to approach the external markets. This work is done through several initiatives such as seminars, or through local initiatives such as the Roadshow Portugal Global (which in 2014/2015 travelled through twelve cities and this year will be through six more regions of the country taking the AICEP's knowledge of foreign markets to the companies). At an external level, AICEP supports the research of business opportunities, carries out business missions, and provides support to the participation in international events. These events help companies to find business partnerships or to overcome barriers to the import of Portuguese products (AICEP works closely with the authorities of those countries to overcome the barriers to our exports). Regarding how Portuguese products and services can leverage the image of Portugal, it is important to highlight that they are the country most important ambassadors. As referred by one of the interviewees: "A recent study developed by a consultant company states that exports (the products and services of a country) have a high weight in the formation of perceptions about that country. In the development of consumer's behaviour perception about Portugal, exports weight 0.77 points. So, to your question about the weight that the products and services have in the perception of a country, the answer is: immense. They are the main ambassadors of a country".

Tourism has been responsible for leveraging the image of Portugal because tourism is the flag of the country. Previously, the country's image mostly depended on tourism and the image that existed (due to the lack of images in other sectors of activity) was the image of tourism, even at a graphic level. Currently, Portugal is recognised by several sectors of activity beyond tourism, precisely due to the image of quality that incorporates in its products. The wine, the olive oil, the footwear, and the textiles are good examples of industries that characterise this evolution. Additionally, it was also referred that it could be beneficial to identify the countries that Portugal has political-economic relations, and the countries that strategically are agents and contribute to building the reputation of Portugal. Subsequently, it would be useful to evaluate the perceptions about the country and its advantages, and this would allow developing differentiated actions to each of the selected countries. One of the interviewees suggested that: "In

essence, the work that we would recommend doing is this audit, to define metrics and define continuous evaluation systems, and those systems were fundamentally transversal and had a parallel responsibility and independent of the Government and the Presidency of the Republic so that it can endure over time" (see Table 3.5 for illustrative quotes from the interviewees concerning the critical challenges for the strategic management of Portugal CI).

Table 3.5 – Critical challenges for the strategic management of Portugal country image: illustrative quotes from the interviewees

Topic of the interview	<i>Illustrative quotes from the interviewees</i>
	<p><i>"I am in favour of the management of the Portugal Brand being independently conducted, that it exists an office of the Portugal brand, which has a strategy saying from now, 2016, until 2025. (...) And so we design a strategy, establish goals, and we will be here assuming the responsibilities if things do not go well. (...) I think the solution for the Portugal brand is this, is to have an independent structure which the only concern it is the country's image management"</i></p>
	<p><i>"I might have the best marketing manager who sets a marketing program and its communication, however, if I do not interact and intervene with the economic agents and if I am not sensitive to the economic and financial dimensions that are associated with internal and external issues, I may be making the biggest mistakes. So, I can make the best marketing campaign saying, invest in Portugal, and then I am not sensitive to the fact that in Portugal there may exist specific taxes that are impeditive or that are not differentiators and are not reputationally sustainable for an external investor"</i></p>
<b>II. Critical challenges for the strategic management of Portugal country image</b>	<p><i>"Moreover, how do we promote structuring investment in Portugal? In many ways. The President of AICEP has been on tour through a large number of foreign countries where he has contact with potential investors and to whom he presents the competitive advantages of the country. In this digression, he carries a clear message of the country's economic recovery, the competitive advantages that it offers, and the available package of incentives. Besides, AICEP created the figure of "FDI Scouts" (Foreign Direct Investments Scouts) whose mission, in several investment markets, is to detect these opportunities and present the case of Portugal, as the best choice to receive foreign investment. (...) The daily activities of AICEP delegations include participating in or organising events abroad with high potential for networking or participating in fairs, exhibitions or other initiatives that will present the country as modern, sophisticated and capable of surprising by the quality of what it produces and by the competitive advantages that it offers"</i></p>
	<p><i>"What are you asking me is if the made in Portugal, adds or withdraws value? I would say that until some time ago it was worthless. Our conviction today at AICEP is that the made in Portugal adds value. We have come a long way, affirming ourselves in various sectors of activity and today we are increasingly being perceived as a country that produces and exports products of very high quality and with much technology. The perception of Portuguese products has changed entirely and for the better. (...) Moreover, if we are exporting more and if our main export product are machines and devices - products that incorporate technology - this also means that Portugal is today synonymous with quality and synonymous with technology"</i></p>

The last topic of the interview was dedicated to the operationalisation of the questionnaire. The focus was on the identification of the products and/or services that might be ambassadors of Portugal image. More specifically, the question aimed to identify which product categories the interviewees consider to be more relevant to study in an international context.

AICEP identified the following clusters as having high potential: aeronautical, space and defence; automotive; construction materials; cultural and creative industries; fashion; food and agriculture; forest; health and lifesciences; home; information and communications technology; infrastructures, water and energy; machinery and tools; maritime economy; shared services centres and outsourcing; and tourism.

Considering the specific context of tourism, and the five principles (namely the person, freedom, openness, knowledge and collaboration) (*Turismo 2020 – Cinco princípios para uma ambição*, 2015), that harmoniously align to fulfil the ambition to transform Portugal into the most agile and dynamic destination of Europe, it is important to highlight that since 2012 a significant modification has been performed regarding the promotion of the country. For example, regarding the principle of the person. In the past, the promotion of the country was developed based on the tourist offer, which resulted in a very similar communication of the several destinations (beautiful images that could be representative of Portugal, Caribbean, or even Thailand). Instead of communicating a generalist tourist offer, which was showed to be less relevant in promoting the country, the tourism of Portugal started to direct their communication to the persons. This implied a focus on the digital, on the online media instead of the offline, allowing to provide a message adapted to the behaviour of a particular person on the internet or its research. The behavioural targeting helped to convey a relevant message to the person, contributing to contextualised communication. In the last years, there has been a significant change in people's travel motivations, due to the accesses' facility and the opening of low-cost airlines. One of the most prominent tourist product is the city break. The sun and the sea, in the European market, continues to be one of the most sought products. The challenge consists in promoting an integrated experience which satisfies the visitor. Other two products that are responsible for leveraging the country's image are golf and surf. Golf is a consolidated and recognised product that has won several prizes, and Portugal provides excellent resources for its practice. Concerning surf, a relevant fact is that Portugal is one of the most associated countries in Google's search engine, which shows the high potential of this product. Portugal is considered the European best destiny choice for surf since it provides several spots, and it is possible to practice throughout the year. Some of the essential visiting motivations that bring visitors to select Portugal as

their destiny choice are: the history and culture, the sun and the sea, the golf, and the gastronomy. The emission tourism markets most relevant to Portugal are the United Kingdom, France, Germany, Holland, and Spain.

Finally, in addition to tourism, the following product categories might contribute to leverage the Portugal country image: textiles, wine, footwear, and cork. Cork as a leading product of the Portuguese exports is a great ambassador of the national country image. There are other industries, such as the moulding, where Portugal is extensively recognised for its proficiency. Although these business activities are fundamental to the country's economic development, it is difficult to establish a connection with the final consumer, and for this reason, to be representative of the Portugal image. Regarding the Portuguese identity within the context of tourism, the values of humanism and universalism are anchors to the purpose of the organisation, based on the most known characteristics of the Portuguese personality: people that are attentive to others and like to receive and get to know other cultures (see Table 3.6 for illustrative quotes from the interviewees concerning the validation and suggestion for product categories).

Table 3.6 – Validation and suggestion for product categories: illustrative quotes from the interviewees

Topic of the interview	<i>Illustrative quotes from the interviewees</i>
III. Validation and suggestion for product categories	<p><i>"We have clusters of high potential. The economy of the sea due to the return of some shipbuilding either through the construction or the refitting of boats, but also because of the richness of our seas where products are even sought for cosmetics. In the forestry sector, we have a leading European company in paper production, "The navigator company". Also, our creative industries, we have some cinematographic activity, we have singers of enormous projection, we have performative arts, painters and sculptors of world-wide reputation. In infrastructures, we built motorways, airports, ports. We have know-how in this area. The machines and tools are our main export products. We have the fashion cluster that includes textiles and shoes, and Portuguese fashion is very fashionable, Letícia, Michelle Obama, and other celebrities use Portuguese fashion. In health, we have two medicines fully developed in Portugal, and we will develop five more by 2020. This is interesting! It is also very relevant our presence in the sector of information and communication technologies. We have developed critical systems for sectors such as aviation, and aerospace. And we finally have the tourism industry with such growth in recent years that speaks for itself"</i></p>
	<p><i>"Portugal is recognised by its culture, its attitude, and its identity. It is based on a universalist vocation that expresses a genuine interest in knowing other cultures, valuing the difference and a genuine interest in understanding who visit us. The Portuguese value human relationships and have a natural talent to relate to others which are consistently recognised by those who visit us"</i></p>

Table 3.6 – Validation and suggestion for product categories: illustrative quotes for the interviewees  
(cont.)

Topic of the interview	<i>Illustrative quotes from the interviewees</i>
<b>III. Validation and suggestion for product categories</b>	<p><i>"The innovation here is primarily to raise awareness about the importance to implement a platform of the Portugal brand image. That is innovative. I think the real innovation in this topic is to find someone that has the sensitivity to say that there are metrics that are already established, there are works done both nationally and internationally, now it is necessary to join all these efforts and raise awareness around the issue. It is not marketing, it is brand, is not a department of, it is a structure that is transversal and that subsists over time, and that includes members nominated by the Presidency of the Republic, by the Government and by the business persons representing the national economy, so that this will last, independently of the government that exists. This is innovative"</i></p>

Lastly, the interviewees were unanimous that it would be useful to the purpose of this research to have the testimony of the advisor for the economy, business and innovation of the civil house of the president of the Portuguese Republic. After several contacts requesting the interview, the advisor for economy, business and innovation of the president of the Portuguese Republic declined the invitation due to an incompatibility with his current functions and did not nominate any other person to be interviewed.

### 3.7 Conclusion

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The globalisation has made the products gradually stateless. Nevertheless, consumers continue to establish associations between countries and products grounded on their experiences, knowledge, information, and brand names (Zeugner-Roth et al., 2008). Therefore, it is important to understand these associations in order to help companies' managers and government decision-makers to improve the fit between national CI and domestic products. As previously referred consumer ethnocentrism might vary from product category to product category and home country is not always favoured which means that "domestic manufacturers cannot trust their local consumers to grant them any favour over imported goods as a matter of course" (Heslop & Papadopoulos, 1993a).

Due to the complexity of the investigations carried out in this field, the relevance of CI depends on several aspects namely, consumers' awareness of the country-of-origin of products, how people get acquainted with a country (for example, through the mass media, products and brands, travel experiences), politics, economic situation, technology and culture of that country (Kim et al., 2013). Concerning to the mental representations consumers form about Portuguese CI, it was necessary first to identify which associations consumers establish with selected countries and product categories. Although olive oil, cork, wine,

footwear and soccer were most associated with Portugal, the findings revealed lower levels of country-product associations and vice-versa especially with regard to technology that was the least mentioned.

Anholt (2007b) refers that if a country promotes the development of new ideas, policies, products, services or companies, it enables the establishment of a unique CI. Those innovations are capable of capturing people's attention and generating buzz for the selected country. Moreover, the investment in innovation and technology besides being an effective way to increase the reputation of a country also improves the organisations that embrace it. Following research studies should take into account these findings and evaluate the relationship between Portugal CI and consumers' perceptions, considering the moderating effects of familiarity, involvement, and consumer ethnocentrism.

The contribute of the interviewees was essential to understand the state-of-the-art about the strategic planning and management of Portugal image. Moreover, it provided critical information regarding the products that are more representative of the country, the need of evaluating the symbolic image that characterises the country, and the importance of developing an independent organism responsible for the management of the country's image.

Phase One consisted of an exploratory research which investigated the associations that consumers make between countries and products and vice-versa, to identify the most representative brands and product categories. It also analysed the effects of ethnocentrism in consumer preference of domestic versus foreign products/brands, and how the familiarity with a country influences consumers' products/brands recognition. Findings suggested that, although country familiarity is an important factor for international brand recognition, consumer product associations are more effective on brand preference and purchase decision. Ethnocentrism seems to act as a barrier for foreign brands, as consumers tend to remember and prefer their domestic brands.

The in-depth Interviews with Portuguese experts were performed to understand the critical challenges they face in managing (or contributing to the management of) Portugal country brand. This part of the exploratory study reinforced the importance of analysing consumers' investment intentions in the Portuguese market, which represents a structural issue for the globalisation of the Portuguese economy and the promotion of Portugal brand.

The results of Phase One and the literature review, described in chapter two, provided the evidence to support the process of hypotheses formulation and to elaborate the questionnaire used in Study One and Study Two, which constitutes Phase Two and will be presented in the following chapters.



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## CHAPTER 4 – CONCEPTUAL MODEL AND HYPOTHESES

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This chapter presents a conceptual model to investigate the influence of Country Image (CI) on leveraging domestic products acceptance, the intention to travel and invest in Portugal, considering the moderating effects of several variables, of both domestic and foreign consumers. The literature review, presented in chapter two, and the exploratory research conducted in Phase One, indicated a research gap about the cumulative process and sources that shape a country's image. Conceptual and operational models are presented with a summary of the constructs that integrate the operational model and the hypotheses of the study.

#### 4.1 Conceptual model

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Country images are dynamic (Lampert & Jaffe, 1998; Nagashima, 1977) and might be an asset when mostly associated with positive and strong points, or a liability when associated with negative and weak points. Several aspects contribute to forming CI, namely business, exports, tourism, culture, politics and public diplomacy, talent, sports activities and media coverage, and consumers use these images to establish opinions about "products" (including any offer, from consumer or industrial goods to services, people, and ideas) that they associate with a country (Papadopoulos, 2019). Several research contributions have investigated the influence of CI on shaping consumers behavioural intentions and attitudes toward products (Roth & Diamantopoulos, 2009). As White, Kiousis, Buhmann, and Ingenhoff (2019, p. 294) suggested: "Country image is perception about a country based on a number of individual assessment, some of which are rational and cognitive, some of which are based on affective and emotional processes". Most of the research carried out in this context focused mainly on cognitive neglecting the affective image dimension. However, as Zeugner-Roth and Žabkar (2015) suggested, it is important to integrate both components since it contributes to understanding the role of these dimensions in consumers' behavioural intentions. Moreover, the authors also recognised a third component, country personality, responsible for capturing the symbolic and self-expressive function of CI. According to d'Astous and Boujbel (2007, p. 232) "the presentation of countries is often human-like", and the use of human traits to characterise and describe countries might support their personification, justifying their use as a measure of CI.

The current research subscribes to the view that CI consists of the cognitive and affective dimensions (Roth & Diamantopoulos, 2009) and, a symbolic dimension, country personality (d'Astous & Boujbel, 2007; Zeugner-Roth & Žabkar, 2015), that are independent of one another and have an influence upon three different outcomes frequently used in CI research (e.g., Oberecker & Diamantopoulos, 2011; Rojas-

Méndez, Murphy, et al., 2013; Zeugner-Roth & Žabkar, 2015) namely, consumers' purchase, visit and investment intentions towards a country. Moreover, it also analyses the moderator effect of several consumers' dispositions in the relationship between CI and consumers' behavioural intentions.

As previously discussed, this investigation aims to understand in what extent a strong country image can leverage domestic products in the domestic and international market, as well as consumers' travelling and investment intentions, considering the moderating effects of familiarity, involvement, ethnocentrism, cosmopolitanism and materialism. To accomplish this purpose, a conceptual model (Figure 4.1) was developed, establishing that there is a direct relationship between country image and consumers' intentions to buy, visit and invest. The model proposes different types of relationships between the constructs under research.

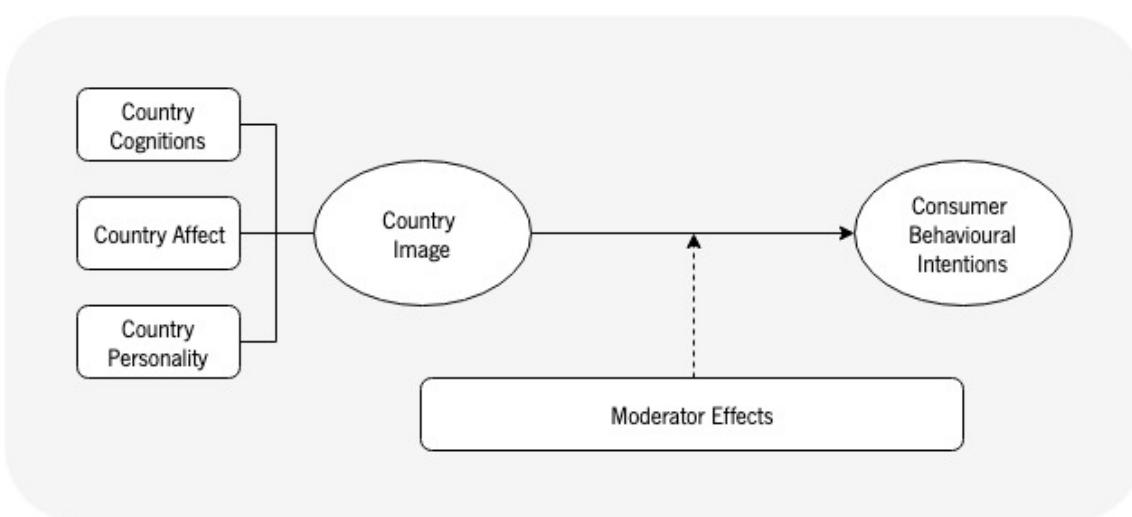


Figure 4.1 – Conceptual Model

**Legend:**

Independent variable: Country Image.

Dependent variable: Consumers' purchase intentions of domestic product categories, visit and investment.

Moderator effects: Familiarity; Involvement; Consumer Ethnocentrism; Consumer Cosmopolitanism; Consumer Materialism.

To operationalise the conceptual model (Figure 4.1), the attitude-theory perspective was selected (Baker, 2001; Heslop & Papadopoulos, 1993b; Laroche et al., 2005; Roth & Diamantopoulos, 2009) since it includes, simultaneously, cognitive, affective and connotative dimensions. As Baker (2001, p. 388) points out "if you can define and measure attitudes you should be in a good position to predict behaviour". This research assesses the behavioural consequences of CI (conation) and follows Roth and Diamantopoulos

(2009) suggestion to go beyond product evaluations and/or preferences and include other possible consequences such as “visits to the country, ties with the country, or personal investments in the country” (p. 737). Therefore, it also analyses consumers’ visits and investment intentions as distinct constructs allowing differential effects of CI on behavioural outcomes.

It follows a summary of the constructs, their operational definition and the research hypotheses, and the respective operational models (see Figure 4.2 and Figure 4.3, respectively), according to the research questions and objectives described in chapter one.

## 4.2 Operational model for Study One

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Figure 4.2 illustrates the operational model of Study One which aimed to understand the influence of country personality and the moderating effect of product involvement on domestic and foreign consumers’ purchase, visit and investment intentions. Beyond the utilitarian or functional benefits of products preferences, Lefkoff-Hagius and Mason (1993) referred the symbolic attributes of a product that “reveal how product use and/or ownership associates the consumer with a group, role, or self-image” (p. 101). Past research has demonstrated that congruence between self-image (the image that a person has about himself/herself that frequently influence specific behaviour patterns) and brand image has a positive association with consumers’ product evaluations since people tend to act in ways that protect, preserve, and enhance their self-concept, or symbolic self (Onkvisit & Shaw, 1987). The products that people use and purchase are vehicles to do this (Graeff, 1996). d'Astous and Boujbel (2007) suggested that human traits are associated with mental representations, which in turn are easily activated since they have been previously used to characterise people and predict their behaviour. Besides, human traits offer rich meanings allowing to make “different types of inferences about objects, including countries” (p. 232). d'Astous and Boujbel (2007) also highlighted that is possible to apply the self-image theory (see e.g., Graeff, 1996; Onkvisit & Shaw, 1987) to countries, meaning that individuals will probably choose countries which are identified as being psychologically identical to them. Additionally, the country personality scale is a strategic tool to evaluate CI’s image on human traits and might help policymakers and marketing practitioners to develop actions intended to improve favourable attitudes towards a country.

Next, Figure 4.2 shows the country personality construct measuring six dimensions that specifically characterise a country, namely agreeableness, wickedness, snobbism, assiduousness, conformity, and unobtrusiveness, and their influence on consumer behavioural intentions, namely on purchase, visit and investment intentions. Furthermore, as referred in section 2.7.2, the level of involvement a consumer has with a product category may moderate the influence of CI, in this case, the symbolic CI, on the outcome variables.

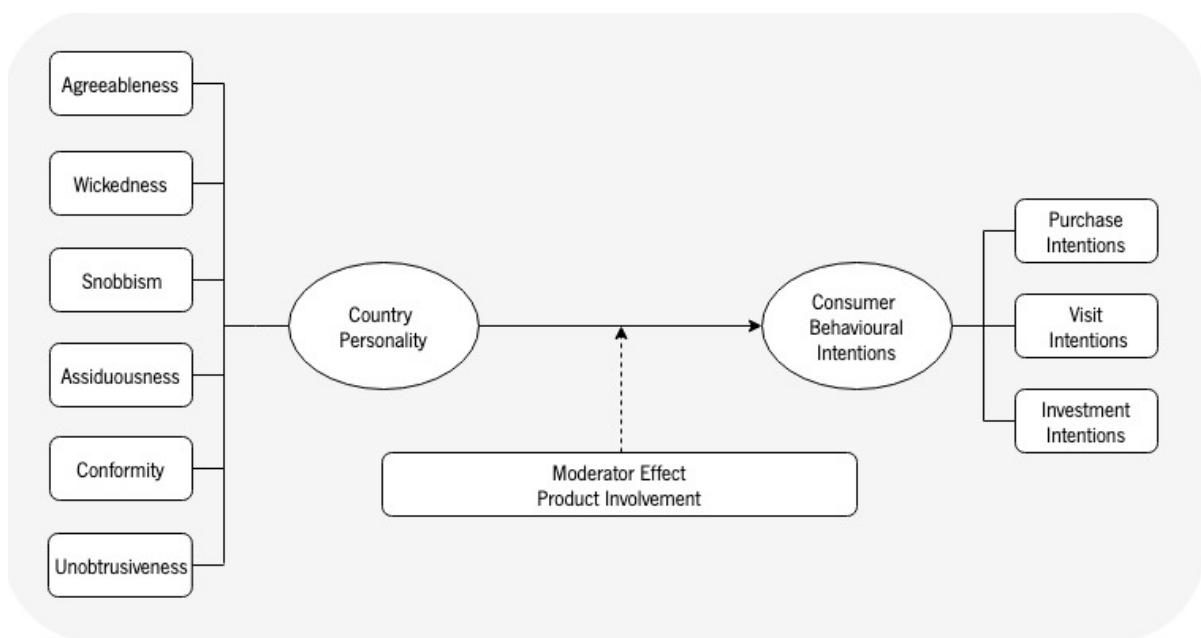


Figure 4.2 – Operational Model of Study One

Table 4.1 offers the definition of the country personality construct, its operationalisation (the country personality scale items), the outcome variables (purchase, visit and investment intentions) as well as the research hypotheses. The order of the hypotheses is in accordance with the literature review carried out in chapter two.

Table 4.1 – Definition and operationalisation of Study One constructs and research hypotheses

Construct	Description	Operationalisation of the construct	Literature Support
<b>Country Personality</b>	Country personality is defined as the mental representation of a country on dimensions that typically capture an individual's personality (d'Astous & Boujbel, 2007, p. 233).	<b>Agreeableness</b> 1 – Bon-vivant 2 – Reveler 3 – Amusing 4 – Agreeable <b>Wickedness</b> 5 – Immoral 6 – Vulgar 7 – Decadent 8 – Offender <b>Snobbism</b> 9 – Haughty 10 – Snobbish 11 – Mannered 12 – Chauvinist <b>Assiduousness</b> 13 – Organized 14 – Rigorous 15 – Flourishing 16 – Hard to work <b>Conformity</b> 17 – Religious 18 – Spiritual 19 – Traditionalist 20 – Mysterious <b>Unobtrusiveness</b> 21 – Cowardly 22 – Wimpy 23 – Dependent 24 – Neutral	d'Astous and Boujbel (2007)
<b>Purchase Intentions</b>	Purchase intentions are personal action tendencies relating to a product category (Bagozzi, Tybout, Craig, & Sternthal, 1979; Ostrom, 1969). Purchase intentions are an individual's conscious plan to make an effort to purchase a product (Spears & Singh, 2004, p. 56).	1 – I am willing (not willing) to buy Portuguese products. 2 – I would be (not be) proud to own products of Portugal. 3 – Products of Portugal are (not) for people like me.	Laroche et al. (2005); Putrevu and Lord (1994); Nagashima (1977).
<b>Visit Intentions (Foreign consumers)</b>	The decision to visit a destination (Chon, 1990; Foster & Jones, 2000) or make recommendations to others (Chon, 1991) represents a common thread of measuring behavioural intentions (Nadeau et al., 2008, p. 87).	1 – I would like to visit Portugal. 2 – A trip to Portugal will be enjoyable. 3 – I would recommend going to Portugal to others.	Nadeau et al. (2008); Um and Crompton (1990).
<b>Visit Intentions (Domestic consumers)</b>		1 – I like to live in Portugal. 2 – I like to spend my leisure time to know Portugal. 3 – I would recommend going to Portugal to others.	Items 1 and 2 were adapted by the researcher to fit the study purpose.

Table 4.1 – Definition and operationalisation of Study One constructs and research hypotheses (cont.)

Construct	Description	Operationalisation of the construct	Literature Support
Investment Intentions	Investment decisions as relatively complex consumer purchase decisions, in which the environment includes a relatively high degree of risk and uncertainty (Li, 2013).	1 – I would invest in Portuguese projects if I can afford.	Oberecker and Diamantopoulos (2011).
Hypotheses:	<p><b>H3: Country personality influences foreign consumers' purchase intentions.</b></p> <p>H3a, H3b, and H3c: (a) Agreeableness; (b) Assiduousness; and (c) Conformity has a significant positive influence on consumers' product purchase intentions.</p> <p>H3d, H3e, and H3f: (d) Wickedness; (e) Snobbism; and (f) Unobtrusiveness has a significant negative influence on consumers' product purchase intentions.</p> <p><b>H4: Country personality influences foreign consumers' visit intentions.</b></p> <p>H4a, H4b, and H4c: (a) Agreeableness; (b) Assiduousness; and (c) Conformity has a significant positive influence on consumers' visit intentions.</p> <p>H4d, H4e, and H4f: (d) Wickedness; (e) Snobbism; and (f) Unobtrusiveness has a significant negative influence on consumers' visit intentions.</p> <p><b>H5: Country personality influences foreign consumers' investment intentions.</b></p> <p>H5a, H5b, and H5c: (a) Agreeableness; (b) Assiduousness; and (c) Conformity has a significant positive influence on consumers' investment intentions.</p> <p>H5d, H5e and H5f: (d) Wickedness; (e) Snobbism; and (f) Unobtrusiveness has a significant negative influence on consumers' investment intentions.</p> <p><b>H6: Country personality influences domestic consumers' purchase intentions.</b></p> <p>H6a, H6b, and H6c: (a) Agreeableness; (b) Assiduousness; and (c) Conformity has a significant positive influence on consumers' product purchase intentions.</p> <p>H6d, H6e, and H6f: (d) Wickedness; (e) Snobbism; and (f) Unobtrusiveness has a significant negative influence on consumers' product purchase intentions.</p> <p><b>H7: Country personality influences domestic consumers' visit intentions.</b></p> <p>H7a, H7b, and H7c: (a) Agreeableness; (b) Assiduousness; and (c) Conformity has a significant positive influence on consumers' visit intentions.</p> <p>H7d, H7e, and H7f: (d) Wickedness; (e) Snobbism; and (f) Unobtrusiveness has a significant negative influence on consumers' visit intentions.</p> <p><b>H8: Country personality influences domestic consumers' investment intentions.</b></p> <p>H8a, H8b, and H8c: (a) Agreeableness; (b) Assiduousness; and (c) Conformity has a significant positive influence on consumers' investment intentions.</p> <p>H8d, H8e and H8f: (d) Wickedness; (e) Snobbism; and (f) Unobtrusiveness has a significant negative influence on consumers' investment intentions.</p>		

### 4.3 Operational model for Study Two

Figure 4.3 illustrates the operational model of Study Two which aimed to understand the influence of CI dimensions on consumers' intention to purchase Portuguese products, visit and invest in Portugal, considering the moderating effect of country and product familiarity, involvement, consumer ethnocentrism, cosmopolitanism, and materialism. As previously referred in section 2.5 dedicated to conceptualising CI, there is an interaction of cognitive, affective and symbolic dimensions of CI (Laroche et al., 2005; Zeugner-Roth & Žabkar, 2015) influencing consumers' preferences and behaviours. This study refers to the cognitive dimension of CI as country cognitions focusing on consumers' beliefs of a country considering its attributes such as the economic development, living standards, high technical capabilities and education (Parameswaran & Pisharodi, 1994; Wang et al., 2012). Country affect refers to the emotions and feelings regarding a country and its people, following previous research we used evaluative judgments such as like/dislike (Heslop et al., 2004) and friendly/unfriendly (Parameswaran & Pisharodi, 1994) to describe the affective dimension of CI. Previous research has shown that cognitive and affective country image might influence purchase intentions through distinctive mechanisms. Furthermore, as Wang et al. (2012, p. 1043) suggested "distinguishing between cognitive and affective CI is important due to the fact that people may often simultaneously hold inconsistent cognitive perceptions and affective evaluations of a particular country". Since the effects of cognitive, affective and symbolic dimensions of CI on purchase, visit and investment intentions differ (Maher & Carter, 2011; Zeugner-Roth & Žabkar, 2015), this study analysed the influence of each dimension on consumers' behavioural intentions as well as the moderator effect of several consumer dispositions.

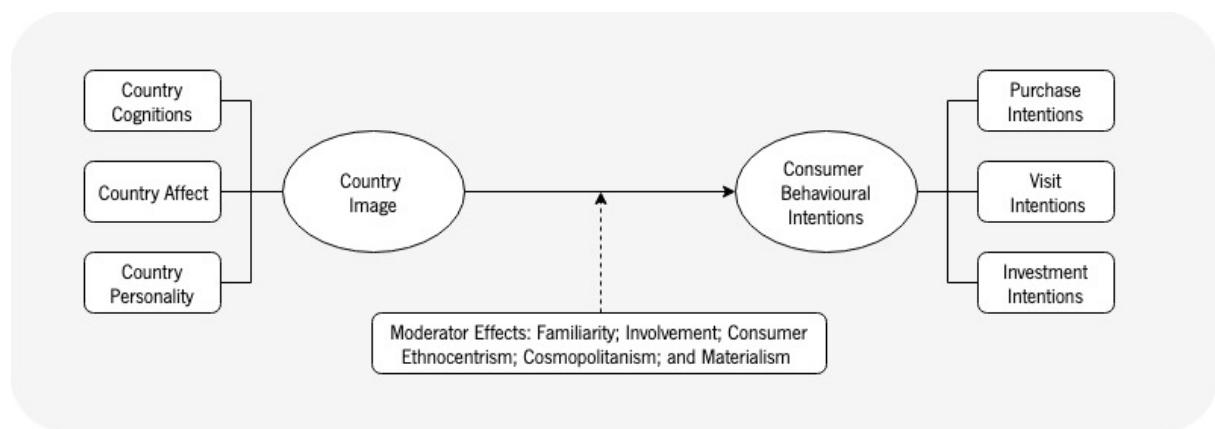


Figure 4.3 – Operational Model of Study Two

Table 4.2 offers the definition of the country image construct, its operationalisation (the cognitive and affective scale items), the outcome variables (purchase, visit and investment intentions) as well as the research hypotheses.

Table 4.2 – Definition and operationalisation of Study Two constructs and research hypotheses

Construct	Description	Operationalisation of the construct	Literature Support
<b>Country image (country cognition and country affect)</b>	Country image refers to beliefs that consumers hold regarding particular countries (Gurhan-Canli & Maheswaran, 2000; Kotler et al., 1993; Martin & Eroglu, 1993; Oberecker, Riefler, & Diamantopoulos, 2008).	<p><b>Country cognitions</b></p> <p>1 – Portuguese are well-educated. 2 – Portuguese are hard working. 3 – Portuguese strive to reach high standards. 4 – Portuguese have high standard of living. 5 – Portuguese have high technical capabilities. 6 – Portuguese are trustworthy. 7 – The Portuguese governmental institutions are able to provide an adequate service. 8 – The Portuguese governmental institutions make an effective use of resources.</p> <p><b>Country affect</b></p> <p>1 – I like (dislike) Portugal. 2 – “Good” (Bad) attitude toward Portugal. 3 – “Pleasant” (Unpleasant) attitude toward Portugal. 4 – “Advantageous” (Disadvantageous) attitude toward Portugal. 5 – “Friendly” (Unfriendly) attitude toward Portugal.</p>	D'Souza (1993); Häubl (1996); Martin and Eroglu (1993); Parameswaran and Pisharodi (1994).
<b>Purchase Intentions</b>	Purchase intentions are personal action tendencies relating to a product category (Bagozzi et al., 1979; Ostrom, 1969). Purchase intentions are an individual's conscious plan to make an effort to purchase a product (Spears & Singh, 2004, p. 56).	1 – I am willing (not willing) to buy Portuguese products. 2 – I would be (not be) proud to own products of Portugal. 3 – Products of Portugal are (not) for people like me.	Ajzen (2001); Häubl (1996); Heslop et al. (2004); Parameswaran and Pisharodi (1994).
<b>Visit Intentions (Foreign consumers)</b>	The decision to visit a destination (Chon, 1990; Foster & Jones, 2000) or make recommendations to others (Chon, 1991) represents a common thread of measuring behavioral intentions (Nadeau et al., 2008, p. 87).	1 – I would like to visit Portugal. 2 – A trip to Portugal will be enjoyable. 3 – I would recommend going to Portugal to others.	Nadeau et al. (2008); Um and Crompton (1990).
<b>Visit Intentions (Domestic consumers)</b>		1 – I like to live in Portugal. 2 – I like to spend my leisure time to know Portugal. 3 – I would recommend going to Portugal to others.	Items 1 and 2 were adapted by the researcher to fit the research purpose.

Table 4.2 – Definition and operationalisation of Study Two constructs and research hypotheses (cont.)

Construct	Description	Operationalisation of the construct	Literature Support
<b>Investment Intentions</b>	Investment decisions as relatively complex consumer purchase decisions, in which the environment includes a relatively high degree of risk and uncertainty (Li, 2013).	1 – I would invest in Portuguese projects if I can afford.	Oberecker and Diamantopoulos (2011).
<b>Hypotheses:</b>			
<p><b>H1: Country image influences foreign consumers' purchase, visit and investment intentions.</b></p> <p>H1a, H1b, and H1c: Country cognitions have a significant positive influence on foreign consumers' (a) product purchase, (b) visit and (c) investment intentions.</p> <p>H1d, H1e, and H1f: Country affect has a significant positive influence on foreign consumers' (d) product purchase, (e) visit and (f) investment intentions.</p> <p><b>H2: Country image influences domestic consumers' purchase, visit and investment intentions.</b></p> <p>H2a, H2b, and H2c: Country cognitions have a significant positive influence on domestic consumers' (a) product purchase, (b) visit and (c) investment intentions.</p> <p>H2d, H2e, and H2f: Country affect has a significant positive influence on domestic consumers' (d) product purchase, (e) visit and (f) investment intentions.</p>			

The socio-psychological constructs used as moderators are consumer ethnocentrism, consumer cosmopolitanism and consumer materialism. The moderator effects of country familiarity, country product familiarity and product involvement were also tested (see Table 4.3 for the definition of the constructs, its operationalisation (the scale items) and the research hypotheses).

Table 4.3 – Definition and operationalisation of Studies' moderator constructs and research hypotheses

Construct	Description	Operationalisation of the construct	Literature Support
<b>Country Familiarity</b> <b>Product Familiarity</b> <b>Visits to Portugal (foreign consumers)</b>	Country/Product familiarity refers to how familiar a consumer is with a given country/product category. The direction of the interaction of product familiarity with CI will depend on the assumptions made by the researcher regarding the way consumers use CI 'information in purchase decision (Josiassen et al., 2008, p. 424).	<p><b>Country familiarity</b> 1 – I know (do not know) Portugal very well.</p> <p><b>Product familiarity</b> 1 – I know (do not know) Portuguese products.</p>	Jo, Nakamoto, and Nelson (2003); Josiassen et al. (2008).
<b>Hypotheses:</b>			
<p><b>H9: Country familiarity moderates the relationship between country image and foreign consumers' purchase, visit and investment intentions.</b></p> <p>H9a: Country familiarity moderates the relationship between country image and consumers' product purchase intentions.</p>			

Table 4.3 – Definition and operationalisation of Studies' moderator constructs and research hypotheses  
(cont.)

Construct	Description	Operationalisation of the construct	Literature Support
	H9b: Country familiarity moderates the relationship between country image and consumers' visit intentions. H9c: Country familiarity moderates the relationship between country image and consumers' investment intentions. <b>H10: Country familiarity moderates the relationship between country image and domestic consumers' purchase, visit and investment intentions.</b> H10a: Country familiarity moderates the relationship between country image and consumers' product purchase intentions. H10b: Country familiarity moderates the relationship between country image and consumers' visit intentions. H10c: Country familiarity moderates the relationship between country image and consumers' investment intentions. <b>H11: Country product familiarity moderates the relationship between country image and foreign consumers' purchase, visit and investment intentions.</b> H11a: Country product familiarity moderates the relationship between country image and consumers' product purchase intentions. H11b: Country product familiarity moderates the relationship between country image and consumers' visit intentions. H11c: Country product familiarity moderates the relationship between country image and consumers' investment intentions. <b>H12: Country product familiarity moderates the relationship between country image and domestic consumers' purchase, visit and investment intentions.</b> H12a: Country product familiarity moderates the relationship between country image and consumers' product purchase intentions. H12b: Country product familiarity moderates the relationship between country image and consumers' visit intentions. H12c: Country product familiarity moderates the relationship between country image and consumers' investment intentions.		
<b>Hypotheses:</b>			
<b>Product Involvement</b>	Product involvement refers to "the general level of interest in the object or the centrality of the object to the person's ego structure" (Day, 1970, p. 10).	1 – Exciting or Unexciting. 2 – Means a lot to me or Means nothing to me. 3 – Appealing or Unappealing 4 – Valuable or Worthless.	Josiassen et al. (2008); Zaichkowsky (1994).
<b>Hypotheses:</b>	<b>H13: Product involvement moderates the relationship between country image and foreign consumers' purchase, visit and investment intentions.</b> H13a: Product involvement moderates the relationship between country image and consumers' product purchase intentions. H13b: Product involvement moderates the relationship between country image and consumers' visit intentions. H13c: Product involvement moderates the relationship between country image and consumers' investment intentions. <b>H14: Product involvement moderates the relationship between country image and domestic consumers' purchase, visit and investment intentions.</b>		

Table 4.3 – Definition and operationalisation of Studies' moderator constructs and research hypotheses  
(cont.)

Construct	Description	Operationalisation of the construct	Literature Support
	<p>H14a: Product involvement moderates the relationship between country image and consumers' product purchase intentions.</p> <p>H14b: Product involvement moderates the relationship between country image and consumers' visit intentions.</p> <p>H14c: Product involvement moderates the relationship between country image and consumers' investment intentions.</p> <p><b>H15: Product involvement moderates the relationship between country personality traits and foreign consumers' purchase, visit, and investment intentions.</b></p> <p>H15a: Product involvement moderates the relationship between country personality traits and consumers' product purchase intentions.</p> <p>H15b: Product involvement moderates the relationship between country personality traits and consumers' visit intentions.</p> <p>H15c: Product involvement moderates the relationship between country personality traits and consumers' investment intentions.</p> <p><b>H16: Product involvement moderates the relationship between country personality traits and domestic consumers' purchase, visit, and investment intentions.</b></p> <p>H16a: Product involvement moderates the relationship between country personality traits and consumers' product purchase intentions.</p> <p>H16b: Product involvement moderates the relationship between country personality traits and consumers' visit intentions.</p> <p>H16c: Product involvement moderates the relationship between country personality traits and consumers' investment intentions.</p>		
<b>Hypotheses:</b>		<p>1 – Only those products that are unavailable in my country should be imported.</p> <p>2 – My country products, first, last, and foremost.</p> <p>3 – A real patriotic should always buy national products.</p> <p>4 – People from my country should not buy foreign products, because this hurts domestic business and causes unemployment.</p> <p>5 – It may cost me in the long-run but I prefer to support products from my country.</p> <p>6 – Consumers who purchase products made in other countries are responsible for putting their citizen fellows out of work.</p>	Klein, Ettenson, and Krishnan (2006); Shimp and Sharma (1987).
<b>Consumer Ethnocentrism</b>	<p>Consumer ethnocentrism represent the beliefs held by consumers about the appropriateness, indeed morality, of purchasing foreign made products (Shimp &amp; Sharma, 1987, p. 280).</p> <p><b>H17: Consumer ethnocentrism moderates the relationship between country image and foreign consumers' purchase, visit and investment intentions.</b></p> <p>H17a: Consumers' ethnocentrism moderates the relationship between country image and consumers' product purchase intentions.</p> <p>H17b: Consumers' ethnocentrism moderates the relationship between country image and consumers' visit intentions.</p>		

Table 4.3 – Definition and operationalisation of Studies' moderator constructs and research hypotheses  
(cont.)

Construct	Description	Operationalisation of the construct	Literature Support
<b>Hypotheses:</b>	<p>H17c: Consumers' ethnocentrism moderates the relationship between country image and consumers' investment intentions.</p> <p><b>H18: Consumer ethnocentrism moderates the relationship between country image and domestic consumers' purchase, visit and investment intentions.</b></p> <p>H18a: Consumers' ethnocentrism moderates the relationship between country image and consumers' product purchase intentions.</p> <p>H18b: Consumers' ethnocentrism moderates the relationship between country image and consumers' visit intentions.</p> <p>H18c: Consumers' ethnocentrism moderates the relationship between country image and consumers' investment intentions.</p>		
<b>Consumer Cosmopolitanism</b>	<p>Consumer cosmopolitanism is characterised by the extent to which a consumer "(1) exhibits an open-mindedness towards foreign countries and cultures; (2) appreciates the diversity brought about the availability of products from different national and cultural origins; and (3) is positively disposed towards consuming products from foreign countries" (Riefler et al., 2012, p. 287).</p>	<p><b>Open mindedness</b></p> <p>1 – When travelling, I make a conscious effort to get in touch with the local culture and traditions.</p> <p>2 – I like having the opportunity to meet people from many different countries.</p> <p>3 – I like to have contact with people from different cultures.</p> <p>4 – I have got a real interest in other countries.</p> <p><b>Diversity appreciation</b></p> <p>5 – Having access to products coming from many different countries is valuable to me.</p> <p>6 – I appreciate the availability of foreign products in the domestic market Riefler et al. (2012). provides valuable diversity.</p> <p>7 – I enjoy being offered a wide range of products coming from various countries.</p> <p>8 – Always buying the same local products becomes boring over time.</p> <p><b>Consumption transcending borders</b></p> <p>9 – I like watching movies from different countries.</p> <p>10 – I like listening to music of other cultures.</p> <p>11 – I like trying original dishes from other countries.</p> <p>12 – I like trying out things that are consumed elsewhere in the world.</p>	
<b>Hypotheses:</b>	<p><b>H19: Consumer cosmopolitanism moderates the relationship between country image and foreign consumers' purchase, visit and investment intentions.</b></p> <p>H19a: Consumer cosmopolitanism moderates the relationship between country image and consumers' product purchase intentions.</p> <p>H19b: Consumer cosmopolitanism moderates the relationship between country image and consumers' visit intentions.</p> <p>H19c: Consumer cosmopolitanism moderates the relationship between country image and consumers' investment intentions.</p>		

Table 4.3 – Definition and operationalisation of Studies' moderator constructs and research hypotheses (conclusion)

Construct	Description	Operationalisation of the construct	Literature Support
Hypotheses:	<p>H20: Consumer cosmopolitanism moderates the relationship between country image and domestic consumers' purchase, visit and investment intentions.</p> <p>H20a: Consumers' cosmopolitanism moderates the relationship between country image and consumers' product purchase intentions.</p> <p>H20b: Consumers' cosmopolitanism moderates the relationship between country image and consumers' visit intentions.</p> <p>H20c: Consumers' cosmopolitanism moderates the relationship between country image and consumers' investment intentions.</p>		
Consumer Materialism	<p>Consumer materialism is defined as a "set of centrally held beliefs about the importance of possessions in one's life and measured the three belief domains: centrality, happiness, and success" (p. 308). Centrality refers to one's tendency to place assets in the center of their lives; success refers to whether the quality and quantity of assets are perceived as an indicator of achievement; and happiness is defined as the tendency to believe that physical assets are the main source of happiness. (Richins &amp; Dawson, 1992).</p>	<p><b>Success</b></p> <p>1 – I admire people who own expensive homes, cars, and clothes.</p> <p>2 – The things I own say a lot about how well I'm doing in life.</p> <p>3 – I like to own things that impress people.</p> <p><b>Centrality</b></p> <p>4 – I try to keep my life simple, as far as possessions are concerned.</p> <p>5 – Buying things gives me a lot of pleasure.</p> <p>6 – I like a lot of luxury in my life.</p> <p><b>Happiness</b></p> <p>7 – My life would be better if I owned certain things I don't have.</p> <p>8 – I'd be happier if I could afford to buy more things.</p> <p>9 – It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like.</p>	<p>Richins and Dawson (1992); Richins (2004).</p>
Hypotheses:	<p>H21: Consumer materialism moderates the relationship between country image and foreign consumers' purchase, visit and investment intentions.</p> <p>H21a: Consumers' materialism moderates the relationship between country image and consumers' product purchase intentions.</p> <p>H21b: Consumers' materialism moderates the relationship between country image and consumers' visit intentions.</p> <p>H21c: Consumers' materialism moderates the relationship between country image and consumers' investment intentions.</p> <p>H22: Consumer materialism moderates the relationship between country image and domestic consumers' purchase, visit and investment intentions.</p> <p>H22a: Consumers' materialism moderates the relationship between country image and consumers' product purchase intentions.</p> <p>H22b: Consumers' materialism moderates the relationship between country image and consumers' visit intentions.</p> <p>H22c: Consumers' materialism moderates the relationship between country image and consumers' investment intentions.</p>		

The operational models and respective hypotheses of study hereby detailed offered direction for the development of Study One and Study Two, described in chapter five and chapter six, respectively. Study One aims to understand the influence of country personality dimensions and the moderating effect of product involvement on domestic and foreign consumers' purchasing, visiting and investment intentions. Study Two analyses the influence of country image dimensions on consumers' intentions to purchase Portuguese products, visit and invest in Portugal, considering the moderating effects of country and product familiarity, involvement, consumer ethnocentrism, cosmopolitanism, and materialism, in a global market.



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## CHAPTER 5 – STUDY ONE

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## **5. STUDY ONE: THE INFLUENCE OF COUNTRY PERSONALITY ON CONSUMER'S PURCHASE, VISIT AND INVESTMENT INTENTIONS**

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This chapter presents Study One and begins by outlining the purpose of the study and its hypotheses according to the order carried out in the literature review. Then it follows with section 5.2 that describes the instruments used in data collection as well as the sample description. Section 5.3 presents the empirical results and data analysis for the European and Portuguese samples, respectively. The discussion of the results for both samples as well as theoretical and managerial contributions are presented in section 5.4. This chapter concludes with section 5.5, which identifies the study's limitations and offers suggestions for future research.

### **5.1 Introduction**

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According to Kim et al. (2013), one of the greatest challenges that nation's brand managers face concerns the accurate identification of the most relevant country personality traits, considering the country's export, investment or tourism contexts, in order to design a unique strategy for the country brand. It is important to understand the relationship between country personality traits and their effects on consumer behavioural intentions. The establishment of a segmentation approach based on personality attributes may contribute to a more effective positioning and marketing of places.

Study One aimed to understand the influence of country personality dimensions on consumers' product purchase, visit and investment intentions towards the country, and the moderator effect of product involvement on this relationship. The study also inquired about the country personality traits that better describe the Portuguese country image in domestic and international consumers' minds. As previously referred, the analysis of country image has provided valuable insights to understand the COO effects. However, it does not completely explain consumers' country stereotypes associations which are not always viewed as more or less favourable (Magnusson et al., 2018). According to our best knowledge, explicit analysis considering both the influence of country personality dimensions and the moderating effect of product involvement on domestic and European consumers' purchasing, visiting and investment intentions have not been conducted. Moreover, most of the previous research on country personality has focused on the differences between countries. This study rather assesses a common country personality within European consumers, further developing previous research, and offers a new perspective about the influence of country personality dimensions and product involvement on European consumers'

purchasing, visiting and investment intentions. Tourism is here evaluated, according to Hu and Ritchie (1993, p. 26), as a product, that is, the tourism destination is seen as “a package of tourism facilities and services, which like any other consumer product, is composed of a number of multidimensional attributes”.

Considering the literature review carried out in chapter two, this study intended to test the following general hypotheses:

**H3:** Country personality influences foreign consumers' purchase intentions.

**H4:** Country personality influences foreign consumers' visit intentions.

**H5:** Country personality influences foreign consumers' investment intentions.

**H6:** Country personality influences domestic consumers' purchase intentions.

**H7:** Country personality influences domestic consumers' visit intentions.

**H8:** Country personality influences domestic consumers' investment intentions.

**H15:** Product involvement moderates the relationship between country personality traits and foreign consumers' purchase, visit, and investment intentions.

**H16:** Product involvement moderates the relationship between country personality traits and domestic consumers' purchase, visit, and investment intentions.

## 5.2 Instruments, data collection and sample description

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To test the hypotheses a questionnaire was distributed to assess national country image and product involvement for Portuguese and foreign (European) consumers, resulting in two separate samples: Portuguese and European. Country Personality was measured in a 24-item (personality traits) scale by d'Astous and Boujbel (2007). This scale has been applied in cross-national research to measure country image as a symbolic component (d'Astous & Li, 2009; Zeugner-Roth & Žabkar, 2015). Respondents were asked to think about the country as if it was a person and how they would describe him/her based on attributes, through a seven-point scale (1 = “does not describe this country at all” and 7 = “describes this country perfectly”). To assure that respondents understood correctly the attributes, it was possible to hover the mouse over the adjectives to see the meaning.

Purchase intentions were assessed by three items of product evaluation from Laroche et al. (2005), Nagashima (1977), and Putrevu and Lord (1994) in a seven-point semantic differential scale (e.g., willing or not willing to buy Portuguese products). The questionnaire also inquired about visit intentions, using

three items of the scale of Nadeau et al. (2008) and Um and Crompton (1990), in a seven-point Likert scale ranging from 1 – Strongly disagree, to 7 – Strongly agree (e.g., I would like to visit Portugal, or a trip to Portugal will be a lot of fun). To assess investment intentions respondents were asked “I would invest in Portuguese projects if I could afford”, on a seven-point Likert scale response format, retrieved from the scale of Oberecker and Diamantopoulos (2011). To assess country and product familiarity, respondents were asked to rate how familiar they were with Portugal and Portuguese products, on a seven-point Likert scale (e.g., “I do not know Portugal / I know Portugal very well”). This scale was adopted from Jo et al. (2003) and Josiassen et al. (2008). As Bergkvist and Rossiter (2007) suggest, single-item scales are adequate when measuring singular constructs. See chapter four, section 4.2, for the definition of the country personality construct, its operationalisation (the country personality scale items), the outcome variables (purchase, visit and investment intentions) as well as the research hypotheses.

As the research focused on the study of home country personality, we assessed products associations rather than brand-specific perceptions (Jiménez & San Martin, 2010; Thakor & Kohli, 1996). Thus, we used as stimulus product categories instead brands to assure that consumer associations with specific brand images did not bias the results. Product involvement was assessed with four items from Zaichkowsky (1994) personal involvement inventory, in a seven-point semantic differential scale: (1) exciting versus unexciting; (2) means a lot to the respondent versus means nothing to the respondent; (3) appealing versus unappealing; and (4) valuable versus worthless (see chapter four, Table 4.3 – *Definition and operationalisation of Studies' moderator constructs and research hypotheses*). These items have been used in previous research (Baker, Hunt, & Scribner, 2002; Josiassen et al., 2008; Lin & Chen, 2006).

The criteria to select product categories (namely, olive oil, wine, cork, clothing, footwear, furniture, household textiles, ceramics, tourism, surf and ICT – information and communications technology) took into account the results of Phase One, and its importance in the Portuguese economy. Socio-demographic questions were included, namely gender, age, country of birth, country of residence, level of education, occupation, marital status and household income. To ensure the understanding of the content of the questionnaire, in the end, individuals were invited to evaluate their degree of understanding in a bipolar seven-point Likert scale ranging from 1 – It was very difficult to understand the survey, to 7 – I understood the survey perfectly well. A pre-test was performed to test the questions and the content validity of the scales with a sample of foreign and Portuguese faculty and post-graduate students. Fifty-seven

questionnaires (twenty-seven and thirty from foreign and Portuguese consumers, respectively) were collected. This procedure allowed to further refine the understanding of the questions, and to collect any suggestions and critiques for improvement.

Data were collected between October and December 2016, through an online survey on Qualtrics® platform, using a convenience sample. The questionnaire was distributed cross-nationally under international cooperation protocols between Portuguese and foreign public universities, by contacting their international relations offices, and through the social networks LinkedIn and Facebook (see Appendix 6 for an example of a contact email). The questionnaire was developed in English (see Appendix 7) and in Portuguese (see Appendix 8), after a translation and back-translation process (Sekaran, 1983).

A total of 1143 questionnaires were recorded, including participants from 32 different European nationalities, being the most representative from Portugal ( $n = 614$ ), Spain ( $n = 61$ ), Germany ( $n = 209$ ), Italy ( $n = 66$ ) and Netherlands ( $n = 43$ ). After eliminating partially filled surveys with a rate of missing responses over 10% (Hair, Black, Babin, & Anderson, 2010), we obtained a final convenience sample of 821 participants, composed by 348 European participants and 473 Portuguese participants. All responses were first retained within the Qualtrics online survey software and then exported to SPSS, Excel, and SPSS AMOS.

### **5.3 Empirical results and data analysis**

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#### **5.3.1 European Sample**

Regarding the demographic and socio-economic profile of the European sample 60.8% of the participants were female and the average age was 26 years old (ranging between 18 and 66 years old). Fifty-three percent of the respondents have a total household income (year) less than 20.000€, and 22% between 20.000€ and 80.000€. Seventy-nine percent of the participants were students and 19% were employees (see Table 5.1).

Table 5.1 – Study One: Demographic and socio-economic profile of the European sample

	Participants (N = 337)	
	n	%
<b>Gender</b>		
Female	205	60.8
Male	132	39.2
<b>Age</b>		
18 – 21	122	36.2
22 – 23	76	22.6
24 – 27	62	18.4
28 – 66	77	22.8
<b>Education</b>		
10 to 12 years of schooling	100	30.0
Undergraduate Degree	138	41.4
Post-graduate/Master Degree	95	28.5
<b>Occupation</b>		
Unemployed	6	1.8
Dependent worker	58	17.2
Self employed	6	1.8
Retired	2	0.6
Student	265	78.6
<b>Marital status</b>		
Single	219	65.0
Married	37	11.0
Divorced	2	0.6
Partnered	74	22.0
Other	5	1.5
<b>Household income</b>		
Less than 10.000€	138	51.3
10.000€ - 19.999€	39	14.5
20.000€ - 79.999€	75	27.9
80.000€ or more	17	6.3

Note: <sup>a</sup> N=333.

Note: <sup>b</sup> N=269.

### *Descriptive analysis*

The participants were asked to rate their familiarity with Portugal and its products using a bipolar seven-point numerical scale with “I do not know Portugal / I know Portugal very well” and “I do not know Portuguese products / I know very well Portuguese products”, at each end. This procedure has been carried out to ensure that the country stimulus used was familiar to participants, obtaining a mean of 3.98 (SD = 1.63) for country familiarity and a mean of 3.33 (SD = 1.63) for country product familiarity.

Tourism, wine, surf and olive oil were the most associated product categories by European consumers. Results for involvement regarding these product categories showed mean values above the scale midpoint (in a 7-point scale), meaning that European consumers are positively involved. Results for the European consumers’ product involvement showed: (1) tourism as exciting ( $M = 6.10$ ,  $SD = 1.02$ ), meaningful ( $M = 5.61$ ,  $SD = 1.25$ ), appealing ( $M = 5.99$ ,  $SD = 1.06$ ) and valuable ( $M = 5.97$ ,  $SD = 1.07$ ); (2) wine as exciting ( $M = 5.44$ ,  $SD = 1.30$ ), meaningful ( $M = 4.68$ ,  $SD = 1.58$ ), appealing ( $M = 5.51$ ,  $SD = 1.26$ ) and valuable ( $M = 5.74$ ,  $SD = 1.17$ ); (3) surf as exciting ( $M = 5.94$ ,  $SD = 1.27$ ), meaningful ( $M = 4.30$ ,  $SD = 1.84$ ), appealing ( $M = 5.46$ ,  $SD = 1.34$ ) and valuable ( $M = 5.41$ ,  $SD = 1.31$ ); and (4) olive oil as exciting ( $M = 4.78$ ,  $SD = 1.35$ ), meaningful ( $M = 4.35$ ,  $SD = 1.62$ ), appealing ( $M = 5.14$ ,  $SD = 1.27$ ) and valuable ( $M = 5.48$ ,  $SD = 1.18$ ). It is possible to conclude that considering the consumer’s involvement with the selected product categories, tourism showed the highest values for all of them.

Results from descriptive statistics showed that Portugal is perceived by European consumers as follows (in a 7-point scale): “traditionalist” ( $M = 5.50$ ,  $SD = 1.08$ ), “bon-vivant” ( $M = 5.45$ ,  $SD = 1.03$ ) and “agreeable” ( $M = 5.44$ ,  $SD = 1.03$ ). Results also indicated that “snobbish” ( $M = 2.34$ ,  $SD = 1.38$ ), “vulgar” ( $M = 2.48$ ,  $SD = 1.25$ ) and “offender” ( $M = 2.50$ ,  $SD = 1.38$ ) were the personality traits less associated to Portugal. It is possible to conclude that the symbolic image associated with Portugal by European consumers is mostly characterised by high personality traits of agreeableness and less described by low personality traits of wickedness/snobbism (see Table 5.2).

Table 5.2 – Study One descriptive statistics from European sample: Country Personality

	Minimum	Maximum	Mean	Std. Deviation
Bon-vivant	1	7	5.45	1.03
Reveler	2	7	5.12	0.95
Amusing	2	7	5.35	1.01
Agreeable	2	7	5.44	1.00
Immoral	1	7	2.62	1.25
Vulgar	1	6	2.48	1.25
Decadent	1	7	3.04	1.49
Offender	1	7	2.50	1.38
Haughty	1	7	2.54	1.35
Snobbish	1	7	2.34	1.38
Mannered	1	7	3.55	1.69
Chauvinist	1	7	3.22	1.47
Organized	1	7	3.62	1.40
Rigorous	1	7	3.54	1.20
Flourishing	1	7	4.02	1.20
Hard to work	1	7	4.07	1.39
Religious	1	7	5.31	1.21
Spiritual	1	7	4.80	1.22
Traditionalist	1	7	5.50	1.08
Mysterious	1	7	3.97	1.42
Cowardly	1	7	2.63	1.20
Wimpy	1	7	2.77	1.33
Dependent	1	7	4.01	1.46
Neutral	1	7	4.24	1.35

Note: N = 337.

Concerning the European purchase intentions (in a 7-point scale), results showed that consumers are willing to buy Portuguese products ( $M = 5.82$ ,  $SD = 1.24$ ), are proud to own products of Portugal ( $M = 5.24$ ,  $SD = 1.41$ ), and recognise that products of Portugal are for people like them ( $M = 5.11$ ,  $SD = 1.31$ ). Regarding the European visit intentions (in a 7-point scale), results indicated that consumers would like to visit Portugal ( $M = 6.40$ ,  $SD = 0.91$ ), consider that a trip to Portugal would be enjoyable ( $M = 6.45$ ,  $SD = 0.82$ ), and would recommend others to visit Portugal ( $M = 6.07$ ,  $SD = 1.16$ ). In regard to the European

investment intentions (in a 7-point scale), results showed that consumers would invest in Portuguese projects if they could afford them ( $M = 4.85$ ,  $SD = 1.51$ ) (see Table 5.3).

Table 5.3 – Study One descriptive statistics from European sample: dependent variables

	Minimum	Maximum	Mean	Std. Deviation
I am not willing to buy Portuguese products / I am willing to buy Portuguese products.	1	7	5.82	1.24
I would not be proud to own products of Portugal / I would be proud to own products of Portugal.	1	7	5.24	1.41
Products of Portugal are not for people like me / Products of Portugal are for people like me.	1	7	5.11	1.31
I would like to visit Portugal.	2	7	6.40	0.91
A trip to Portugal will be enjoyable.	2	7	6.45	0.82
I would recommend going to Portugal to others.	2	7	6.07	1.16
I would invest in Portuguese projects if I could afford.	1	7	4.85	1.51

Note: N = 337.

The collected data went through a screening process that encompassed several steps namely, the analysis of missing values, unengaged responses, outliers, and normality tests to ensure that the data is useable, reliable, and valid:

- **Screening missing values:** although the response was mandatory for all the questions regarding the constructs used in the model, there were partially completed responses and, as previously referred, these were deleted and thus, excluded.
- **Screening unengaged responses:** unengaged responses are defined as those responses in which the respondent gives the same response across all the questions in the questionnaire, and that the questionnaire has been filled only for formality. In this case, unengaged responses were screened using standard deviation, calculated in excel, and all the responses showed a standard deviation above 0.5 (as suggested by Gaskin (2016), this is not a published threshold, the logic that underlies this test is to see if respondents answered with sufficient variance. The author recommends looking at all responses to analyse if they appear unengaged).

- **Screening outliers:** there are certain values in the data with a unique combination of characteristics which are very much different as compared to the other values of the data, and are described as outliers. In assessing the impact of outliers, practical (the outlier is retained or eliminated due to its undue influence on the results) and substantive (the outlier must be viewed in light of how representative it is of the population) considerations should be pondered (Hair et al., 2010). Box plot function in SPSS software was used to screen Outliers. One of the identified outliers occurred in terms of age and gender. The respondent reported being 99 years old and "other" in gender. As the sample is most represented by university students, males and females, case number 43 was removed, and the sample size has been reduced to 347. This analysis allowed to identify some moderate outliers, indicative of characteristics of the population, and in accordance with the principle defended by Hair et al. (2010), who suggests that outliers should be included in the analysis, except in the case where they are truly anomalous and not representative of any observation in the population.
- **Normality tests:** to test the normality, we used the Kolmogorov-Smirnov test, which rejected the normality hypothesis for a statistically significance level of .05. Besides, the central limit theorem states that with large sample sizes (>30 or 40), the violation of the normality assumption does not cause major problems (Altman & Bland, 1995; Field, 2009).

#### *Analysis of the measurement model*

A structural equation modeling (SEM) was applied, using AMOS 23.0 software. As Hair et al. (2010) suggest structural equation modelling allows to analyse a series of dependence relationships simultaneously. In this study, it allows to test the influence of country personality dimensions on consumers' product purchase, visit and investment intentions towards a foreign country, and the moderator effect of product involvement on this relationship. As SEM analysis should respect a strong theoretical base, this study follows d'Astous and Boujbel (2007) conceptualisation of positioning countries on personality dimensions. The evaluation of the measurement model was done through confirmatory factorial analysis (CFA) considering the complete model. Although the analysis can be performed separately for each construct, Hair et al. (2010) suggest the complete evaluation of the measurement model, since the assessment of its goodness-of-fit measures presupposes to test the complete model instead of the constructs independently. Therefore, the proposed research model (see Figure 5.1) was subjected to a confirmatory factor analysis (CFA) through maximum likelihood estimation method to

guarantee construct reliability, validity and robustness regarding conditions of normality (Chou and Bentler, 1993).

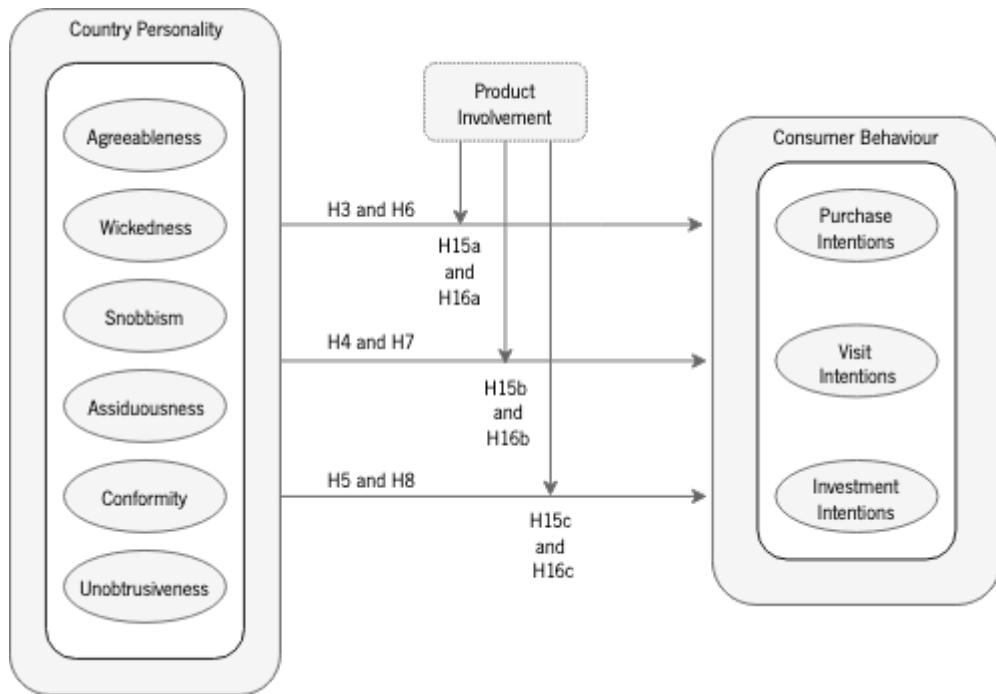


Figure 5.1 – Model of Country Personality and its influence on consumer behaviour moderated by the effect of product involvement

As the chi-square test was statistically significant ( $\chi^2 = 700.64$ ,  $df = 377$ ,  $p < .001$ ) and considering that chi-square statistic is sensitive to sample size (Bollen, 1989; Marsh & Hocevar, 1985), additional fit indices were also assessed (Hu & Bentler, 1998): the Comparative Fit Index (CFI), the Goodness of Fit Index (GFI), the Tucker-Lewis Fit Index (TLI) and the Root Mean Square Error of Approximation (RMSEA), since are relatively unaffected by sample size. Table 5.4 shows goodness of fit measures discussed above.

Table 5.4 – Goodness-of-Fit measures

	Measure	Description	Threshold
<b>Absolute measures:</b> measure how well the model specified by the researcher reproduces the observed data	<b>Chi-square <math>\chi^2</math></b>	It is the fundamental measure of differences between the observed and estimated covariance matrices.	< 3 good; < 5 sometimes permissible
	<b>GFI</b>	The possible range of the Goodness-of-Fit Index (GFI) values is 0 to 1, with higher values indicating better fit.	$\geq .90$ ; $\geq .95$
	<b>RMSEA</b>	Root Mean Square Error of Approximation (RMSEA) that better represents how well a model fits a population, not just a sample used for estimation. Lower RMSEA values indicate better fit.	< .05 good; .05 - .10 moderate; >.10 bad
	<b>SRMR</b>	Standardized Root Mean Square Residual is defined as the standardized difference between the observed correlation and the predicted correlation.	< .08
<b>Incremental Fit Indices:</b> assess how well the estimated model fits relative to some alternative baseline models	<b>TLI</b>	The Tucker Lewis Index (TLI) is conceptually similar to the NFI (Normed Fit Index), but varies in that it is actually a comparison of the normed chi-square values for the null and specified model. Models with good fit have values close to 1. A model with higher value suggests a better fit than a model with a lower value.	Close to 1 – better fit
	<b>CFI</b>	The Comparative Fit Index (CFI) is normed so that values range between 0 and 1, with higher values indicating better fit. It is among the most widely used indices. CFI values above .90 are usually associated with a model that fits well. It captures the relative goodness-of-fit, or the fit of one's hypothesized model as an empirical increment above a simpler model (in particular, one in which no paths are estimated).	> .95 great; > .90 traditional; > .80 sometimes permissible
<b>Parsimony Fit Indices:</b> provides information about which model among a set of competing models is best, considering its fit relative to its complexity	<b>AGFI</b>	Adjusted Goodness of Fit Index (AGFI) tries to take into account different degrees of model complexity. The AGFI penalises more complex models and favours those with a minimum number of free paths. AGFI values are typically lower than GFI values in proportion to model complexity. No statistical test is associated with AGFI, only guidelines to fit. As with GFI, however, the AGFI is less frequently used in favour of the other indices.	> .80
	<b>PNFI</b>	High values of The Parsimony Normed Fit Index (PNFI) represent relatively better fit, so it can be used in the same way as the NFI. The values of the PNFI are meant to be used to compare one model to another with the highest PNFI value being most supported with respect to the criteria captured by this index.	$\geq .80$ very good; .60 - .80 acceptable

Source: Hair et al. (2010); Hu and Bentler (1999); Iacobucci (2010).

The measurement model offered the following values of the goodness of fit indices:  $\chi^2 = 700.64$ , df = 377,  $p < .001$ , CFI = .91, GFI = .88, TLI = .89 and RMSEA = .05, and were subjected to modification to improve the fit of the model while simultaneously respecting theoretical significance. Four items showed standardized regression weights below 0.40 (Stevens, 2002), namely: "mannered" = .29; "hard to work" = .34; "mysterious" = .30 and "neutral" = .14. For this reason, these items were removed.

Regarding the detection of multivariate outliers, an analysis of the observations farthest from the centroid (Mahalanobis distance) was performed and ten observations were removed ( $p_1$  and  $p_2 < .001$ ), following the threshold value of .001 suggested by Tabachnick and Fidell (2007). Although the measurement model achieved acceptable values of the goodness of fit indices ( $\chi^2 = 399.89$ , df = 247,  $p < .001$ , CFI = .95, GFI = .91, TLI = .94 and RMSEA = .04), the dimensions of wickedness and snobbism were highly correlated ( $r = .83$ ) suggesting discriminant validity problems between these constructs. The test of discriminant validity was performed calculating the square root of average variance extracted (AVE), and results showed validity concerns once the square root of the AVE for wickedness was less than its correlation with snobbism not confirming discriminant validity (Fornell & Larcker, 1981).

To address this issue an Exploratory Factor Analysis (EFA) was performed. As suggested by Gorsuch (1997, p. 536) an "EFA can also be used as an adjunct to CFA. Exploratory methods may be valuable in a preliminary study to focus hypothesis for the confirmatory analysis. It may also be useful as a follow-up in a confirmatory structural modeling analysis". Thus, an EFA was conducted on the 24 items of country personality scale. According to Hayton, Allen, and Scarfello (2004) factor analysis might be described as a set of multivariate statistical methods for data reduction which seek to reach for a more parsimonious understanding of measured variables, since it enables to identify underlying structures behind correlations between different factors (Fabrigar, Wegener, MacCallum, & Strahan, 1999). The maximum likelihood method was selected in order to determine unique variance among items and the correlation between factors, and also to remain consistent with the subsequent CFA. An oblique rotation (promax) was chosen since that can account for the correlated factors.

The Kaiser-Meyer-Olkin (KMO) measure verified the sampling adequacy for the analysis, KMO = .80. Bartlett's test of sphericity ( $\chi^2 (276) = 2435.78$ ,  $p < .001$ ), indicated that correlations between items were sufficiently suitable to perform EFA. Three items, namely "mannered", "mysterious" and "neutral" were removed due to loadings below .30, as recommended by Tabachnick and Fidell (2014) and Field

(2009). The authors recommend suppressing factor loadings with an absolute value less than 0.30, since the sample size is larger than 300. An initial analysis was run to obtain eigenvalues for each component in the data. Five component showed an eigenvalue over Kaiser's criterion of 1 and explained 45.64% of the variance. According to Fabrigar et al. (1999) recommendation to determine the number of factors the scree test was also performed, indicating the retention of five factors. The following Table 5.5 shows the factor loadings after rotation.

Table 5.5 – Study One: Factorial structure of the country personality construct

Construct	Factor loading				
	Agreeableness	Wickedness/Snobbism	Assiduousness	Conformity	Unobtrusiveness
Bon-vivant	.69				
Reveler	.72				
Amusing	.63				
Agreeable	.41				
Immoral		.65			
Vulgar		.69			
Decadent		.66			
Offender		.76			
Haughty		.65			
Snobbish		.71			
Chauvinist		.45			
Organized			.81		
Rigorous			.67		
Flourishing			.51		
Hard to work			.34		
Religious				.79	
Spiritual				.68	
Traditionalist				.64	
Cowardly					.75
Wimpy					.91
Dependent					.50
Cronbach's alpha	.70	.84	.66	.74	.74

% Variance explained: 45.64

Kaiser-Meyer-Olkin measure of sampling adequacy (KMO): .81

Bartlett's test of sphericity: Approx. Chi-Square: 2236.31

Significance <.001

Cronbach's alpha based on standardized items (items=21): .69

Extraction Method: Maximum-likelihood estimation.

Rotation Method: Promax with Kaiser Normalization.

The results contradicted the original six-factor structure. Instead, a five-factor for country personality items was found with the items of wickedness and snobbism dimensions loading in one single factor. According to d'Astous and Boujbel (2007), the country personality dimensions had good internal consistency, with a Cronbach's alpha coefficient reported of .78 for agreeableness, .82 for wickedness, .76 for snobbism, .76 for assiduousness, .73 for conformity, and .64 for unobtrusiveness. In the current study, the factor solution showed good reliability for the five dimensions of the scale (agreeableness  $\alpha = .72$ , wickedness/snobbism  $\alpha = .84$ , assiduousness  $\alpha = .74$ , conformity  $\alpha = .75$ , and unobtrusiveness  $\alpha = .80$ ). The Cronbach's alpha coefficient showed acceptable reliability for the scale ( $\alpha = .69$ ).

All the items of product involvement, purchase and visit intentions loaded on the respective factor, offering good Cronbach's alpha coefficients for the respective scales (.90 for tourism involvement, .89 for wine involvement, .85 and .82, respectively). The model with five factors was subjected to a CFA, offering the following values of goodness of fit indices:  $\chi^2 = 748.47$ ,  $df = 384$ ,  $p < .001$ ,  $CFI = .89$ ,  $GFI = .87$ ,  $TLI = .88$  and  $RMSEA = .05$ . After CFA purification, which means eliminating the items that showed standardised regression weights below 0.40, and the multivariate outliers (a full listing of the final items and their scale reliabilities is included in Appendix 9, as well as the excluded items), the sample size has been reduced to 337, and the values of goodness of fit indices were, respectively,  $\chi^2 = 349.12$  ( $df = 209$ ,  $p < .001$ ),  $CFI = .95$ ,  $GFI = .92$ ,  $TLI = .94$  and  $RMSEA = .05$ , resulting in an acceptable adjustment (Bryman & Cramer, 2009; Hair et al., 2010; Hu & Bentler, 1999; Nunnally & Bernstein, 1994). Convergent validity was confirmed (see Table 5.6) by the significant standardized loadings with an average size of .74. The average variance extracted (AVE) values were above .50, except for the dimensions of agreeableness and wickedness/snobbism. However, as composite reliability is higher than .60, the convergent validity of the construct is still adequate (Fornell & Larcker, 1981). The composite reliability estimates exceeded .70, offering evidence of convergent validity (Fornell and Larcker, 1981; Hair et al., 2010). The test of discriminant validity was performed calculating the square root of average variance extracted, which was greater than the construct correlation between any two constructs in every case, confirming discriminant validity (Fornell and Larcker, 1981).

Table 5.6 – Study One: Composite reliability, the average variance extracted and inter-construct correlations

	CR	AVE	1	2	3	4	5	6	7
<b>1. Purchase Intentions</b>	.86	.67	<b>.82</b>						
<b>2. Agreeableness</b>	.72	.47	.27	<b>.68</b>					
<b>3. Wickedness/Snobbism</b>	.85	.48	-.31	-.17	<b>.69</b>				
<b>4. Assiduousness</b>	.74	.50	.21	.16	-.20	<b>.71</b>			
<b>5. Conformity</b>	.76	.51	.13	.13	.04	.07	<b>.71</b>		
<b>6. Unobtrusiveness</b>	.81	.68	-.23	-.18	.69	-.22	.06	<b>.82</b>	
<b>7. Visit Intentions</b>	.85	.65	.41	.20	-.23	.31	.14	-.28	<b>.81</b>

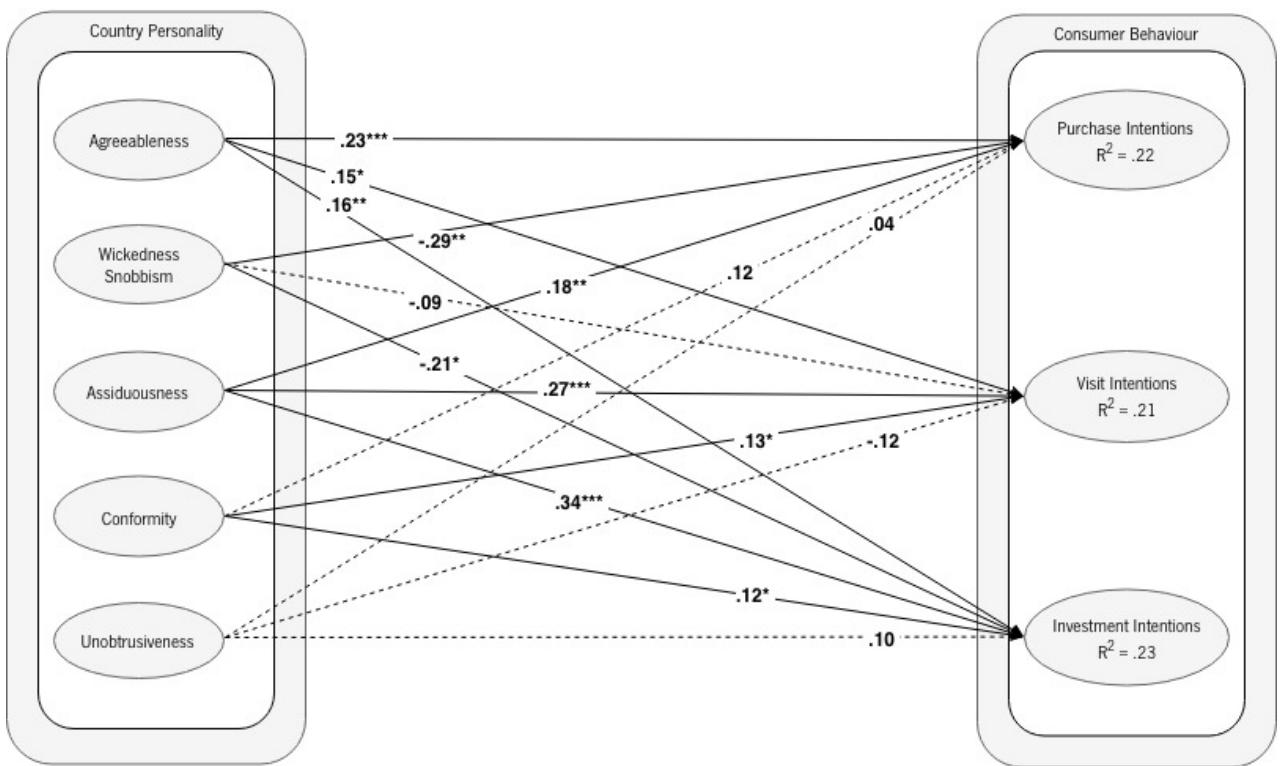
Note: CR = Composite Reliability; AVE = Average Variance Extracted; The diagonal elements (bold text) are the square root of the Average Variance Extracted; below the diagonal are the correlations among constructs.

#### *Analysis of the structural model*

Hypothesis 3 stated that country personality influences foreign consumers' purchase intentions. Results showed that agreeableness and assiduousness had a significant positive influence on consumers' purchasing intentions ( $\beta = .23, p < .001$  and  $\beta = .18, p < .01$ , respectively), and wickedness/snobbism had a significant negative influence on consumers' purchasing intentions ( $\beta = -.29, p < .01$ ), supporting hypothesis H3a, H3b, H3d and H3e.

Hypothesis 4 stated that country personality influences foreign consumers' visit intentions. Results supported H4a, H4b and H4c, showing that agreeableness, assiduousness and conformity had a significant positive influence on consumers' visiting intentions ( $\beta = .15, p < .05$ ,  $\beta = .27, p < .001$ , and  $\beta = .13, p < .05$ , respectively).

Lastly, hypothesis 5 stated that country personality influences foreign consumers' investment intentions. Results indicated that agreeableness, assiduousness, and conformity had a significant positive influence on consumers' investing intentions ( $\beta = .16, p < .01$ ,  $\beta = .34, p < .001$ , and  $\beta = .12, p < .05$ , respectively), and wickedness/snobbism had a significant negative influence on consumers' investing intentions ( $\beta = -.21, p < .05$ ), supporting hypothesis H5a, H5b, H5c, H5d and H5e. Figure 5.2 shows country personality dimensions as predictors of European consumer's purchase, visit and investment intentions, and Table 5.7 presents the structure model results.



Legend: significant: →

non significant: →

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

Figure 5.2 – Country personality dimensions as predictors of consumer's purchase, visit and investment intentions (European sample)

Table 5.7 presents the structure model results for Study One, considering the study's hypotheses, the path between each dimension of the country personality and dependent variables as well as the results obtained.

Table 5.7 – Study One: Structure model results

Hypotheses		Path		Beta	t	Result
H3a	Agreeableness	→	Purchase Intentions	.23	3.19***	<b>Supported</b>
H3b	Assiduousness	→	Purchase Intentions	.18	2.61**	<b>Supported</b>
H3c	Conformity	→	Purchase Intentions	.12	1.85	Not supported
H3d and H3e	Wickedness/Snobbism	→	Purchase Intentions	-.29	-2.88**	<b>Supported</b>
H3f	Unobtrusiveness	→	Purchase Intentions	.04	0.43	Not supported
H4a	Agreeableness	→	Visit Intentions	.15	2.19*	<b>Supported</b>
H4b	Assiduousness	→	Visit Intentions	.27	3.76***	<b>Supported</b>
H4c	Conformity	→	Visit Intentions	.13	2.09*	<b>Supported</b>
H4d and H4e	Wickedness/Snobbism	→	Visit Intentions	-.09	-0.98	Not supported
H4f	Unobtrusiveness	→	Visit Intentions	-.12	-1.25	Not supported
H5a	Agreeableness	→	Investment Intentions	.16	2.51**	<b>Supported</b>
H5b	Assiduousness	→	Investment Intentions	.34	5.03***	<b>Supported</b>
H5c	Conformity	→	Investment Intentions	.12	2.03*	<b>Supported</b>
H5d and H5e	Wickedness/Snobbism	→	Investment Intentions	-.21	-2.24*	<b>Supported</b>
H5f	Unobtrusiveness	→	Investment Intentions	.10	1.03	Not supported

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

The  $R^2$  indicated that 22.4%, 20.7%, and 22.9% of the total variation of the purchase, visit and investment intentions towards Portuguese, respectively, may be explained by the country personality dimensions.

#### *Analysis of moderation*

Hypothesis 15 stated that **product involvement moderates** the relationship between country personality and foreign consumers' purchase, visit and investment intentions. According to Aiken and West (1991), moderation occurs when the relationship between an independent variable and dependent variable depends on the level of a third variable, usually called a moderator variable. A moderator is a variable (qualitative or quantitative) that affects the direction and/or strength of the relation between an independent or predictor variable and a dependent or criterion variable (Baron & Kenny, 1986). Figure 5.3 shows the moderation model, encompassing three causal paths. *Path a* represents the impact of the country personality dimensions on one of the outcome variables (consumers' purchase, visit and investment intentions), and *Path b*, the impact of product involvement on one of the outcome variables. *Path c* represents the interaction or product of country personality (independent variable) and product involvement (moderator) on one of the outcome variables. As Baron and Kenny (1986, p. 1174) suggest, that the "moderator hypothesis is supported if the interaction (*Path c*) is significant". Although other

significant main effects may be found for the independent and the moderator variables (*Path a* and *Path b*), these are not relevant conceptually to testing the moderator hypothesis.

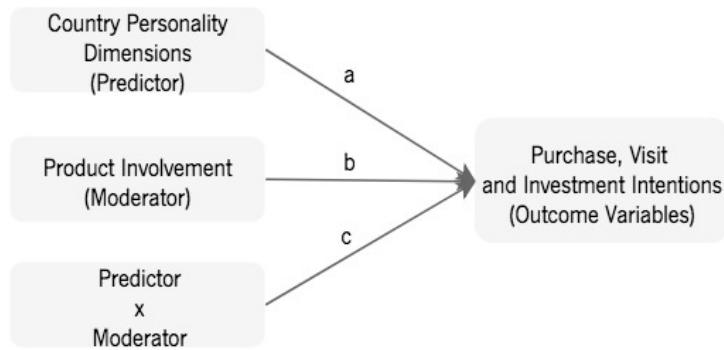


Figure 5.3 – Moderator model

Source: Baron and Kenny (1986).

To avoid problems that may arise from the interaction terms, namely multicollinearity, Aiken and West (1991) suggest centering the means, which means to create two new variables by subtracting to each one of the independent variables (country personality dimensions and product involvement) the respective mean. The interaction term corresponds to the product of the two centered variables, thus overcoming the problems of multicollinearity. Structural Equation Models offer an interesting framework to include interaction in a broader context and to test them accurately, moreover SEM should be preferred when multiple indicators are involved (Cohen, Cohen, West, & Aiken, 2003; Fürst & Ghisletta, 2009; Schumacker & Marcoulides, 1998). To further analyse these interactions, simple slopes tests were performed (Aiken & West, 1991), by estimating the simple slopes of high (one standard deviation above the mean) and low (one standard deviation below the mean) levels of the moderator variable.

The categories of tourism ( $n = 282$ ) and wine ( $n = 276$ ) were used to test hypothesis 15, since they were identified as consumer's most selected product categories (see Appendix 10 for descriptive statistics of selected products). Results indicated that **tourism product involvement** weakens the relationship of agreeableness and assiduousness country personality traits on consumers' visit intentions ( $\beta = -.16$ ,  $p < .001$  and  $\beta = -.10$ ,  $p < .05$ , respectively). The follow-up simple slope analysis (see Figure 5.4) showed that the relationship between agreeableness and consumers' visit intentions was not significant for high tourism product involvement ( $\beta = -.13$ ,  $p > .05$ ), but was significant and positive for low tourism product involvement ( $\beta = .24$ ,  $p < .001$ ). Similarly, the relationship between assiduousness and consumers' visit

intentions was not significant for high tourism product involvement ( $\beta = .10, p > .05$ ), but was significant and positive for low tourism product involvement ( $\beta = .27, p < .001$ ) (see Figure 5.5).

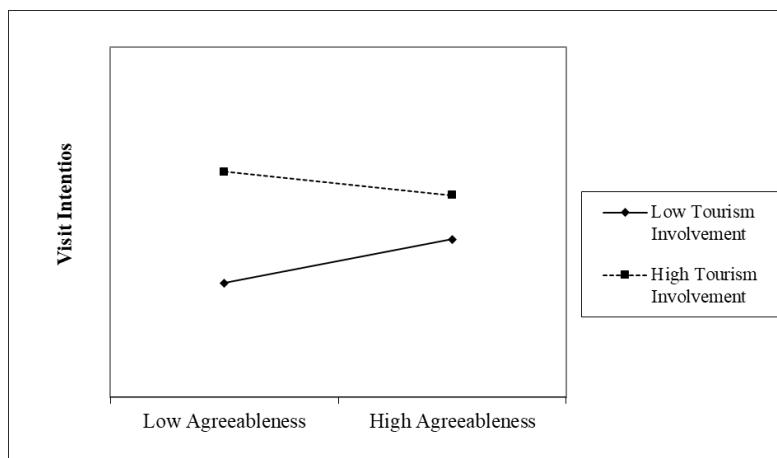


Figure 5.4 – Study One: Interactions influencing visit intentions

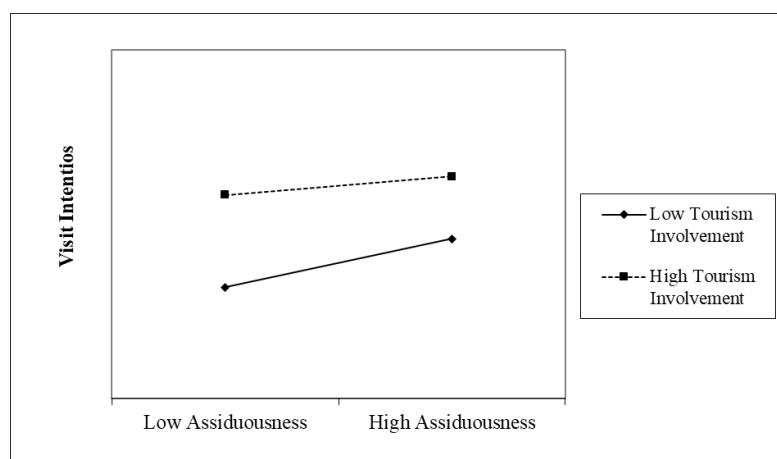


Figure 5.5 – Study One: Interactions influencing visit intentions

No moderating effects were found for the relationships between country personality dimensions and purchasing intentions or investment intentions ( $p > .05$ ). More detailed results concerning the analysis for **tourism product involvement** can be seen in Appendix 11. With respect to **wine product involvement**, hypothesis 15 affirmed that product involvement moderates the relationship between country personality and foreign consumers' purchase, visit and investment intentions. Results showed that it weakens the relationship between assiduousness country personality trait and consumers' purchase intentions ( $\beta = -.12, p < .05$ ). The follow-up simple slope analysis (see Figure 5.6) showed that the relationship between assiduousness and consumers' purchase intentions was not significant when wine product involvement was high ( $\beta = -.01, p > .05$ ) but was significant and positive for low wine product involvement ( $\beta = .22, p < .01$ ).

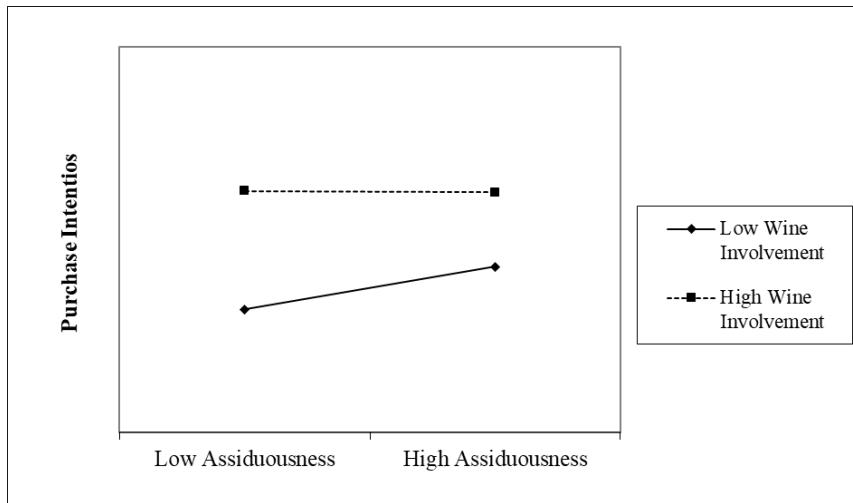


Figure 5.6 – Study One: Interactions influencing purchase intentions

No moderating effects were found for the relationship between country personality dimensions and the dependent variables visiting and investment intentions ( $p > .05$ ). Thus, H15a and H15b were partially supported and H15c was rejected. Appendix 12 includes more detailed results concerning the analysis for wine product involvement.

### 5.3.2 Portuguese Sample

Regarding the demographic and socio-economic profile of the Portuguese sample 69.4% of the participants were female and the average age was 27 years old (ranging between 18 and 66 years old). Sixty-seven percent of the respondents had a total household income (per month) less than 2.000€, and 28% between 2.000€ and 4.500€. The number of responses regarding the income, as would be expected, was substantially smaller as due to the fact that generally people are reluctant to disclose their income. Sixty-nine percent of the participants were students, and 28% were employees (see Table 5.8).

Table 5.8 – Study One: Demographic and socio-economic profile of the Portuguese sample

	Participants (N = 448)	
	n	%
<b>Gender</b>		
Female	311	69.4
Male	137	30.6
<b>Age</b>		
18 – 19	132	29.5
20 – 22	94	21.0
23 – 30	108	24.1
31 – 66	114	25.4
<b>Education</b>		
10 to 12 years of schooling	179	40.2
Undergraduate Degree	127	28.5
Post-graduate/Master Degree	139	31.2
<b>Occupation</b>		
Unemployed	11	2.5
Dependent worker	110	24.6
Self employed	15	3.3
Retired	1	0.2
Student	311	69.4
<b>Marital status</b>		
Single	353	78.8
Married	66	14.7
Divorced	11	2.5
Partnered	17	3.8
Other	1	0.2
<b>Household income</b>		
Less than 1.500€	182	50.3
1.501€ - 2.000€	62	17.1
2.001€ - 4.500€	101	27.9
4.501€ or more	17	4.7

Note: <sup>a</sup> N=445.

Note: <sup>b</sup> N=362.

### *Descriptive analysis*

Participants were asked to rate their familiarity with Portugal and its products using a bipolar seven-point numerical scale with “I do not know Portugal / I know Portugal very well” and “I do not know Portuguese products / I know very well Portuguese products”, respectively. Country familiarity reached a mean of 5.39 ( $SD = 1.10$ ) and country product familiarity a mean of 5.03 ( $SD = 1.14$ ).

Wine, cork, olive oil and tourism were the most associated product categories by domestic consumers. Results for involvement regarding the selected product categories showed mean values above the scale midpoint (in a 7-point scale), meaning that Portuguese consumers are positively involved. Results for the domestic consumers’ product involvement showed: (1) wine as exciting ( $M = 5.88$ ,  $SD = 1.31$ ), meaningful ( $M = 4.78$ ,  $SD = 1.86$ ), appealing ( $M = 5.96$ ,  $SD = 1.39$ ) and valuable ( $M = 6.40$ ,  $SD = 1.00$ ); (2) cork as exciting ( $M = 5.41$ ,  $SD = 1.40$ ), meaningful ( $M = 4.63$ ,  $SD = 1.60$ ), appealing ( $M = 5.62$ ,  $SD = 1.38$ ) and valuable ( $M = 6.21$ ,  $SD = 1.01$ ); (3) olive oil as exciting ( $M = 5.58$ ,  $SD = 1.14$ ), meaningful ( $M = 5.53$ ,  $SD = 1.39$ ), appealing ( $M = 6.02$ ,  $SD = 1.08$ ) and valuable ( $M = 6.28$ ,  $SD = 0.91$ ); and (4) tourism as exciting ( $M = 6.50$ ,  $SD = 0.82$ ), meaningful ( $M = 6.19$ ,  $SD = 1.08$ ), appealing ( $M = 6.61$ ,  $SD = 0.07$ ) and valuable ( $M = 6.65$ ,  $SD = 0.69$ ). It is possible to conclude that considering the consumer’s involvement with the selected product categories, tourism showed the highest values for all of them. This result was also obtained for European consumers.

Results from descriptive statistics showed that Portugal is perceived by Portuguese consumers as follows (in a 7-point scale): “agreeable” ( $M = 6.14$ ,  $SD = 0.85$ ), “traditionalist” ( $M = 5.73$ ,  $SD = 1.13$ ) and “religious” ( $M = 5.42$ ,  $SD = 1.23$ ). Results also indicated that “offender” ( $M = 1.92$ ,  $SD = 1.11$ ), “mannered” ( $M = 2.06$ ,  $SD = 1.30$ ) and “haughty” ( $M = 2.08$ ,  $SD = 1.20$ ) were the personality traits less associated to Portugal. It is possible to conclude that the symbolic image associated to Portugal by Portuguese consumers is mostly characterised by high personality traits of conformity and less described by low personality traits of wickedness/snobbism (see Table 5.9).

Table 5.9 – Study One descriptive statistics from Portuguese sample: Country Personality

	Minimum	Maximum	Mean	Std. Deviation
Bon-vivant	1	7	5.07	1.27
Reveler	1	7	5.17	1.28
Amusing	1	7	5.33	1.17
Agreeable	3	7	6.14	0.85
Immoral	1	7	2.31	1.19
Vulgar	1	7	2.28	1.29
Decadent	1	7	2.58	1.41
Offender	1	7	1.92	1.11
Haughty	1	7	2.08	1.20
Snobbish	1	7	2.47	1.43
Mannered	1	7	2.06	1.30
Chauvinist	1	7	2.38	1.32
Organized	1	7	3.64	1.31
Rigorous	1	7	3.44	1.29
Flourishing	1	7	3.74	1.38
Hard to work	1	7	4.00	1.59
Religious	1	7	5.42	1.23
Spiritual	1	7	4.57	1.43
Traditionalist	2	7	5.73	1.13
Mysterious	1	7	4.09	1.58
Cowardly	1	7	2.60	1.47
Wimpy	1	7	2.44	1.40
Dependent	1	7	4.28	1.70
Neutral	1	7	4.05	1.59

Note: N = 448.

Concerning the Portuguese consumers purchase intentions (in a 7-point scale), results showed that consumers are willing to buy Portuguese products ( $M = 6.60$ ,  $SD = 0.74$ ), are proud to own products of Portugal ( $M = 6.64$ ,  $SD = 0.73$ ), and recognise that products of Portugal are for people like them ( $M = 6.15$ ,  $SD = 1.17$ ). Regarding the Portuguese visit intentions (in a 7-point scale), results indicated that consumers like to live in Portugal ( $M = 6.30$ ,  $SD = 0.78$ ), like to spend their leisure time visiting Portugal ( $M = 6.13$ ,  $SD = 0.99$ ), and would recommend going to Portugal to others ( $M = 6.71$ ,  $SD = 0.56$ ). About the Portuguese investment intentions (in a 7-point scale), results showed that consumers would invest in Portuguese projects if they could afford them ( $M = 6.17$ ,  $SD = 1.09$ ) (see Table 5.10).

Table 5.10 – Study One descriptive statistics from Portuguese sample: dependent variables

	Minimum	Maximum	Mean	Std. Deviation
I am not willing to buy Portuguese products / I am willing to buy Portuguese products.	3	7	6.60	0.74
I would not be proud to own products of Portugal / I would be proud to own products of Portugal.	2	7	6.64	0.73
Products of Portugal are not for people like me / Products of Portugal are for people like me.	2	7	6.15	1.17
I like to live in Portugal.	3	7	6.30	0.78
I like to spend my leisure time to know Portugal.	2	7	6.13	0.99
I would recommend going to Portugal to others.	4	7	6.71	0.56
I would invest in Portuguese projects if I could afford.	1	7	6.17	1.09

Note: N = 448.

The collected data went through an identical procedure of screening process previously described to characterise the European sample. Regarding the process of screening for unengaged responses three cases (id 664, 1189, and 1210) showed values below 0.50 and, therefore, they were removed. The sample size has been reduced to 470. The analysis of the outliers showed some moderate outliers, indicative of characteristics of the population, and in accordance with the principle defended by Hair et al. (2010), the decision was to include this observations in the analysis. Kolmogorov-Smirnov test rejected the normality hypothesis for a significance level of .05. Besides, the central limit theorem states that with large enough sample sizes (> 30 or 40), the violation of the normality assumption does not cause major problems (Altman & Bland, 1995; Field, 2009).

#### *Analysis of the measurement model*

Following the procedure that has been performed for the European sample, an Exploratory Factor Analysis (EFA) was conducted on the 24 items of country personality scale. The maximum likelihood method was selected with oblique rotation (promax). The Kaiser-Meyer-Olkin (KMO) measure verified the sampling adequacy for the analysis, KMO = .84. Bartlett's test of sphericity ( $\chi^2$  (276) = 4202.71,  $p < .001$ ) indicated that correlations between items were sufficiently suitable to perform EFA. Three items, namely "hard to work", "mysterious" and "neutral" were removed due to loadings below .30 as recommended by Tabachnick and Fidell (2014) and Field (2009). An initial analysis was run to obtain eigenvalues for each

component in the data. Five components had an eigenvalue over Kaiser's criterion of 1 and explained 52.95% of the variance. The scree test was also performed, indicating the retention of five factors. Table 5.11 details the factor loadings after rotation.

Table 5.11 – Study One: Factorial structure of the country personality construct

Construct	Agreeableness	Wickedness/Snobism	Assiduousness	Conformity	Unobtrusiveness
Bon-vivant	.64				
Reveler	.83				
Amusing	.69				
Agreeable	.36				
Immoral		.61			
Vulgar		.60			
Decadent		.66			
Offender		.79			
Haughty		.81			
Snobbish		.70			
Mannered		.67			
Chauvinist		.57			
Organized			.81		
Rigorous			.87		
Flourishing			.67		
Religious				.93	
Spiritual				.64	
Traditionalist				.59	
Cowardly					.76
Wimpy					.95
Dependent					.42
Cronbach's alpha	.73	.87	.82	.74	.76

% Variance explained: 52.95

Kaiser-Meyer-Olkin measure of sampling adequacy (KMO): .84

Bartlett's test of sphericity: Approx. Chi-Square: 4029.05

Significance < .001

Cronbach's alpha based on standardized items (items=21): .73

Extraction Method: Maximum-likelihood estimation.

Rotation Method: Promax with Kaiser Normalization.

As previously found in the European sample, the results contradicted the original six-factor structure. Instead, a five-factor model for country personality items was found with the items of wickedness and snobbism dimensions loading in one single factor. In the current study, the factor solution showed good

reliability for this five dimensions of the scale (agreeableness  $\alpha = .77$ ; wickedness/snobbism  $\alpha = .86$ ; assiduousness  $\alpha = .82$ ; conformity  $\alpha = .74$ ; unobtrusiveness  $\alpha = .75$ ). The Cronbach's alpha coefficient showed acceptable reliability for the scale ( $\alpha = .74$ ).

All the items of product involvement, purchase and visit intentions loaded on the respective factor, offering good Cronbach's alpha coefficients for the respective scales (.82 for wine involvement, .81 for cork involvement, .66 and .65), respectively). The model with five factors was subjected to a confirmatory factor analysis (CFA), offering the following values of goodness of fit indices:  $\chi^2 = 910.95$ , df = 384,  $p < .001$ , CFI = .89, GFI = .88, TLI = .88 and RMSEA = .05. Thus, the results were subjected to modification to improve the fit of the model, and after CFA purification the sample size has been reduced to 448, and the following values of goodness of fit indices were obtained:  $\chi^2 = 556.26$ , df = 278,  $p < .001$ , CFI = .93, GFI = .91, TLI = .92 and RMSEA = .05 resulting in an acceptable adjustment (Bryman & Cramer, 2009; Hair et al., 2010; Hu & Bentler, 1999; Nunnally & Bernstein, 1994). A full listing of the final items, and their scale reliabilities, as well as the excluded items, are included in Appendix 13. The test of convergent validity (see Table 5.12) offered significant standardized loadings with an average size of .70, and although the average variance extracted values for wickedness/snobbism, purchase and visit intentions were below .50, since composite reliability was higher than .60, the convergent validity of the construct was considered adequate (Fornell & Larcker, 1981). The test of discriminant validity was performed by calculating the square root of average variance extracted, which was greater than the construct correlation between any two constructs in every case, confirming discriminant validity (Fornell and Larcker, 1981).

Table 5.12 – Study One: Composite reliability, the average variance extracted and inter-construct correlations

	CR	AVE	1	2	3	4	5	6	7
1. Purchase Intentions	.70	.45	<b>.67</b>						
2. Agreeableness	.78	.54	.07	<b>.74</b>					
3. Wickedness/Snobbism	.87	.45	-.36	-.03	<b>.67</b>				
4. Assiduousness	.83	.62	.13	.19	-.28	<b>.79</b>			
5. Conformity	.77	.54	-.00	.20	-.06	.16	<b>.73</b>		
6. Unobtrusiveness	.79	.58	-.34	-.07	.66	-.35	.02	<b>.76</b>	
7. Visit Intentions	.67	.41	.56	.27	-.51	.32	.13	-.46	<b>.65</b>

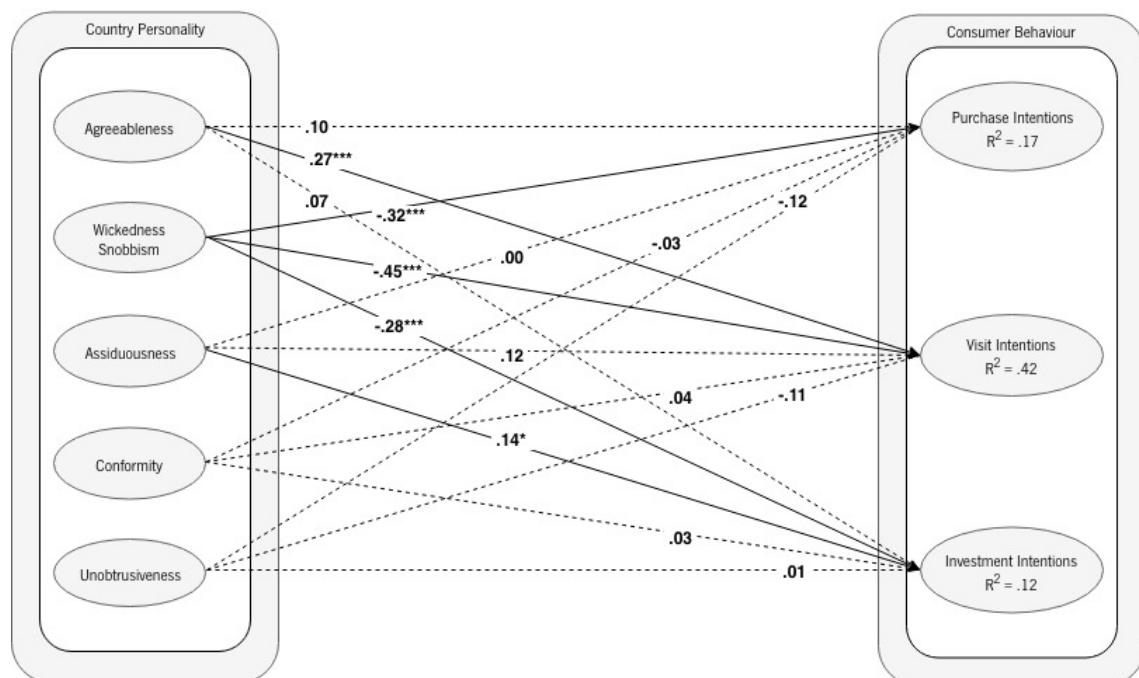
Note: CR = Composite Reliability; AVE = Average Variance Extracted; The diagonal elements (bold text) are the square root of the Average Variance Extracted; below the diagonal are the correlations among constructs.

### *Analysis of the structural model*

Hypothesis 6 stated that country personality influences domestic consumers' purchase intentions. Results showed that wickedness/snobbism had a significant negative influence on consumers' purchasing intentions ( $\beta = -.32, p < .001$ ), supporting hypothesis H6d and H6e.

Hypothesis 7 stated that country personality influences domestic consumers' visit intentions. Results supported H7a, H7d and H7e, showing that agreeableness, had a significant positive influence on consumers' visiting intentions ( $\beta = .27, p < .001$ ), and wickedness/snobbism had a significant negative influence on consumers' visiting intentions ( $\beta = -.45, p < .001$ ).

Lastly, hypothesis 8 stated country personality influences domestic consumers' investment intentions. Results showed that assiduousness had a significant positive influence on consumers' investing intentions ( $\beta = .14, p < .05$ ), and wickedness/snobbism had a significant negative influence on consumers' investing intentions ( $\beta = -.28, p < .001$ ), supporting hypothesis H8b, H8d and H8e. Figure 5.7 shows country personality dimensions as predictors of Portuguese consumer's purchase, visit and investment intentions and Table 5.13 presents the structure model results.



Legend: significant: →

non significant: - - - →

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

Figure 5.7 – Country personality dimensions as predictors of consumer's purchase, visit and investment intentions (Portuguese sample)

Table 5.13 presents the structure model results for Study One, considering the study's hypotheses, the path between each dimension of the country personality and dependent variables as well as the results obtained.

Table 5.13 – Study One: Structure model results

Hypotheses		Path		Beta	t	Result
H6a	Agreeableness	→	Purchase Intentions	.10	1.52	Not supported
H6b	Assiduousness	→	Purchase Intentions	.00	0.05	Not supported
H6c	Conformity	→	Purchase Intentions	-.03	-0.55	Not supported
H6d and H6e	Wickedness/Snobbism	→	Purchase Intentions	-.32	-3.44***	<b>Supported</b>
H6f	Unobtrusiveness	→	Purchase Intentions	-.12	-1.33	Not supported
H7a	Agreeableness	→	Visit Intentions	.27	4.09***	<b>Supported</b>
H7b	Assiduousness	→	Visit Intentions	.12	1.81	Not supported
H7c	Conformity	→	Visit Intentions	.04	0.69	Not supported
H7d and H7e	Wickedness/Snobbism	→	Visit Intentions	-.45	-4.68***	<b>Supported</b>
H7f	Unobtrusiveness	→	Visit Intentions	-.11	-1.28	Not supported
H8a	Agreeableness	→	Investment Intentions	.07	1.22	Not supported
H8b	Assiduousness	→	Investment Intentions	.14	2.52*	<b>Supported</b>
H8c	Conformity	→	Investment Intentions	.03	0.54	Not supported
H8d and H8e	Wickedness/Snobbism	→	Investment Intentions	-.28	-3.57***	<b>Supported</b>
H8f	Unobtrusiveness	→	Investment Intentions	.01	0.17	Not supported

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

The R<sup>2</sup> indicates that 17.4%, 42.2%, and 12.3% of the total variation of the purchase, visit and investment intentions towards Portuguese products and Portugal, respectively, may be explained by the country personality dimensions. These results also show that visit intentions have a greater proportion explained by country personality dimensions, compared to purchase and investment intentions.

#### *Analysis of moderation*

The most selected categories by Portuguese consumers, wine ( $n = 421$ ) and cork ( $n = 400$ ) were used to test the **product involvement moderation** effect on the path between country personality traits and domestic consumers' purchase, visit, and investment intentions (hypothesis 16) (see Appendix 14 for descriptive statistics of selected products).

Results showed that **wine product involvement** weakens the relationship between agreeableness country personality traits on consumers' purchase intentions ( $\beta = -.13$ ,  $p < .01$ ), and the relationship between

unobtrusiveness country personality traits on consumers' purchase intentions ( $\beta = .16, p < .01$ ). The follow-up simple slope analysis (see Figure 5.8) showed that the relationship between agreeableness and consumers' purchase intentions is not significant when wine product involvement is high ( $\beta = -.05, p > .05$ ), but is significant and positive when wine product involvement is low ( $\beta = .11, p < .05$ ).

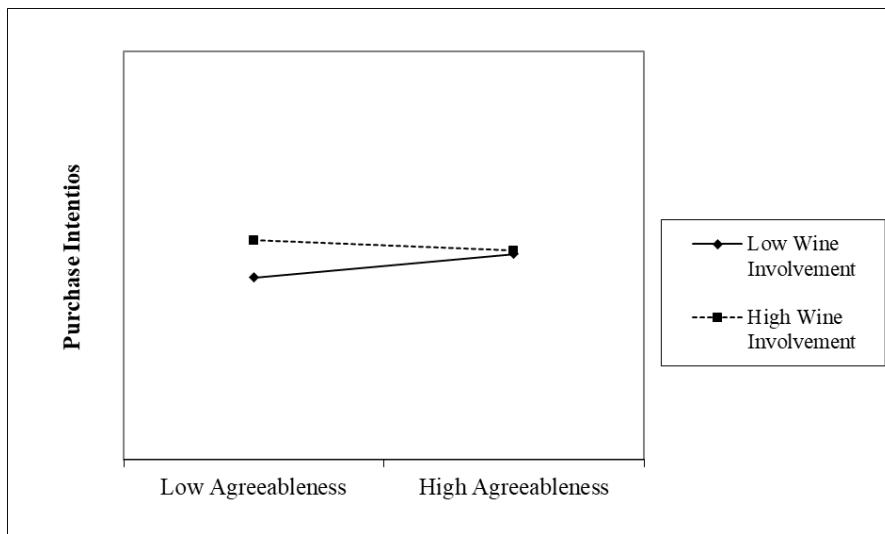


Figure 5.8 – Study One: Interactions influencing purchase intentions

Similarly, the relationship between unobtrusiveness and consumers' purchase intentions is not significant for high wine product involvement ( $\beta = .00, p > .05$ ), but is significant and negative for low wine product involvement ( $\beta = -.19, p < .001$ ) (see Figure 5.9).

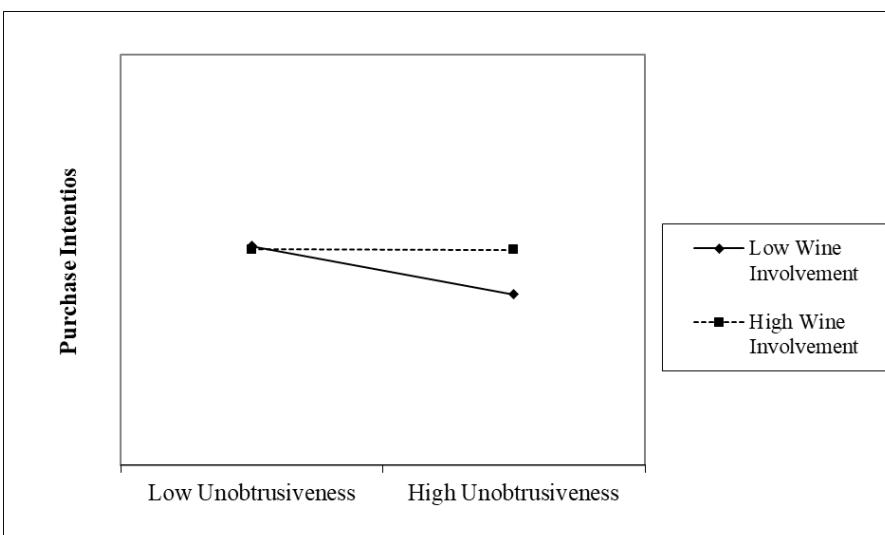


Figure 5.9 – Study One: Interactions influencing purchase intentions

Results suggest that wine product involvement also weakens the relationship between conformity country personality traits on consumers' visiting intentions ( $\beta = -.12, p < .01$ ), and the relationship between unobtrusiveness country personality traits on consumers' visiting intentions ( $\beta = .18, p < .001$ ). The follow-up simple slope analysis (see Figure 5.10) showed that the relationship between conformity and consumers' visiting intentions is not significant when wine product involvement is high ( $\beta = -.03, p > .05$ ), but is significant and positive when wine product involvement is low ( $\beta = .10, p < .01$ ).

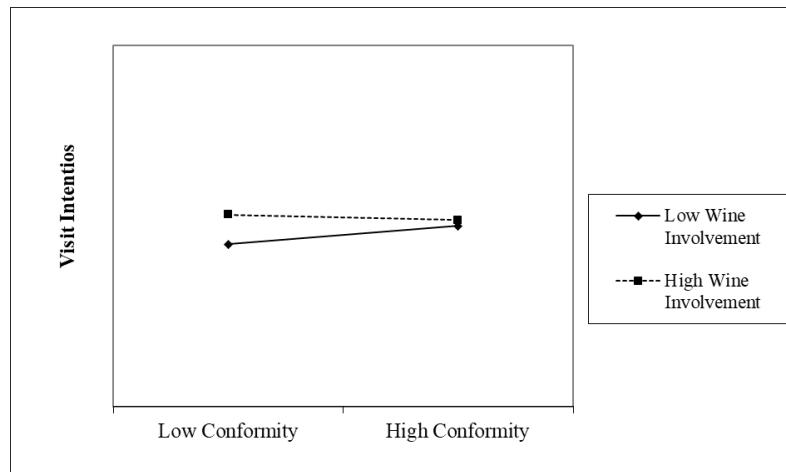


Figure 5.10 – Study One: Interactions influencing visit intentions

Similarly, the relationship between unobtrusiveness and consumers' visit intentions is not significant for high wine product involvement ( $\beta = .01, p > .05$ ), but is significant and negative for low wine product involvement ( $\beta = -.17, p < .001$ ) (see Figure 5.11).

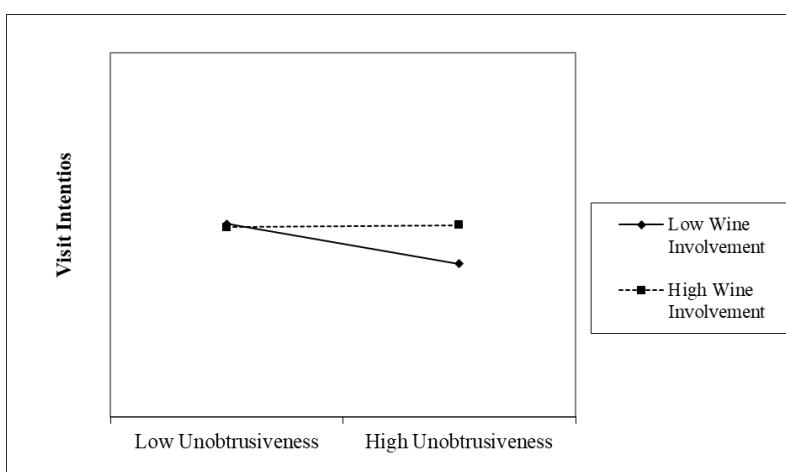


Figure 5.11 – Study One: Interactions influencing visit intentions

Results indicated that wine product involvement also weakens the relationship between conformity country personality traits on consumers' investment intentions ( $\beta = -.10, p < .05$ ), and the relationship between unobtrusiveness country personality traits on consumers' investment intentions ( $\beta = .22, p < .001$ ). The follow-up simple slope analysis (see Figure 5.12) showed that the relationship between conformity and consumers' investment intentions is not significant when wine product involvement is high ( $\beta = -.02, p > .05$ ) but is significant and positive when wine product involvement is low ( $\beta = .17, p < .01$ ).

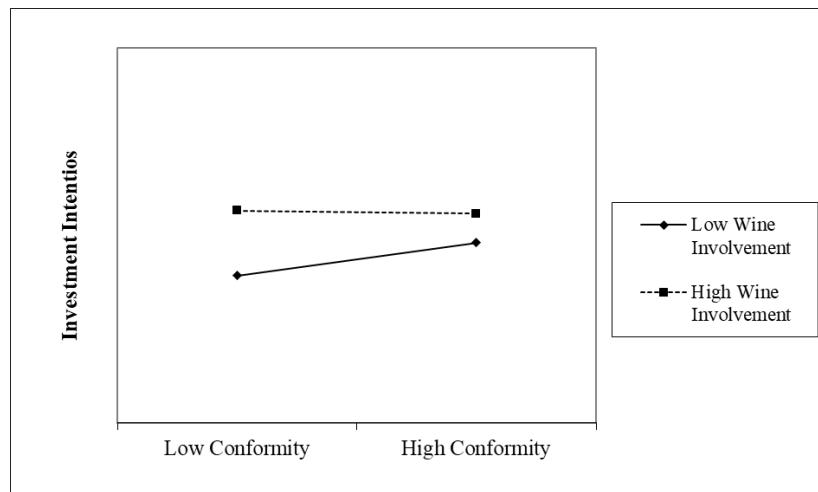


Figure 5.12 – Study One: Interactions influencing investment intentions

Similarly, the relationship between unobtrusiveness and consumers' investment intentions is not significant when wine product involvement is high ( $\beta = .08, p > .05$ ) but is significant and negative when wine product involvement is low ( $\beta = -.33, p < .001$ ) (see Figure 5.13). See Appendix 15 for more detailed results concerning the analysis for **wine product involvement**.

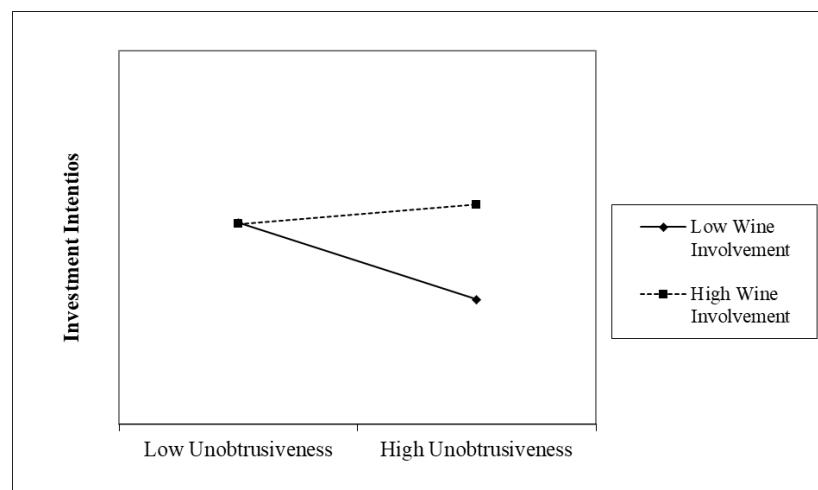


Figure 5.13 – Study One: Interactions influencing investment intentions

With respect to **cork product involvement**, results showed that it weakens the relationship between agreeableness country personality traits and consumers' purchase, visit and investment intentions ( $\beta = -.10, p < .05$ ,  $\beta = -.14, p < .01$  and  $\beta = -.12, p < .01$ , respectively). The follow-up simple slope analysis (see Figure 5.14) showed that the relationship between agreeableness and consumers' purchase intentions is not significant for high cork product involvement ( $\beta = -.04, p > .05$ .) but is marginally significant and positive for low cork product involvement ( $\beta = .09, p < .1$ ).

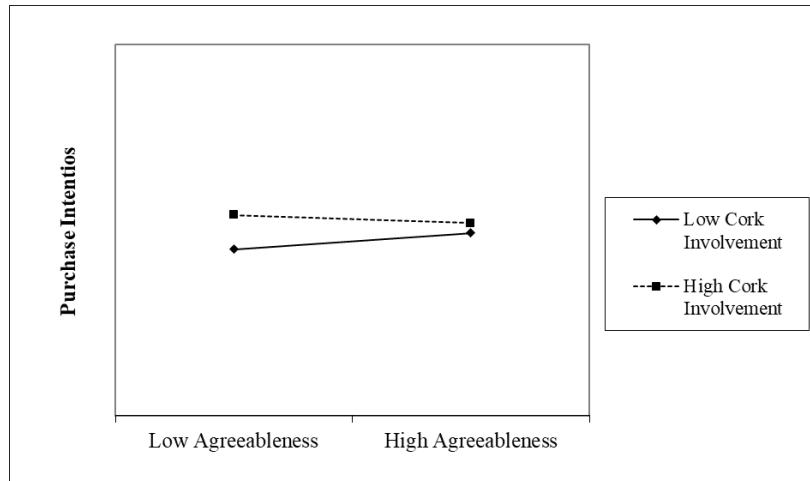


Figure 5.14 – Study One: Interactions influencing purchase intentions

The relationship between agreeableness and consumers' visit intentions is not significant when cork product involvement is high ( $\beta = .08, p > .05$ ), but is significant and positive when cork product involvement is low ( $\beta = .18, p < .001$ ) (see Figure 5.15).

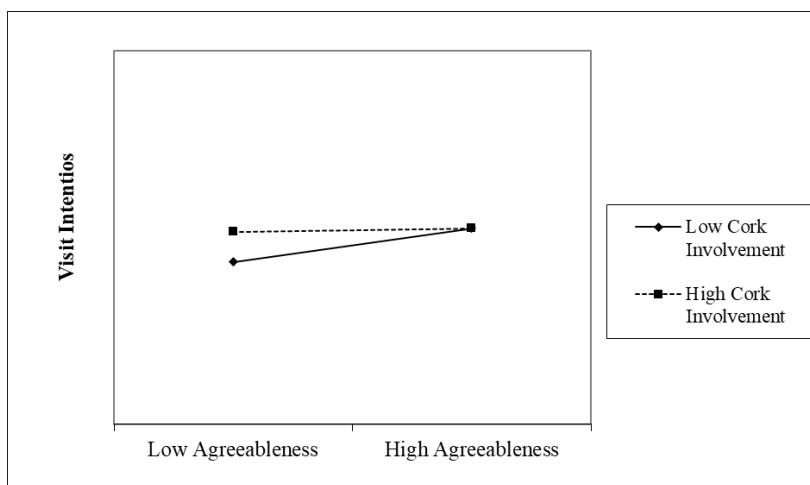


Figure 5.15 – Study One: Interactions influencing visit intentions

The relationship between agreeableness and consumers' investment intentions is not significant when cork product involvement is high ( $\beta = -.11$ ,  $p > .05$ ), but is marginally significant and positive for low cork product involvement ( $\beta = .12$ ,  $p < .1$ ) (see Figure 5.16). In sum, results partially supported H16a, H16b and H16c. Appendix 16 presents more detailed results concerning the analysis for **cork product involvement**.

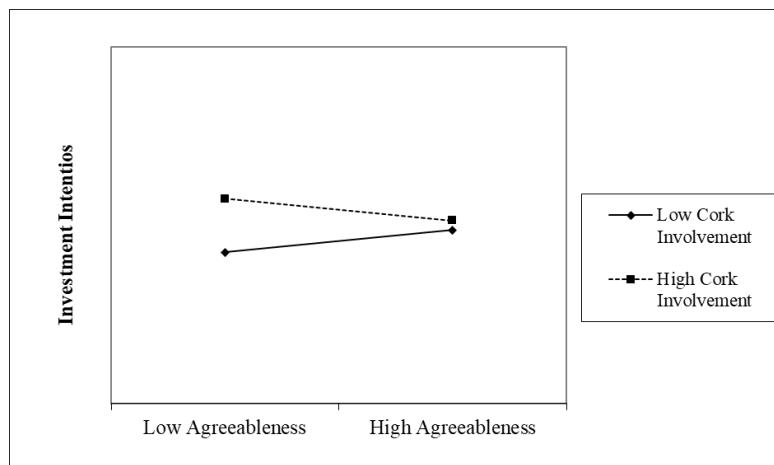


Figure 5.16 – Study One: Interactions influencing investment intentions

#### 5.4 Discussion and study implications

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The purpose of Study One was twofold. First, this study aimed to identify common perceptions of European consumers and understand the influence of country personality dimensions and product involvement toward Portuguese products, visit and investment intentions. Second, this study purposed to understand the influence of country personality dimensions and product involvement on domestic consumers' product purchase, visit and investment intentions.

To reach this aim, a questionnaire was applied according to d'Astous and Boujbel (2007) conceptualisation of country personality and, in what concerns the second aim, the questionnaire was translated and validated to the Portuguese population as required. Results indicated good psychometric properties offering nomological network of the constructs to a five-factor solution (in both populations), in

line with the results from Burcio et al. (2014)<sup>5</sup> study, being retained four dimensions from the original scale (d'Astous & Boujbel, 2007) namely: agreeableness, assiduousness, conformity, and unobtrusiveness, and a new dimension which is the merging from the wickedness and snobbism factors. This country personality structure showed to be useful to estimate the influence of each personality dimension on consumers' purchase intentions, as well as to evaluate the countries as travel and investment destinations.

Firstly, an examination of items used to measure the dimensions of country personality reveals some interesting results. Regarding the most and less associated to Portugal personality traits, there were similarities between the European and domestic consumers' perceptions, in what concerns to the characteristics most associated with Portugal. Findings showed that the traits of "traditionalist" and "agreeable" were most associated to Portugal by European and domestic consumers, with European consumers adding "bon-vivant" and Portuguese consumers "religious" to describe national country personality. The trait of traditionalism and agreeableness have been previously referred in an investigation carried out by Ilhéu and Almeida (2009), as two of the most associated traits that describe the Portuguese population. These findings are also consistent with those of Burcio et al. (2014) that identified religion and traditionalism as being the most associated country personality traits by Brazilian respondents.

Regarding the religious trait, it is interesting to compare the perception that Portuguese people have about themselves, and how they evaluate the country considering this attribute. According to the study carried out by Moreira and Coelho do Vale (2018b), in which it was evaluated the perception of the level of religiousness of each participant, results showed that 45.4% of respondents reported being low and/or not at all religious (0 to 4 points in the scale), while 37.1% said they are moderate to very religious (6 to 10 points in the response scale). In 2016, the European Social Survey (ESS), also evaluated this issue through the question "Regardless of whether you belong to a particular religion, how religious would you say you are?" (0 to 10 points in the scale). Results showed that 27.4% of respondents' report being low and/or not at all religious (0 to 4 points in the scale), while 51.4% say they are moderate to very religious (6 to 10 points in the response scale). Considering the results of these studies, it is possible to identify a slight decrease in the level of religiosity of the respondents. Our study evaluates the perceptions that

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<sup>5</sup> Results are consistent with Burcio et al. (2014) findings, which investigated the direct and indirect influence of country personality dimensions on consumer behavioural intentions to visit a specific country and identified a five dimensions' structure.

domestic consumers have about the religiosity of the country. Results of the studies showed that when Portuguese respondents self-evaluate their religiousness, the values obtained are moderate. However, when asked about the country's religiousness trait, the results are higher.

While European consumers identified the country personality traits of "snobbish" and "vulgar" as those that less describe Portugal, Portuguese consumers chose "mannered" and "haughty" as least representative of Portuguese personality. Fortunately, regarding the country personality trait "offender" both samples considered the country with a non-offending personality. The personality traits most associated by European and domestic consumers are related to the country personality dimensions of agreeableness and conformity, respectively, and the personality traits related to wickedness and snobbism are the least associated to Portugal, by both consumers. Middle scores were achieved for the traits "organized" and "rigorous", by both European and domestic consumers. The result concerning the European perceptions about the trait "organized" showed a positive evolution in comparison to the results obtained by Ilhéu and Almeida (2009), which analysed the perceptions of Portugal held by the correspondents of foreign media and found that Portuguese were described as disorganised. While these results may be explained due to the low expectations that European consumers might have regarding the level of organisation and rigorousness associated with south European countries like Portugal, domestic consumers also demonstrated a similar opinion.

Secondly, regarding consumers purchase intentions, findings provide empirical evidence for the influence of country personality dimensions, for European and domestic consumers. Findings suggested that agreeableness and assiduousness have a positive influence on European consumer's purchase intentions while wickedness/snobbism has a negative influence on European and domestic consumer's purchase intentions. These results are consistent with some previous studies (d'Astous & Boujbel, 2007; d'Astous & Li, 2009; Zeugner-Roth & Žabkar, 2015), that found that personality dimensions affect consumer behaviour. Noteworthy, wickedness/snobbism is the best predictor of purchase intentions in both a domestic and a foreign country setting.

The results from this study also showed an influence of country personality dimensions on consumers visit intentions. Although not all five personality dimensions significantly affect visiting intentions, the country personality dimensions of agreeableness, assiduousness, and conformity, showed a significant positive influence on European consumer's visiting intentions. Regarding the influence of country

personality dimensions on domestic consumers visit intentions, findings showed a significant positive influence of agreeableness and a significant negative influence of the wickedness/snobbism dimensions. These results suggest that the country personality scale might also be useful in the context of evaluating countries as travel destinations, contrary to the suggestions of d'Astous and Boujbel (2007) and d'Astous and Li (2009).

Regarding the influence of country personality dimensions on consumer's investment intentions, findings showed that for European consumers all dimensions, with exception of the unobtrusiveness, had a significant effect on the intentions to invest in Portugal. Agreeableness, assiduousness and conformity showed a significant positive influence on consumer's investment intentions, and wickedness/snobbism showed a significant negative influence on consumer's investment intentions. For domestic consumers, findings indicated a significant positive influence of assiduousness and a significant negative influence of wickedness/snobbism dimensions. Noteworthy, assiduousness was the best predictor of consumer's investment intentions for the European sample, partially corroborating the findings of Zeugner-Roth and Žabkar (2015). The dimension of wickedness/snobbism showed greater importance in predicting investment intentions in the domestic sample. Thus, it appears that from a domestic consumer point of view, personality traits related with emotions play a more important role in the evaluation of the country to invest, while for European consumers, traits related to the evaluation of Portugal as a production location are more important. In contrast to earlier findings (Zeugner-Roth & Žabkar, 2015), no evidence of the influence of the unobtrusiveness dimension on the outcome variables (namely purchase, visit and investment intentions) was detected for the European or the domestic consumers.

As previously referred one of the purposes of the present study is to understand the influence of country personality dimensions on consumers' product purchasing, visiting and investing intentions towards Portugal, and it is interesting to note the difference that occurs between European and domestic consumers. For the path coefficients, three to four country personality dimensions are relevant to explain each outcome in the European sample (namely agreeableness, assiduousness and wickedness/snobbism influence purchase intentions; agreeableness, assiduousness and conformity influence visit intentions; and agreeableness, assiduousness, wickedness/snobbism and conformity influence investment intentions). For domestic consumers, wickedness/snobbism is relevant to explain purchase intentions. The agreeableness and wickedness/snobbism dimensions are relevant to explain consumers' visit intentions while assiduousness and wickedness/snobbism are relevant to explain

consumers' investment intentions. The findings of the current study are consistent with those of Ekinci and Hosany (2006), Rojas-Méndez, Murphy, et al. (2013), and Zeugner-Roth and Žabkar (2015), which supports the perspective that specific personality traits influence the outcomes. Moreover, the country personality should be conceptualised as a profile construct (Law et al., 1998). While the dimensions of agreeableness and assiduousness revealed to be most relevant for European consumers' intentions to purchase products from Portugal, travel to, and invest in the country, for Portuguese consumers wickedness/snobbism was the dimension referred as significantly affecting negatively all the three outcomes, with agreeableness and assiduousness driving positively the visit and invest intentions, respectively, toward Portugal. Hence, taken together, these results provide strong support for the predictive validity of the proposed conceptual model.

To the best of our knowledge, no study was found on the interaction effect of product involvement on the relationship between country personality traits and consumers' product purchase, visit and investment intentions towards a country. Even though most of the selected product categories differ for both samples, while European consumers selected tourism and wine, domestic consumers selected wine and cork, results indicated that the increase of product involvement decreases the influence of country personality traits on consumer purchase, visit and investment intentions, in both samples. Regarding the European sample, findings indicated that the relationship between the country personality traits of agreeableness and assiduousness on consumers' visiting intentions is weakened by the moderating effect of tourism involvement. This evidence might suggest that when consumers get involved with the product of tourism, country personality perceptions of agreeableness and assiduousness (even though they respect to positive personality traits) assume less importance on the process of consumer decision. Regarding the moderating influence of wine involvement, findings revealed that the relationship between the country personality trait assiduousness on consumers' purchasing intentions is weakened by its moderating effect. The result suggests that when consumers get more involved with the Portuguese wine the trait of assiduousness also assumes less importance on the purchase intentions of this product. These findings are consistent with those of Gurhan-Canli and Maheswaran (2000), Maheswaran (1994), and Verlegh et al. (2005), which have shown that COO image is more important for consumers' product evaluation when they are less involved with the products that they are assessing. Taken together, these findings highlight the role of country personality and product involvement to explain European consumers' purchasing, visiting and investing decisions.

Regarding the Portuguese sample, findings indicated that the relationship between the country personality traits of agreeableness and unobtrusiveness on consumers' purchase intentions is weakened by the moderating effect of wine involvement. Moreover, findings also showed that the relationship between the country personality traits of conformity and unobtrusiveness on consumers' visiting and investing intentions is weakened by the moderating effect of wine involvement. This evidence might suggest that when consumers get involved with the product category of wine, country personality perceptions of agreeableness, conformity (even though they respect to positive personality traits), and unobtrusiveness assume less importance on the process of consumer decision. Lastly, regarding the moderating influence of cork involvement, findings suggested that the relationship between the country personality trait agreeableness on consumers' intentions to purchase, visit and invest is weakened by its moderating effect, which means that, again, when consumers get more involved with the Portuguese cork the trait of agreeableness assumes less importance on the buying behaviour towards Portugal.

The current study makes important theoretical and managerial contributions. First, the consideration of three dependent variables (attitudes towards Portuguese products, intentions to visit and to invest in the country) helps to advance the understanding of how the effects of country personality variables generalise across behaviours. Moreover, Portugal is a non-frequent context for marketing studies, thus this investigation contributes to fill this gap. It offers new directions regarding the moderating effect of product involvement on the relationship between country personality and consumer behavioural intentions. Considering that Portugal is essentially a collectivist country (Hofstede, 2001), it offers an innovative ground of analysis to the field as most of the studies investigated individualistic cultures (d'Astous and Boujbel, 2007; Zeugner-Roth and Žabkar, 2015). Findings from current research not only suggest that foreign and domestic consumers are aware of country personality traits, easily associating them with countries, but also support the usefulness of the country personality scale. Hence, it seems important to identify the image that consumers hold in mind about Portugal. It is also important to identify which entities contribute to its definition.

National policymakers, companies' managers and destination marketers should analyse the mental representations that consumers have about Portugal and how these influence their behavioural intentions, and embrace the country personality to promote its products, services, tourism, and investment. For example, considering European consumers, the country personality traits of agreeableness, assiduousness and conformity could be used to promote the purchase intentions of Portuguese products, and the uniqueness of Portugal as a destination to visit and invest. For domestic consumers, the traits of

agreeableness were found to significant predictors for consumers' visit intentions while assiduousness was relevant to explain consumers' investment intentions. The traits associated with wickedness/snobbism have shown a negative influence on European and domestic consumers' purchase and investment intentions. Therefore, actions should be taken to minimize their negative impact on the intention to purchase Portuguese products and invest in Portugal. With respect to domestic consumers, this effort of diminishing the negative impact of the wickedness/snobbism traits on the intention to live and visit the country should also be made.

Second, from a managerial perspective, although the globalisation of markets has simplified the process of entering foreign markets, it has also raised the need for understanding consumers' orientations toward foreign products. This study contributes to answering what is the symbolic image of Portugal held by European and domestic consumers and which traits are most and less important describing Portugal. Anholt (2005) suggests interesting parallelism between the promotion of big corporations (which produce several different products and rely on good governance and brand portfolio to build their corporate brands) and the promotion of countries, cities, and regions. The author emphasises that the best strategy to promote a country is through "their products and subbrands, and their overall reputations built by their actions and behaviour" (p.118). Hence, accurate identification of consumers' associations between the country personality dimensions and the product categories will support corporate strategic decision-making processes, since it will allow improving congruent conceptual country product associations. Despite the country personality perceptions that consumers hold, either positive or negative, and its influence on consumer behaviour, the involvement with selected products might weaken this relationship. Companies' managers and national policymakers ought to pay attention that country personality dimensions assume particular importance when consumers are less involved with the product. However, if consumers are more involved with the country's products, it is important to ensure that these products convey desirable characteristics in the promotion of a country's image. Considering the importance of the partnership between public-private sectors to promote country image and its reputation, it might be important to think about how country personality traits might influence different stakeholders. As pointed out by Papadopoulos and Hamzaoui-Essoussi (2015), sometimes there are competing interests of different stakeholders, which constitutes a challenge in managing place brands as well as their reputations.

Findings also offer important implications for the development of destination marketing strategies. It seems vital to manage a suitable destination personality to establish effective positioning and differentiation in the tourism market. Thus, destination marketers should make efforts to develop effective communication methods to promote the uniqueness and attractiveness of personality traits of their places. The image that visitors hold of the destinations, as well as the personality traits that they ascribe to each of the places, challenges each destination marketer to think how to differentiate the touristic offer and influence tourists' intentions of recommending the place.

## 5.5 Limitations and suggestions for future research

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The findings of this study should be considered in light of some limitations, which also suggest some potential avenues for future research. This study adopts a convenience sample. Consequently, it is not possible to establish strong generalisation of results. The use of longitudinal studies might be useful to complement the research on country personality. It would also be interesting that future research includes cultural aspects of COO research, and collect new data from a limited number of foreign countries that differ culturally, to draw more insightful conclusions.

With respect to the moderating effect of product involvement, the current research has evaluated only three product categories, namely wine, tourism and cork. Future research could integrate more product categories that might be responsible for leveraging Portugal country image internationally and at a national level. This study evaluated the specific influence of country personality on consumer's product purchase, visit and investment intentions, not considering the cognitive and affective dimensions of country image. In agreement with previous research (Zeugner-Roth & Žabkar, 2015), future studies might analyse the influence of these dimensions on consumer's purchase, visit and investment intentions moderated by the effect of self-congruity, consumer familiarity, ethnocentrism and cosmopolitanism. Consumer's willingness to pay for the consumption of domestic and foreign products/brands would also deserve attention. Another avenue for future research might be to analyse in how far can country personality be linked to human personality and does this impact the consumers' purchase, visit and investment intentions.

This research focused on product categories rather than brands. In the case of domestic companies operating in international markets, brand name should be taken into consideration, in order to assess

brand image, personality and awareness. A possible avenue for future research would be to apply country personality instrument in cross-national comparisons, in order to understand how consumers from different cultural contexts differ in their perception of products and services. It also would be interesting to evaluate how these differences change over time, considering the backdrop of geopolitical and economic dynamicity. Another direction of research might be the investigation on how marketing activities might impact the different country personality dimensions. This study has identified agreeableness, assiduousness, and conformity as important dimensions that influence European consumers visiting intentions. Considering this and in line with previous research (Murphy et al., 2007), it would be interesting to analyse if visitors perceive subtle differences in communicated country personality and whether these perceptions influence destination choice. Furthermore, future research might also consider tourists travel motivation taking into account both internal aspects and destination image attributes, and the intention to recommend or invest in the selected place. Future research could also consider the Portuguese case and the results of this study and use qualitative research (e.g., focus groups) to investigate specific consumers' perceptions of regional characteristics.



LAGOA DO FOGO  
28 DE JUNHO

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## CHAPTER 6 – STUDY TWO

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## **6. STUDY TWO: THE INFLUENCE OF COUNTRY IMAGE ON CONSUMER'S PURCHASE, VISIT AND INVESTMENT INTENTIONS**

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This chapter presents Study Two and begins by outlining the purpose of the study and its hypotheses according to the order carried out in the literature review. Then it follows with section 6.2 that describes the instruments used in data collection as well as the sample description. Section 6.3 presents the empirical results and data analysis for the European and Portuguese samples, respectively. The discussion of the results for both samples as well as theoretical and managerial contributions are presented in section 6.4. This chapter concludes with section 6.5, which identifies the study's limitations and offers suggestions for future research.

### **6.1 Introduction**

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This investigation aims to understand the influence of Country Image (CI) dimensions on consumers' intentions to purchase Portuguese products, visit and invest in Portugal, considering the moderating effects of country and product familiarity, involvement, consumer ethnocentrism, cosmopolitanism, and materialism, in the global market. The study extends research on the global and local consumption by simultaneously analysing the influence of CI dimensions and several moderating effects on consumers' purchase, visit and investment intentions.

Previous research on CI has focused on the differences between countries. This study rather assesses a common CI (in this case, of Portugal) for European consumers, and compares it with the image that domestic consumers hold about the country. The study offers a new perspective about the influence of CI dimensions and selected moderating effects on foreign and domestic consumers' purchasing, visiting and investment intentions.

Considering the literature review carried out in chapter two, this study intended to test the following general hypotheses:

- H1:** Country image influences foreign consumers' purchase, visit and investment intentions.
- H2:** Country image influences domestic consumers' purchase, visit and investment intentions.
- H3:** Country personality influences foreign consumers' purchase intentions.
- H4:** Country personality influences foreign consumers' visit intentions.
- H5:** Country personality influences foreign consumers' investment intentions.
- H6:** Country personality influences domestic consumers' purchase intentions.

**H7:** Country personality influences domestic consumers' visit intentions.

**H8:** Country personality influences domestic consumers' investment intentions.

**H9:** Country familiarity moderates the relationship between country image and foreign consumers' purchase, visit and investment intentions.

**H10:** Country familiarity moderates the relationship between country image and domestic consumers' purchase, visit and investment intentions.

**H11:** Country product familiarity moderates the relationship between country image and foreign consumers' purchase, visit and investment intentions.

**H12:** Country product familiarity moderates the relationship between country image and domestic consumers' purchase, visit and investment intentions.

**H13:** Product involvement moderates the relationship between country image and foreign consumers' purchase, visit and investment intentions.

**H14:** Product involvement moderates the relationship between country image and domestic consumers' purchase, visit and investment intentions.

**H15:** Product involvement moderates the relationship between the country personality traits and foreign consumers' purchase, visit, and investment intentions.

**H16:** Product involvement moderates the relationship between the country personality traits and domestic consumers' purchase, visit, and investment intentions.

**H17:** Consumer ethnocentrism moderates the relationship between country image and foreign consumers' purchase, visit and investment intentions.

**H18:** Consumer ethnocentrism moderates the relationship between country image and domestic consumers' purchase, visit and investment intentions.

**H19:** Consumer cosmopolitanism moderates the relationship between country image and foreign consumers' purchase, visit and investment intentions.

**H20:** Consumer cosmopolitanism moderates the relationship between country image and domestic consumers' purchase, visit and investment intentions.

**H21:** Consumer materialism moderates the relationship between country image and foreign consumers' purchase, visit and investment intentions.

**H22:** Consumer materialism moderates the relationship between country image and domestic consumers' purchase, visit and investment intentions.

## 6.2 Instruments, data collection and sample description

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According to the literature review previously carried out validated scales were used to measure the constructs. Country cognitions were measured with six items (e.g., “Portuguese are well educated”; “Portuguese are hard working”) adapted from D’Souza (1993), Häubl (1996), Martin and Eroglu (1993), and Parameswaran and Pisharodi (1994), being extensively used in previous research (Laroche et al., 2005; Li et al., 1998; Roth & Diamantopoulos, 2009). Two more items were added to evaluate the country cognition dimension, more specifically, “The Portuguese governmental institutions are able to provide an adequate service” and “The Portuguese governmental institutions make an effective use of resources”. The eight items were rated on a seven-point Likert format (1 = strongly disagree; 7 = strongly agree). Country affect was measured with five items using semantic differential scale (e.g., “I like / dislike Portugal”; “Friendly / Unfriendly attitude toward Portugal”), adopted from previous research (Ajzen, 2001; Häubl, 1996; Heslop et al., 2004; Parameswaran & Pisharodi, 1994). This procedure was selected since semantic differential scales are commonly used in country-of-origin research, enjoying a great acceptance and relevance in marketing research (Malhotra, 1981).

The measurement of country personality, purchase, visit and investment intentions, as well as country and product familiarity, and product involvement was similar to Study One (see section 5.2) and for this reason, will not be reported.

Consumer ethnocentrism was measured by the reduced six-item version of CETSCALE (Shimp & Sharma, 1987) which is consistent with the findings of the study carried out by Klein, Ettenson, and Krishnan (2006). Consumer ethnocentrism was evaluated on a seven point Likert scale ranging from 1 – Strongly disagree, to 7 – Strongly agree (e.g., “My country products first, last, and foremost”; “It may cost me in the long-run but I prefer to support products from my country”).

The level of consumer cosmopolitanism was measured through the C-COSMO scale from Riefler et al. (2012). Although the marketing literature provides other measures of cosmopolitanism, such as the CYMYC scale (Yoon et al., 1996) and more recently the COS scale (Cleveland & Laroche, 2007; Cleveland et al., 2009), these scales presented some limitations (Riefler & Diamantopoulos, 2009). According to Riefler and Diamantopoulos (2009, p. 414), the CYMYC scale showed “unstable dimensionality, low internal consistency, and problematic validity, probably due to the lack of a clear conceptual definition to

guide the scale development process". The COS scale has been applied in cross-national research, however, Riefler and Diamantopoulos (2009) highlighted some inconsistencies in the items used, which make it difficult to assign to a clear conceptual domain and assess what the items intended to cover. The C-COSMO scale takes into account the above limitations and surpasses them by reflecting all important dimensions of consumer cosmopolitanism. Moreover, the C-COSMO scale provides "a parsimonious, reliable and valid measurement instrument, which could be used both for theory testing purposes and for practical identification of cosmopolitan consumers" (Riefler et al., 2012, p. 299). The twelve items from C-COSMO scale were rated on a seven-point Likert format (1 = strongly disagree; 7 = strongly agree).

To measure the level of materialism, a short version of the material values scale (MVS), developed by Richins (2004) to examine materialism as a facet of consumer behaviour, was used. The nine-item version of the MVS contains three subscales designed to evaluate the success, centrality and happiness domains. According to Richins (2004), the nine-item version scale possesses acceptable psychometric properties when used to measure materialism at a general level. For a detailed insight into the content and development of the questionnaire, see Appendix 7 and Appendix 8, for the English and the Portuguese version, respectively. Appendix 9 and Appendix 13 show the items and the reliabilities of the scales of the present study for the European and the Portuguese samples, respectively.

A questionnaire was distributed to access the influence of CI on consumers' purchase, visit and investment intentions towards Portugal, and how the moderators of country and product familiarity, product involvement, consumer ethnocentrism, cosmopolitanism, and materialism influence the relationship between CI and the dependent variables. The procedure of the data collection and the sample description is similar to Study One, for both samples (see section 5.2).

## 6.3 Empirical results and data analysis

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### 6.3.1 European Sample

#### *Descriptive analysis*

Results from descriptive statistics for the country cognitions dimension showed that Portugal is perceived by European consumers as follows (in a 7-point scale): "Portuguese are trustworthy" ( $M = 5.01$ ,  $SD = 1.17$ ), "Portuguese are well educated" ( $M = 5.00$ ,  $SD = 1.18$ ) and "Portuguese are hard working" ( $M = 4.53$ ,  $SD = 1.27$ ). Results also indicated that "The Portuguese governmental institutions make an effective

use of resources" ( $M = 3.98$ ,  $SD = 1.20$ ), "Portuguese have high standard of living" ( $M = 4.06$ ,  $SD = 1.31$ ) and "The Portuguese governmental institutions are able to provide an adequate service" ( $M = 4.16$ ,  $SD = 1.23$ ) as the characteristics less associated to Portugal (see Table 6.1).

Table 6.1 – Study Two descriptive statistics from European sample: Country Cognitions

	Minimum	Maximum	Mean	Std. Deviation
Portuguese are well educated.	2	7	5.00	1.18
Portuguese are hard working.	1	7	4.53	1.27
Portuguese strive to reach high standards.	1	7	4.51	1.13
Portuguese have high standard of living.	1	7	4.06	1.31
Portuguese have high technical capabilities.	1	7	4.37	1.10
Portuguese are trustworthy.	1	7	5.01	1.17
The Portuguese governmental institutions are able to provide an adequate service.	1	7	4.16	1.23
The Portuguese governmental institutions make an effective use of resources.	1	7	3.98	1.20

Note: N=329.

Regarding the items of country affect (in a 9-point scale), results showed that European consumers have a "Friendly attitude toward Portugal" ( $M = 7.86$ ,  $SD = 1.29$ ) and "Like Portugal" ( $M = 7.69$ ,  $SD = 1.33$ ). Interestingly Portugal rated very high in all items regarding country affect as the least evaluated were "Advantageous attitude toward Portugal" ( $M = 7.02$ ,  $SD = 1.60$ ) and "Pleasant attitude toward Portugal" ( $M = 7.54$ ,  $SD = 1.43$ ) (see Table 6.2).

Table 6.2 – Study Two descriptive statistics from European sample: Country Affect

	Minimum	Maximum	Mean	Std. Deviation
I dislike / like Portugal.	2	9	7.69	1.33
"Bad" / "Good" attitude toward Portugal.	2	9	7.56	1.39
"Unpleasant" / "Pleasant" attitude toward Portugal.	2	9	7.54	1.43
"Disadvantageous" / "Advantageous" attitude toward Portugal.	2	9	7.02	1.60
"Unfriendly" / "Friendly" attitude toward Portugal.	2	9	7.86	1.29

Note: N=329.

With respect to the symbolic image (country personality) associated to Portugal by European consumers, country familiarity, country product familiarity, product involvement and their purchase, visit and investment intentions, the results were analogous to Study One (see section 5.3.1) and for this reason, will not be reported.

Results for the consumer ethnocentrism scale showed that (in a 7-point scale) “It may cost me in the long-run but I prefer to support products from my country” ( $M = 4.01$ ,  $SD = 1.55$ ) and “Only those products that are unavailable in my country should be imported” ( $M = 3.74$ ,  $SD = 1.76$ ), were the traits better scored by European consumers. The traits less associated by European consumers were “Consumers who purchase products made in other countries are responsible for putting their fellow citizen out of work” ( $M = 2.63$ ,  $SD = 1.41$ ) and “People from my country should not buy foreign products, because this hurts domestic business and causes unemployment” ( $M = 2.68$ ,  $SD = 1.47$ ) (see Table 6.3).

Table 6.3 – Study Two descriptive statistics from European sample: CET

	Minimum	Maximum	Mean	Std. Deviation
Only those products that are unavailable in my country should be imported.	1	7	3.74	1.76
My country products, first, last, and foremost.	1	7	3.59	1.64
A real patriotic should always buy national products.	1	7	3.19	1.72
People from my country should not buy foreign products, because this hurts domestic business and causes unemployment.	1	7	2.68	1.47
It may cost me in the long-run but I prefer to support products from my country.	1	7	4.01	1.55
Consumers who purchase products made in other countries are responsible for putting their citizen fellows out of work.	1	7	2.63	1.41

Note: N=329.

Regarding C-Cosmo scale, the results showed that the items (in a 7-point scale) “I have got a real interest in other countries” ( $M = 6.22$ ,  $SD = 0.99$ ), “I like to have contact with people from different cultures” ( $M = 6.20$ ,  $SD = 0.98$ ), and “I like having the opportunity to meet people from many different countries” ( $M = 6.12$ ,  $SD = 1.05$ ) were the more scored items by European consumers. The C-Cosmo scale items that scored less within European consumers were “Always buying the same local products becomes boring over time” ( $M = 4.33$ ,  $SD = 1.52$ ), “I appreciate the availability of foreign products in the domestic market

which provides valuable diversity" ( $M = 5.53$ ,  $SD = 1.14$ ), and "Having access to products coming from many different countries is valuable to me" ( $M = 5.55$ ,  $SD = 1.24$ ) (see Table 6.4).

Table 6.4 – Study Two descriptive statistics from European sample: C-Cosmo

	Minimum	Maximum	Mean	Std. Deviation
When travelling, I make a conscious effort to get in touch with the local culture and traditions.	2	7	5.98	1.02
I like having the opportunity to meet people from many different countries.	2	7	6.12	1.05
I like to have contact with people from different cultures.	2	7	6.20	0.98
I have got a real interest in other countries.	2	7	6.22	0.99
Having access to products coming from many different countries is valuable to me.	1	7	5.55	1.24
I appreciate the availability of foreign products in the domestic market which provides valuable diversity.	1	7	5.53	1.14
I enjoy being offered a wide range of products coming from various countries.	1	7	5.55	1.21
Always buying the same local products becomes boring over time.	1	7	4.33	1.52
I like watching movies from different countries.	2	7	5.69	1.22
I like listening to music of other cultures.	1	7	5.74	1.23
I like trying original dishes from other countries.	1	7	6.05	1.17
I like trying out things that are consumed elsewhere in the world.	1	7	5.96	1.04

Note: N=329.

Results for the material values scale indicated (in a 7-point scale) "Buying things gives me a lot of pleasure" ( $M = 4.13$ ,  $SD = 1.40$ ), "It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like" ( $M = 3.73$ ,  $SD = 1.58$ ), and "My life would be better if I owned certain things I don't have" ( $M = 3.58$ ,  $SD = 1.67$ ), as the items better scored by European consumers. The MVS items less scored by European consumers were "I like to own things that impress people" ( $M = 2.91$ ,  $SD = 1.56$ ), "I like a lot of luxury in my life" ( $M = 3.05$ ,  $SD = 1.49$ ), and "I try to keep my life simple, as far as possessions are concerned" ( $M = 3.18$ ,  $SD = 1.32$ ) (see Table 6.5).

Table 6.5 – Study Two descriptive statistics from European sample: MVS

	Minimum	Maximum	Mean	Std. Deviation
I admire people who own expensive homes, cars and clothes.	1	7	3.23	1.66
The things I own say a lot about how well I'm doing in life.	1	7	3.33	1.64
I like to own things that impress people.	1	6	2.91	1.56
I try to keep my life simple, as far as possessions are concerned (R) <sup>a</sup>	1	7	3.18	1.32
Buying things gives me a lot of pleasure.	1	7	4.13	1.40
I like a lot of luxury in my life.	1	7	3.05	1.49
My life would be better if I owned certain things I don't have.	1	7	3.58	1.67
I'd be happier if I could afford to buy more things.	1	7	3.52	1.73
It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like.	1	7	3.73	1.58

Note: N=329.

<sup>a</sup>Reversed item: pontuation was reversed.

Data went through a similar screening process as in the Study One, encompassing several steps. Namely, the analysis of missing values, unengaged responses, outliers, and normality tests to ensure that the data is useable, reliable, and valid. The screening process indicated the exclusion of 18 responses. Thus, the workable sample size was reduced from 347 to 329.

#### *Analysis of the measurement model*

The proposed research model (see chapter four, Figure 4.3) was subjected to a confirmatory factor analysis (CFA) through maximum likelihood estimation method to guarantee construct reliability, validity and robustness regarding conditions of normality (Chou and Bentler, 1993). The measurement model presented the following values of the goodness of fit indices:  $\chi^2 = 1179.04$ , df = 559,  $p < .001$ , CFI = .90, GFI = .84, TLI = .89 and RMSEA = .06, and were subjected to modification to improve the fit of the model while simultaneously respecting theoretical significance. All the items showed standardized regression weights above .40 (Stevens, 2002). Regarding the detection of multivariate outliers, an analysis of the observations farthest from the centroid (Mahalanobis distance) was performed and 18 observations were removed ( $p_1$  and  $p_2 < .001$ ), following the threshold value of .001 suggested by Tabachnick and Fidell (2007). The item “The Portuguese governmental institutions make an effective use of resources” from the country cognitions dimension has been removed on the basis of a high modification index value (Schreiber, Nora, Stage, Barlow, & King, 2006). After the purification stage (a full listing of the final items, and their scale reliabilities is included in Appendix 17), a new CFA was run

on the reduced sample N = 329, resulting in the following values of goodness of fit indices:  $\chi^2 = 909.09$ ; df = 525,  $p < .001$ , CFI = .94, GFI = .87, TLI = .93 and RMSEA = .05, resulting in an acceptable adjustment (Bryman & Cramer, 2009; Hair et al., 2010; Hu & Bentler, 1999; Nunnally & Bernstein, 1994). The test of convergent validity (see Table 6.6) offered significant standardized loadings with an average size of .74, the average variance extracted values were close to or above .50 (except for the dimension of country cognitions), and the composite reliability estimates exceeded .70, offering evidence of convergent validity (Fornell and Larcker, 1981; Hair et al., 2010). The test of discriminant validity was performed calculating the square root of average variance extracted, which was greater than the construct correlation between any two constructs in every case, confirming discriminant validity (Fornell and Larcker, 1981).

Table 6.6 – Study Two: Composite reliability, the average variance extracted and inter-construct correlations

	CR	AVE	1	2	3	4	5	6	7	8	9
1. Purchase Intentions	.84	.64	<b>.80</b>								
2. Country Cognitions	.83	.42	.40	<b>.65</b>							
3. Country Affect	.95	.80	.52	.60	<b>.89</b>						
4. Agreeableness	.72	.47	.28	.19	.31	<b>.68</b>					
5. Wickedness/Snobbism	.86	.50	-.32	-.39	-.40	-.20	<b>.71</b>				
6. Conformity	.75	.51	.16	.12	.16	.10	.03	<b>.71</b>			
7. Assiduousness	.74	.49	.20	.63	.43	.18	-.23	.06	<b>.70</b>		
8. Unobtrusiveness	.80	.67	-.23	-.27	-.38	-.22	.70	.02	-.24	<b>.82</b>	
9. Visit Intentions	.85	.67	.48	.49	.70	.26	-.28	.14	.34	-.33	<b>.81</b>

Note: CR = Composite Reliability; AVE = Average Variance Extracted; The diagonal elements (bold text) are the square root of the Average Variance Extracted; below the diagonal are the correlations among constructs.

Common method bias can provide confounding effects on the observed relationships among proposed constructs, particularly when the study is based on self-reported data with cross-sectional design (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). Thus, some scales with different response formats were used (for ex., Likert scale format for CET and C-COSMO, and semantic differential format for country affect and purchase intentions). Possible common method bias was also evaluated by implementing Harman's single factor test through a CFA approach (Podsakoff & Organ, 1986). All items were modelled as the indicators of a single latent factor representing the common method effect (Malhotra et al., 2006). The fit of this model ( $\chi^2 = 3213.77$ ; df = 560,  $p < .001$ , CFI = .55, GFI = .57, TLI = .52 and RMSEA = .12) was worse than the fit of the proposed measurement model with the nine latent factors, suggesting the common method bias should not be a concern in this research.

### *Analysis of the structural model*

Hypothesis 1 stated that country image influences foreign consumers' purchase, visit and investment intentions. Results, thus, supported H1a, H1b and H1c showing that country cognitions had a significant positive influence on consumers' purchase ( $\beta = .23, p < .05$ ), visit ( $\beta = .17, p < .05$ ) and investment intentions ( $\beta = .30, p < .01$ ). Results showed that country affect had also a significant positive influence on consumers' purchase, visit and investment intentions, supporting H1d ( $\beta = .36, p < .001$ ), H1e ( $\beta = .60, p < .001$ ) and H1f ( $\beta = .26, p < .001$ ). Hypothesis 3 stated that country personality influences foreign consumers' purchase intentions. Results supported H3a, revealing that the only dimension supported was agreeableness with a significant positive influence on consumers' product purchase intentions ( $\beta = .15, p < .05$ ). Figure 6.1 shows CI dimensions as predictors of consumer's purchase, visit and investment intentions and Table 6.7 shows the structure model results.

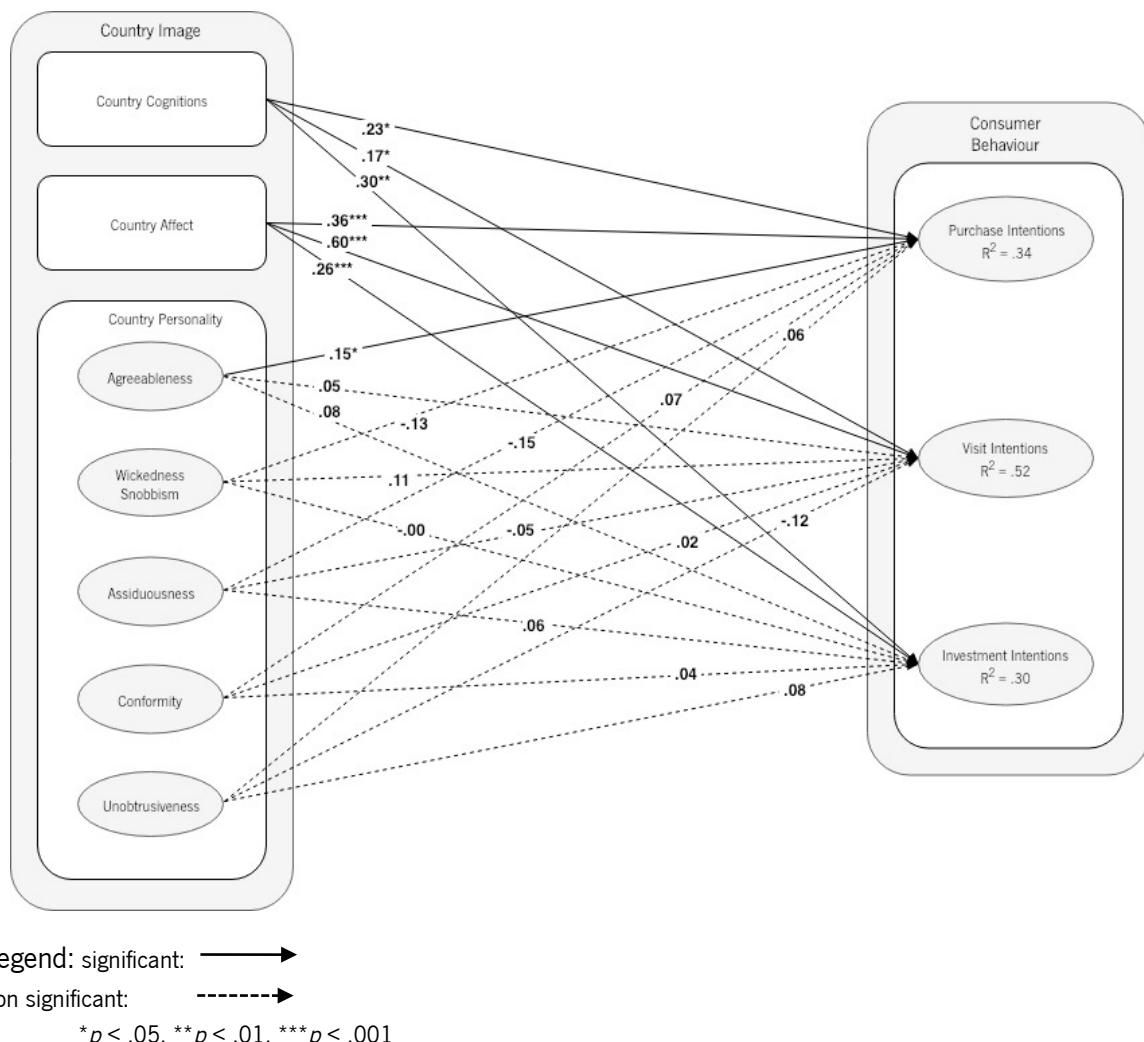


Figure 6.1 – Country image dimensions as predictors of consumer's purchase, visit and investment intentions (European sample)

Table 6.7 presents the structure model results for Study Two, considering the study's hypotheses, the path between country image dimensions and dependent variables as well as the results obtained.

Table 6.7 – Study Two: Structure model results

Hypotheses		Path		Beta	t	Result
H1a	Country Cognitions	→	Purchase Intentions	.23	2.32*	Supported
H1b	Country Cognitions	→	Visit Intentions	.17	1.97*	Supported
H1c	Country Cognitions	→	Investment Intentions	.30	3.25**	Supported
H1d	Country Affect	→	Purchase Intentions	.36	4.61***	Supported
H1e	Country Affect	→	Visit Intentions	.60	8.38***	Supported
H1f	Country Affect	→	Investment Intentions	.26	3.75***	Supported
H3a	Agreeableness	→	Purchase Intentions	.15	2.19*	Supported
H3b	Assiduousness	→	Purchase Intentions	-.15	-1.73	Not supported
H3c	Conformity	→	Purchase Intentions	.07	1.17	Not supported
H3d and H3e	Wickedness/Snobbism	→	Purchase Intentions	-.13	-1.40	Not supported
H3f	Unobtrusiveness	→	Purchase Intentions	.06	0.67	Not supported
H4a	Agreeableness	→	Visit Intentions	.05	0.89	Not supported
H4b	Assiduousness	→	Visit Intentions	-.05	-0.65	Not supported
H4c	Conformity	→	Visit Intentions	.02	0.41	Not supported
H4d and H4e	Wickedness/Snobbism	→	Visit Intentions	.11	1.27	Not supported
H4f	Unobtrusiveness	→	Visit Intentions	-.12	-1.52	Not supported
H5a	Agreeableness	→	Investment Intentions	.08	1.30	Not supported
H5b	Assiduousness	→	Investment Intentions	.06	0.76	Not supported
H5c	Conformity	→	Investment Intentions	.04	0.63	Not supported
H5d and H5e	Wickedness/Snobbism	→	Investment Intentions	-.00	-0.01	Not supported
H5f	Unobtrusiveness	→	Investment Intentions	.08	0.95	Not supported

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

The R<sup>2</sup> indicates that 34.3%, 51.8%, and 30.1% of the total variation of the purchase, visit and investment intentions towards Portugal, respectively may be explained by the country image dimensions. These results also show that visit intentions have a greater proportion explained by country image dimensions, compared to purchase and investment intentions.

Additionally, to identify the importance of the predictive validity of the symbolic dimension (country personality) in the model, the operational model shown in chapter four (see section 4.3, Figure 4.3), has been compared with a modified version where the paths from country personality to the three behavioural outcomes were set to zero (thus leaving country cognitions and country affect as the sole predictors of behavioural intentions). This modified version showed similar results to the initial model with 29.5%, 50.8%, and 28.7% of the total variation of the purchase, visit and investment intentions towards Portuguese products and Portugal, respectively, being explained by the cognitive and affective dimensions. As Zeugner-Roth and Žabkar (2015) highlight, the results for the model which included only country cognitions and country affect were more parsimonious than the other models (the basic model only assessing the impact of country cognitions on outcome variables, and the model assessing cognitive, affective, and symbolic factors at the same time). Moreover, “country personality serves as an alternative predictor of behavioral intentions to country affect” (Zeugner-Roth & Žabkar, 2015, p. 1850). Hence, considering this and in order to simplify the model for the following analysis, the structural model only considered the dimensions of country cognitions and country affect as predictors.

#### *Analysis of moderation*

The socio-psychological constructs that were tested as moderators were consumer ethnocentrism, consumer cosmopolitanism and consumer materialism. Besides, it was tested the moderator effect of country familiarity, country product familiarity and product involvement. A CFA was conducted to examine the psychometric properties of the moderator measures (see Appendix 19) following the same validation procedures for other constructs in this investigation. Regarding the multidimensional constructs of consumer cosmopolitanism and materialism, despite the difference in the chi-square test indicating that the multi-factor model offers superior fits, the factors were summed for purposes of validation. Richins and Dawson (1992)<sup>6</sup> recommends this approach:

“because analyses showed that the three factors normally act in concert with respect to external variables. Carver (1989) has noted that, in these situations, using the summed index instead of subscales is appropriate and advantageous in terms of parsimony and clarity of communication” (p. 310).

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<sup>6</sup> For purposes of the materialism measure, Richins and Dawson (1992) suggest that the three subscales are manifestations of materialism and the latent variable approach is thus appropriate. On average, the summed multidimensional index relates to the diverse constructs in the hypothesis tests better than does any one component dimension. In such cases, “the higher level information (i.e., the consistent relation of the multifaceted [summed] construct to many outcome variables) is more important than the lower level [individual subscale] information,” and the use of the summed construct measure instead of individual subscales is preferred (Carver 1989, p. 580).

Moderation effects were tested through multi group SEM analysis, by checking the difference of path coefficients between two groups (Hair et al., 2010) and comparing the chi square statistics of the cross-group equality constraint model and the unconstrained model. We used median-split method to create groups on the basis of the degree of consumer's country familiarity and product familiarity, product involvement, ethnocentrism, cosmopolitanism and materialism (high versus low). According to the authors, if meaningful differences between the groups are observed, then it can be argued for the existence of moderating effects. In addition, the individual paths across two groups were compared and the statistical significance for the differences verified. More specifically, to test the categorical moderation hypotheses, critical ratios (C.R.) of the differences in regression weights between groups were evaluated. From these critical ratios, absolute values greater than 1.96 and 2.58 showed that the differences are statistically significant at .05 and .01 levels, respectively.

Hypothesis 9 stated that **country familiarity** moderates the relationship between country image and foreign consumers' purchase, visit, and investment intentions. In the model comparison across country familiarity, the chi-square test was significant,  $\chi^2 (6) = 14.21, p < .05$ , suggesting that at least one path coefficient was not equivalent. The analysis of the critical ratios for differences between individual parameters in the free model showed that country familiarity moderates the path between country image and consumers' visit intentions. Results indicated that the relationship between country cognitions and consumers' visit intentions is not significant when country familiarity is high ( $\beta = -.12, p > .05$ ), but it is significant and positive when country familiarity is low ( $\beta = .18, p < .01$ ). Results also showed that, although the relationship between country affect and consumers' visit intentions is significant and positive when country familiarity is low ( $\beta = .53, p < .001$ ), it is stronger when country familiarity is high ( $\beta = .84, p < .001$ ), supporting H9b (see Table 6.8).

Table 6.8 – Study Two: Multi-group SEM analysis of moderating role of country familiarity on the relationship between CI and foreign consumers' purchase, visit, and investment intentions

Model	Low Country Familiarity (n = 179)		High Country Familiarity (n = 150)		Pairwise Comparison	
	Path	Standardized Regression Weights	C.R.	Standardized Regression Weights		
Country Cognitions	→ Purchase Intentions	.16	1.68	.10	0.67	-0.90
Country Cognitions	→ Visit Intentions	.18	2.15*	-.12	-1.12	-2.36**
Country Cognitions	→ Investment Intentions	.26	2.94**	.36	2.72**	0.34
Country Affect	→ Purchase Intentions	.44	4.59***	.30	2.22*	-1.01
Country Affect	→ Visit Intentions	.53	6.15***	.84	7.68***	2.92***
Country Affect	→ Investment Intentions	.31	3.85***	.13	1.08	-0.61

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Hypothesis 11 stated that **country product familiarity** moderates the relationship between country image and foreign consumers' purchase, visit, and investment intentions. In the model comparison across country product familiarity, the chi-square test was significant,  $\chi^2 (6) = 19.45$ ,  $p < .01$ , suggesting that at least one path coefficient was not equivalent. The analysis of the critical ratios for differences between individual parameters in the free model showed that country product familiarity only moderates the path between country cognitions and consumers' visit intentions. Results suggested that the relationship between country cognitions and consumers' visit intentions is not significant when country product familiarity is low ( $\beta = -.03$ ,  $p > .05$ ), but it is significant and positive when the familiarity with the country's products is high ( $\beta = .33$ ,  $p < .001$ ). Thus, H11b is partially supported from these results (see Table 6.9).

Table 6.9 – Study Two: Multi-group SEM analysis of moderating role of country product familiarity on the relationship between CI and foreign consumers' purchase, visit, and investment intentions

Model	Path	Low Country Product Familiarity (n = 171)		High Country Product Familiarity (n = 158)		Pairwise Comparison	
		Standardized Regression Weights	C.R.	Standardized Regression Weights	C.R.		
Country Cognitions	→	Purchase Intentions	.22	2.24*	-.03	-0.24	-1.78
Country Cognitions	→	Visit Intentions	-.03	-0.37	.33	3.01	2.79***
Country Cognitions	→	Investment Intentions	.33	3.57***	.22	1.84	-0.66
Country Affect	→	Purchase Intentions	.42	4.22***	.43	3.39	-0.59
Country Affect	→	Visit Intentions	.73	7.81***	.50	5.18	-0.52
Country Affect	→	Investment Intentions	.26	3.16**	.26	2.42	0.13

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Hypothesis 13 stated that **product involvement** moderates the relationship between country image and foreign consumers' purchase, visit and investment intentions. The categories of tourism (n = 274) and wine (n = 268) were used to test hypothesis 13 since they were identified as the consumers' most selected product categories (see Appendix 20). In the model comparison across consumer tourism and wine involvement, the chi-square tests were not significant ( $\chi^2 (6) = 5.08, p > .05$ ;  $\chi^2 (6) = 5.34, p > .05$ , respectively), indicating that path coefficients were invariant (equivalent) for low and high consumer's tourism and wine involvement. The analysis of the critical ratios for differences between individual parameters in the free model also support the inexistence of differences between groups. Therefore, hypothesis 13 was not supported (see Table 6.10 and Table 6.11, respectively).

Table 6.10 – Study Two: Multi-group SEM analysis of moderating role of tourism product involvement on the relationship between CI and foreign consumers' purchase, visit, and investment intentions

Model	Low Tourism Involvement (n = 155)			High Tourism Involvement (n = 119)		Pairwise Comparison
	Path	Standardized Regression Weights	C.R.	Standardized Regression Weights	C.R.	
Country Cognitions	→ Purchase Intentions	.22	1.77	.18	1.45	-0.67
Country Cognitions	→ Visit Intentions	.07	0.70	-.12	-0.91	-1.03
Country Cognitions	→ Investment Intentions	.28	2.48*	.20	1.75	-0.57
Country Affect	→ Purchase Intentions	.23	2.08*	.37	2.92**	1.30
Country Affect	→ Visit Intentions	.63	5.92***	.74	5.13***	-0.14
Country Affect	→ Investment Intentions	.22	2.25*	.28	2.68**	1.44

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Table 6.11 – Study Two: Multi-group SEM analysis of moderating role of wine product involvement on the relationship between CI and foreign consumers' purchase, visit, and investment intentions

Model	Low Wine Involvement (n = 150)			High Wine Involvement (n = 118)		Pairwise Comparison
	Path	Standardized Regression Weights	C.R.	Standardized Regression Weights	C.R.	
Country Cognitions	→ Purchase Intentions	.11	0.91	.20	1.49	0.28
Country Cognitions	→ Visit Intentions	.01	0.05	.10	0.97	0.47
Country Cognitions	→ Investment Intentions	.31	2.61**	.23	1.99*	-0.62
Country Affect	→ Purchase Intentions	.47	3.74***	.22	1.76	-1.44
Country Affect	→ Visit Intentions	.76	6.94***	.68	5.85***	-1.60
Country Affect	→ Investment Intentions	.28	2.66**	.30	2.92**	0.45

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Hypothesis 17 stated that **consumer ethnocentrism** moderates the relationship between country image and foreign consumers' purchase, visit and investment intentions. In the model comparison across consumer ethnocentrism, the chi-square test was significant,  $\chi^2 (6) = 20.94$ ,  $p < .01$ , suggesting that at

least one path coefficient was not equivalent. The analysis of the critical ratios for differences between individual parameters in the free model showed that consumer ethnocentrism only moderates the path between country cognitions and consumers' visit intentions. Results indicated that the relationship between country cognitions and consumers' visit intentions is not significant when consumer ethnocentrism is low ( $\beta = -.15$ ,  $p > .05$ ), but it is significant and positive when consumer ethnocentrism is high ( $\beta = .30$ ,  $p < .001$ ). Thus, H17b is partially supported from these results (see Table 6.12).

Table 6.12 – Study Two: Multi-group SEM analysis of moderating role of consumer ethnocentrism on the relationship between CI and foreign consumers' purchase, visit, and investment intentions

Model	Path	Low Consumer Ethnocentrism (n = 152)		High Consumer Ethnocentrism (n = 177)		Pairwise Comparison	
		Standardized Regression Weights	C.R.	Standardized Regression Weights	C.R.		
Country Cognitions	→	Purchase Intentions	.08	0.72	.22	2.09*	1.31
Country Cognitions	→	Visit Intentions	-.15	-1.45	.30	3.30***	3.56***
Country Cognitions	→	Investment Intentions	.29	2.78**	.31	3.03**	0.55
Country Affect	→	Purchase Intentions	.51	4.15***	.37	3.81***	-0.56
Country Affect	→	Visit Intentions	.82	7.21***	.53	6.33***	-0.95
Country Affect	→	Investment Intentions	.40	4.16***	.21	2.38*	-1.74

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Hypothesis 19 stated that **consumer cosmopolitanism** moderates the relationship between country image and foreign consumers' purchase, visit and investment intentions. In the model comparison across consumer cosmopolitanism, the chi-square test was not significant ( $\chi^2 (6) = 5.30$ ,  $p > .05$ ), indicating that path coefficients were invariant (equivalent) for low and high consumers' cosmopolitanism. The analysis of the critical ratios for differences between individual parameters in the free model also support the inexistence of differences between groups. Therefore, hypothesis 19 was not supported (see Table 6.13).

Table 6.13 – Study Two: Multi-group SEM analysis of moderating role of consumer cosmopolitanism on the relationship between CI and foreign consumers' purchase, visit, and investment intentions

Model		Low Consumer Cosmopolitanism (n = 158)		High Consumer Cosmopolitanism (n = 171)		Pairwise Comparison	
		Path	Standardized Regression Weights	C.R.	Standardized Regression Weights		
Country Cognitions	→	Purchase Intentions	.16	1.40	.22	2.09*	-0.12
Country Cognitions	→	Visit Intentions	.06	0.66	.20	2.06*	0.65
Country Cognitions	→	Investment Intentions	.29	2.58**	.36	3.61***	-0.13
Country Affect	→	Purchase Intentions	.47	4.00***	.31	3.13**	-1.07
Country Affect	→	Visit Intentions	.74	7.07***	.46	4.97***	-1.90
Country Affect	→	Investment Intentions	.28	2.70**	.22	2.63**	-0.16

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Hypothesis 21 stated that **consumer materialism** moderates the relationship between country image and foreign consumers' product purchase, visit and investment intentions. In the model comparison across consumer materialism, the chi-square test was significant,  $\chi^2 (6) = 18.65$ ,  $p < .01$ , suggesting that at least one path coefficient was not equivalent. The analysis of the critical ratios for differences between individual parameters in the free model showed that consumer materialism moderates the path between country image and consumers' visit intentions and only moderates the path between the cognitive dimension of country image and purchase intentions. Results suggested that the relationship between country cognitions and consumers' purchase and visit intentions is not significant when consumer materialism is high ( $\beta = -.10$ ,  $p > .05$  and  $\beta = -.11$ ,  $p > .05$ , respectively), but it is significant and positive when consumer materialism is low ( $\beta = .33$ ,  $p < .001$  and  $\beta = .24$ ,  $p < .001$ , respectively). On the other hand, results showed that, although the relationship between country affect and consumers' visit intentions is significant and positive when consumer materialism is low ( $\beta = .52$ ,  $p < .001$ ), it is stronger when consumer materialism is high ( $\beta = .84$ ,  $p < .001$ ). Thus, H21a is partially supported, and H21b is supported from these results (see Table 6.14).

Table 6.14 – Study Two: Multi-group SEM analysis of moderating role of consumer materialism on the relationship between CI and foreign consumers' purchase, visit, and investment intentions

Model	Low Consumer Materialism (n = 166)		High Consumer Materialism (n = 163)		Pairwise Comparison		
	Path	Standardized Regression Weights	C.R.	Standardized Regression Weights			
Country Cognitions	→	Purchase Intentions	.33	3.28**	-.10	-0.82	-2.74***
Country Cognitions	→	Visit Intentions	.24	2.71**	-.11	-1.08	-2.64***
Country Cognitions	→	Investment Intentions	.40	4.13***	.18	1.58	-1.87
Country Affect	→	Purchase Intentions	.38	4.08***	.55	4.22***	1.68
Country Affect	→	Visit Intentions	.52	6.15***	.84	7.32***	3.15***
Country Affect	→	Investment Intentions	.25	3.10**	.35	3.31***	0.95

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

### 6.3.2 Portuguese Sample

#### *Descriptive analysis*

Results from descriptive statistics for the country cognitions dimension showed that Portugal is perceived by domestic consumers as follows (in a 7-point scale): “Portuguese are hard working” ( $M = 5.44$ ,  $SD = 1.05$ ), “Portuguese are trustworthy” ( $M = 5.38$ ,  $SD = 1.04$ ) and “Portuguese have high technical capabilities” ( $M = 5.31$ ,  $SD = 1.11$ ). Results also indicated as the characteristics less associated to Portugal: “The Portuguese governmental institutions make an effective use of resources” ( $M = 3.17$ ,  $SD = 1.30$ ), “Portuguese have high standard of living” ( $M = 3.33$ ,  $SD = 1.31$ ) and “The Portuguese governmental institutions are able to provide an adequate service” ( $M = 3.99$ ,  $SD = 1.34$ ) (see Table 6.15).

Table 6.15 – Study Two descriptive statistics from Portuguese sample: Country Cognitions

	Minimum	Maximum	Mean	Std. Deviation
Portuguese are well educated.	1	7	5.30	0.94
Portuguese are hard working.	1	7	5.44	1.05
Portuguese strive to reach high standards.	1	7	4.81	1.14
Portuguese have high standard of living.	1	7	3.33	1.31
Portuguese have high technical capabilities.	2	7	5.31	1.11
Portuguese are trustworthy.	1	7	5.38	1.04
The Portuguese governmental institutions are able to provide an adequate service.	1	7	3.99	1.34
The Portuguese governmental institutions make an effective use of resources.	1	6	3.17	1.30

Note: N = 436.

Concerning the items of the dimension of country affect (in a 9-point scale), results showed that domestic consumers “Like Portugal” ( $M = 8.24$ ,  $SD = 1.08$ ) and have a “Friendly” attitude toward Portugal” ( $M = 7.92$ ,  $SD = 1.37$ ). As it was the case with the European sample, Portugal rated very high in all items regarding country affect as the least evaluated were “Advantageous attitude toward Portugal” ( $M = 7.16$ ,  $SD = 1.65$ ) and “Pleasant attitude toward Portugal” ( $M = 7.81$ ,  $SD = 1.31$ ) (see Table 6.16).

Table 6.16 – Study Two descriptive statistics from Portuguese sample: Country Affect

	Minimum	Maximum	Mean	Std. Deviation
I dislike / like Portugal.	2	9	8.24	1.08
“Bad” / “Good” attitude toward Portugal.	3	9	7.83	1.27
“Unpleasant” / “Pleasant” attitude toward Portugal.	3	9	7.81	1.31
“Disadvantageous” / “Advantageous” attitude toward Portugal.	1	9	7.16	1.65
“Unfriendly” / “Friendly” attitude toward Portugal.	2	9	7.92	1.37

Note: N = 436.

With respect to the symbolic image (country personality) associated to Portugal by Portuguese consumers, product involvement and their purchase, visit and investment intentions, the results were analogous to Study One (see section 5.3.2) and for this reason, will not be reported.

The results for the consumer ethnocentrism scale showed that (in a 7-point scale) “My country products, first, last, and foremost” ( $M = 5.08$ ,  $SD = 1.41$ ) and “Only those products that are unavailable in my country should be imported” ( $M = 4.81$ ,  $SD = 1.77$ ), were the traits most selected by domestic consumers. The traits with lower scores were “Consumers who purchase products made in other countries are responsible for putting their citizen fellows out of work” ( $M = 2.79$ ,  $SD = 1.52$ ) and “People from my country should not buy foreign products, because this hurts domestic business and causes unemployment” ( $M = 3.74$ ,  $SD = 1.67$ ) (see Table 6.17).

Table 6.17 – Study Two descriptive statistics from Portuguese sample: CET

	Minimum	Maximum	Mean	Std. Deviation
Only those products that are unavailable in my country should be imported.	1	7	4.81	1.77
My country products, first, last, and foremost.	1	7	5.08	1.41
A real patriotic should always buy national products.	1	7	4.06	1.76
People from my country should not buy foreign products, because this hurts domestic business and causes unemployment.	1	7	3.74	1.67
It may cost me in the long-run but I prefer to support products from my country.	1	7	4.69	1.47
Consumers who purchase products made in other countries are responsible for putting their citizen fellows out of work.	1	7	2.79	1.52

Note: N = 436.

With respect to C-Cosmo scale, the results indicated the following traits as the better evaluated by Portuguese consumers (in a 7-point scale) “I like to have contact with people from different cultures” ( $M = 6.25$ ,  $SD = 0.91$ ), “I have got a real interest in other countries” ( $M = 6.20$ ,  $SD = 0.93$ ) and “When travelling, I make a conscious effort to get in touch with the local culture and traditions” ( $M = 6.19$ ,  $SD = 0.90$ ) were the items most associated by domestic consumers. The C-Cosmo scale items with lower scores were “Always buying the same local products becomes boring over time” ( $M = 3.69$ ,  $SD = 1.61$ ), “I enjoy being offered a wide range of products coming from various countries” ( $M = 5.24$ ,  $SD = 1.15$ ) and “Having access to products coming from many different countries is valuable to me” ( $M = 5.26$ ,  $SD = 1.26$ ) (see Table 6.18).

Table 6.18 – Study Two descriptive statistics from Portuguese sample: C-Cosmo

	Minimum	Maximum	Mean	Std. Deviation
When travelling, I make a conscious effort to get in touch with the local culture and traditions.	3	7	6.19	0.90
I like having the opportunity to meet people from many different countries.	2	7	6.16	1.00
I like to have contact with people from different cultures.	2	7	6.25	0.91
I have got a real interest in other countries.	2	7	6.20	0.93
Having access to products coming from many different countries is valuable to me.	1	7	5.26	1.26
I appreciate the availability of foreign products in the domestic market which provides valuable diversity.	1	7	5.42	1.11
I enjoy being offered a wide range of products coming from various countries.	1	7	5.24	1.15
Always buying the same local products becomes boring over time.	1	7	3.69	1.61
I like watching movies from different countries.	1	7	5.45	1.38
I like listening to music of other cultures.	1	7	5.77	1.20
I like trying original dishes from other countries.	1	7	5.78	1.29
I like trying out things that are consumed elsewhere in the world.	1	7	5.68	1.23

Note: N = 436.

The results for the material values scale showed that (in a 7-point scale) “My life would be better if I owned certain things I don't have” ( $M = 4.11$ ,  $SD = 1.67$ ), “Buying things gives me a lot of pleasure” ( $M = 4.03$ ,  $SD = 1.56$ ) and “I'd be happier if I could afford to buy more things” ( $M = 3.56$ ,  $SD = 1.74$ ), were the items better rated by domestic consumers. The MVS items with lower scores were “I like to own things that impress people” ( $M = 2.59$ ,  $SD = 1.55$ ), “I like a lot of luxury in my life” ( $M = 2.68$ ,  $SD = 1.55$ ) and “I admire people who own expensive homes, cars and clothes” ( $M = 2.76$ ,  $SD = 1.63$ ) (see Table 6.19).

Table 6.19 – Study Two descriptive statistics from Portuguese sample: MVS

	Minimum	Maximum	Mean	Std. Deviation
I admire people who own expensive homes, cars and clothes.	1	7	2.76	1.63
The things I own say a lot about how well I'm doing in life.	1	7	3.11	1.70
I like to own things that impress people.	1	7	2.59	1.55
I try to keep my life simple, as far as possessions are concerned (R) <sup>a</sup>	1	7	2.81	1.35
Buying things gives me a lot of pleasure.	1	7	4.03	1.56
I like a lot of luxury in my life.	1	7	2.68	1.55
My life would be better if I owned certain things I don't have.	1	7	4.11	1.67
I'd be happier if I could afford to buy more things.	1	7	3.56	1.74
It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like.	1	7	3.55	1.73

Note: N = 436.

<sup>a</sup>Reversed item: pontuation was reversed.

The collected data went through an identical procedure of screening process previously described to characterise the European sample. Therefore, only differences found will be reported. Regarding the process of screening for unengaged responses six cases (id 664, 1024, 1148, 1188, 1189, and 1210) showed values below 0.50 and were removed. Thus, the sample size has been reduced to 467. The screening process indicated the exclusion of 31 responses. Thus, the workable sample size was reduced from 467 to 436.

#### *Analysis of the measurement model*

The proposed research model (see chapter four, Figure 4.3) was subjected to a confirmatory factor analysis (CFA) through maximum likelihood estimation method to guarantee construct reliability, validity and robustness regarding conditions of normality (Chou and Bentler, 1993). The measurement model results showed the following values for the goodness of fit indices:  $\chi^2 = 1625.07$ , df = 667,  $p < .001$ , CFI = .88, GFI = .85, TLI = .87 and RMSEA = .06, and were subjected to modification to improve the fit of the model while simultaneously respecting theoretical significance. The item “Portuguese have high standard of living” showed standardized regression weights below 0.40 and was removed (Stevens, 2002). Regarding the detection of multivariate outliers, an analysis of the observations farthest from the centroid (Mahalanobis distance) was performed and 31 observations were removed ( $p_1$  and  $p_2 < .001$ ),

following the threshold value of .001 suggested by Tabachnick and Fidell (2007). The items “The Portuguese governmental institutions are able to provide an adequate service” and “The Portuguese governmental institutions make an effective use of resources” from the country cognitions dimension have been removed on the basis of a high modification index value (Schreiber et al., 2006). The final sample size was 436. After CFA purification (a full listing of the final items, and their scale reliabilities is included in Appendix 18, as well as the excluded items), an acceptable adjustment of the model was achieved (Bryman & Cramer, 2009; Hair et al., 2010; Hu & Bentler, 1999; Nunnally & Bernstein, 1994), as the goodness of fit indices reveal:  $\chi^2 = 1123.11$ ;  $df = 559$ ,  $p < .001$ ,  $CFI = .92$ ,  $GFI = .88$ ,  $TLI = .91$  and  $RMSEA = .05$ . The test of convergent validity (see Table 6.20) offered significant standardized loadings with an average size of .68, the average variance extracted values were above .50 (except for the dimensions of country cognitions, wickedness/snobbism, purchase and visit intentions), and the composite reliability estimates exceeded .66, offering evidence of convergent validity (Fornell and Larcker, 1981; Hair et al., 2010).

Table 6.20 – Study Two: Composite reliability, the average variance extracted and inter-construct correlations (Portuguese sample)

	CR	AVE	1	2	3	4	5	6	7	8	9
1. Purchase Intentions	.71	.46	<b>.68</b>								
2. Country Cognitions	.75	.40	.30	<b>.63</b>							
3. Country Affect	.93	.73	.42	.48	<b>.85</b>						
4. Agreeableness	.76	.52	.08	.17	.27	<b>.72</b>					
5. Wickedness/Snobbism	.87	.46	-.36	-.51	-.50	.02	<b>.68</b>				
6. Conformity	.77	.54	.02	.05	.12	.18	-.05	<b>.74</b>			
7. Assiduousness	.83	.62	.11	.49	.34	.20	-.27	.16	<b>.79</b>		
8. Unobtrusiveness	.79	.58	-.31	-.43	-.44	-.08	.67	.02	-.34	<b>.76</b>	
9. Visit Intentions	.66	.40	.55	.50	.73	.29	-.52	.14	.33	-.49	<b>.63</b>

Note: CR = Composite Reliability; AVE = Average Variance Extracted; The diagonal elements (bold text) are the square root of the Average Variance Extracted; below the diagonal are the correlations among constructs.

The collected data went through an analysis of common method bias similar as performed for the European sample. Possible common method bias was evaluated implementing Harman's single factor test, using a CFA approach (Podsakoff & Organ, 1986). All items were modelled as the indicators of a single latent factor representing the common method effect (Malhotra et al., 2006), and the fit of this model ( $\chi^2 = 4038.00$ ;  $df = 594$ ,  $p < .001$ ,  $CFI = .50$ ,  $GFI = .58$ ,  $TLI = .47$  and  $RMSEA = .12$ ) was worse than the fit of the proposed measurement model with the nine latent factors. This suggests, the common method bias should not be a concern in this research.

The test of discriminant validity was performed by calculating the square root of average variance extracted, which was greater than the construct correlation between any two constructs, confirming discriminant validity (Fornell and Larcker, 1981), with the exception for the pair of constructs of country affect and visit intentions. This pair of constructs presented a  $r$  superior to the square root of Average Variance Extracted values (in this relation:  $\sqrt{AVE} = .63$  and  $r = .73 / r > \sqrt{AVE}$ ). Therefore, this pair of constructs was submitted to the Bagozzi and Phillips (1982) test, for evaluation of the discriminant validity. Two models with this pair of constructs were tested: (1) a model with free covariance between constructs; and (2) a model, with covariance fixed to “1”. As Bagozzi and Phillips (1982) suggest, significantly lower chi<sup>2</sup> value for the model in which the constructs correlations are not constrained to unity would indicate that the constructs are not perfectly correlated and that discriminant validity is achieved. A chi<sup>2</sup> difference value with an associated  $p$  value less than .05 supports the discriminant validity hypothesis, and the test for discriminant validity indicated that the dimensions did indeed differ (see Table 6.21).

Table 6.21 – Discriminant Validity: Bagozzi e Phillips test (1982)

Construct 3	Construct 9	Free Model	Fix Model	Dif.	Sig.
Country Affect	Visit Intentions	136.30	271.98	135.68	.000

Although the concepts affect and visit intentions are theoretically distinct, it was necessary to perform a more liberal test to prove discriminant validity. A possible explanation for this outcome could be that domestic respondents did not distinguish some items in both constructs. According to Shaffer, DeGeest, and Li (2016), sometimes it is difficult to prove discriminant validity between theoretically distinct constructs, because “respondents – even when researchers believe that scale items across construct measures are sufficiently distinct from one another – do not make the kinds of nuanced judgments that are necessary to produce empirical distinctions between constructs” (p. 92). In this case, Portuguese respondents might be unable to distinguish between some items of the country affect and the visit intentions constructs (e.g., “I like Portugal” and “I like to live in Portugal”).

### *Analysis of the structural model*

Hypothesis 2 stated that country image influences domestic consumers' purchase, visit and investment intentions. Results supported H2b and H2c showing that country cognitions had a significant positive influence on consumers' visit ( $\beta = .16, p < .05$ ), and investment intentions ( $\beta = .18, p < .05$ ). Results showed that country affect had a significant positive influence on consumers' purchase ( $\beta = .31, p < .001$ ), visit ( $\beta = .54, p < .001$ ) and investment intentions ( $\beta = .23, p < .001$ ), supporting H2d H2e and H2f (see Figure 6.2 and Table 6.22).

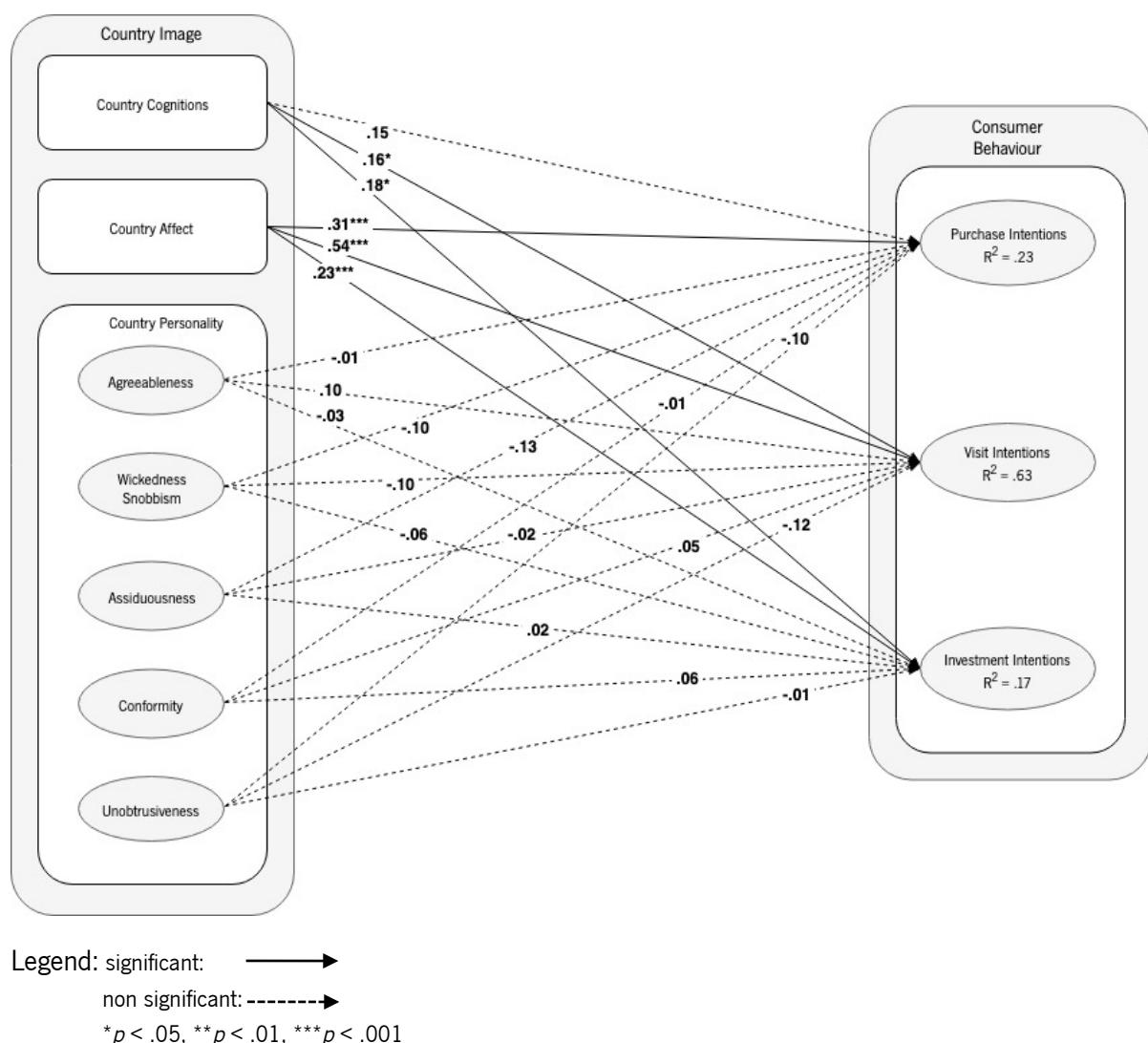


Figure 6.2 – Country image dimensions as predictors of consumer's purchase, visit and investment intentions (Portuguese sample)

Table 6.22 presents the structure model results for Study Two, considering the study's hypotheses, the path between country image dimensions and dependent variables as well as the results obtained.

Table 6.22 – Study Two: Structure model results (Portuguese sample)

Hypotheses		Path		Beta	t	Result
H2a	Country Cognitions	→	Purchase Intentions	.15	1.74	Not supported
H2b	Country Cognitions	→	Visit Intentions	.16	2.05*	<b>Supported</b>
H2c	Country Cognitions	→	Investment Intentions	.18	2.32*	<b>Supported</b>
H2d	Country Affect	→	Purchase Intentions	.31	4.14***	<b>Supported</b>
H2e	Country Affect	→	Visit Intentions	.54	8.01***	<b>Supported</b>
H2f	Country Affect	→	Investment Intentions	.23	3.81***	<b>Supported</b>
H6a	Agreeableness	→	Purchase Intentions	-.01	-0.12	Not supported
H6b	Assiduousness	→	Purchase Intentions	-.13	-1.81	Not supported
H6c	Conformity	→	Purchase Intentions	-.01	-0.09	Not supported
H6d and H6e	Wickedness/Snobbism	→	Purchase Intentions	-.10	-1.06	Not supported
H6f	Unobtrusiveness	→	Purchase Intentions	-.10	-1.10	Not supported
H7a	Agreeableness	→	Visit Intentions	.10	1.81	Not supported
H7b	Assiduousness	→	Visit Intentions	-.02	-0.26	Not supported
H7c	Conformity	→	Visit Intentions	.05	0.95	Not supported
H7d and H7e	Wickedness/Snobbism	→	Visit Intentions	-.10	-1.17	Not supported
H7f	Unobtrusiveness	→	Visit Intentions	-.12	-1.53	Not supported
H8a	Agreeableness	→	Investment Intentions	-.03	-0.58	Not supported
H8b	Assiduousness	→	Investment Intentions	.02	0.25	Not supported
H8c	Conformity	→	Investment Intentions	.06	1.16	Not supported
H8d and H8e	Wickedness/Snobbism	→	Investment Intentions	-.06	-0.76	Not supported
H8f	Unobtrusiveness	→	Investment Intentions	-.01	-0.10	Not supported

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

The  $R^2$  indicates that 23.2%, 63.2%, and 16.5% of the total variation of the purchase, visit and investment intentions towards Portuguese products and Portugal, respectively, may be explained by the country image dimensions. These results also show that visit intentions have a greater proportion explained by country image dimensions, compared to purchase and investment intentions.

### *Analysis of moderation*

The moderation analysis only considered country cognitions and country affect as predictors, based on the same procedures and assumptions pointed for the European sample (see section 6.3.1, analysis of structural model). This modified version showed similar results to the initial model with 20.7%, 62.0%, and 16.7% of the total variation of the purchase, visit and investment intentions towards Portuguese products and Portugal, respectively, being explained by the cognitive and affective dimensions. The socio-psychological constructs tested as moderators were consumer ethnocentrism, consumer cosmopolitanism and materialism. The moderator effect of country familiarity, country product familiarity, and product involvement were also tested. A CFA was conducted to examine the psychometric properties of the moderator measures (see Appendix 21) following the same criteria carried out in the validation procedure of other constructs in this investigation.

Hypothesis 10 stated that **country familiarity** moderates the relationship between country image and domestic consumers' purchase, visit, and investment intentions. In the model comparison across country familiarity, the chi-square test was not significant,  $\chi^2 (6) = 7.65, p > .05$ , indicating that path coefficients were invariant (equivalent) for low and high consumers' country familiarity. The analysis of the critical ratios for differences between individual parameters in the free model also support the inexistence of differences between groups. Therefore, hypothesis 10 was not supported (see Table 6.23).

Table 6.23 – Study Two: Multi-group SEM analysis of moderating role of country familiarity on the relationship between CI and domestic consumers' purchase, visit, and investment intentions

Model	Low Country Familiarity (n = 235)		High Country Familiarity (n = 201)		Pairwise Comparison		
	Path	Standardized Regression Weights	C.R.	Standardized Regression Weights			
Country Cognitions	→	Purchase Intentions	.01	0.12	.28	2.85**	1.89
Country Cognitions	→	Visit Intentions	.17	1.81	.27	2.94**	0.99
Country Cognitions	→	Investment Intentions	.22	2.32*	.22	2.77**	0.10
Country Affect	→	Purchase Intentions	.47	4.35***	.27	2.98**	-1.80
Country Affect	→	Visit Intentions	.70	7.52***	.60	6.52***	-0.83
Country Affect	→	Investment Intentions	.18	2.15*	.34	4.65***	1.14

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Hypothesis 12 stated that **country product familiarity** moderates the relationship between country image and domestic consumers' purchase, visit, and investment intentions. In the model comparison across country product familiarity, the chi-square test was not significant,  $\chi^2 (6) = 5.07, p > .05$ , indicating that path coefficients were invariant (equivalent) for low and high consumer's country familiarity. However, the analysis of the critical ratios for differences between individual parameters in the free model showed that familiarity with the country's products only moderates the path between country cognitions and consumers' product purchase intentions, and country affect and consumers' investment intentions. Results indicated that the relationship between country cognitions and consumers' purchase intentions is not significant when country product familiarity is high ( $\beta = .04, p > .05$ ) but is marginally significant and positive when the familiarity with the country's products is low ( $\beta = .15, p < .1$ ). On the other hand, results showed that although the relationship between country affect and consumers' investment intentions is significant and positive when the familiarity with the country's products is low ( $\beta = .21, p < .01$ ), it is slightly stronger and positive when the familiarity with the country's products is high ( $\beta = .34, p < .001$ ). Thus, hypothesis 12a and 12c are partially supported (see Table 6.24).

Table 6.24 – Study Two: Multi-group SEM analysis of moderating role of country product familiarity on the relationship between CI and domestic consumers' purchase, visit, and investment intentions

Model	Path	Low Country Product Familiarity (n = 281)		High Country Product Familiarity (n = 155)		Pairwise Comparison	
		Standardized Regression Weights	C.R.	Standardized Regression Weights	C.R.		
Country Cognitions	→	Purchase Intentions	.15	1.67	.04	0.33	-5.03***
Country Cognitions	→	Visit Intentions	.19	2.45*	.25	2.23*	1.45
Country Cognitions	→	Investment Intentions	.22	2.72**	.13	1.40	-1.13
Country Affect	→	Purchase Intentions	.32	3.76***	.37	3.02**	-0.38
Country Affect	→	Visit Intentions	.68	8.58***	.59	4.98***	0.63
Country Affect	→	Investment Intentions	.21	2.93**	.34	3.98***	-4.17***

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Hypothesis 14 stated that **product involvement** moderates the relationship between country image and domestic consumers' purchase, visit and investment intentions. The categories of wine ( $n = 409$ ) and cork ( $n = 389$ ) were used to test hypothesis 14 since they were identified as consumers' most selected product categories (see Appendix 22). In the model comparison across consumer wine involvement, the chi-square test was not significant  $\chi^2 (6) = 10.77, p > .05$ , indicating that path coefficients were invariant (equivalent) for low and high consumers' wine involvement. However, the analysis of the critical ratios for differences between individual parameters in the free model showed that wine involvement moderates the path between country affect and visit intentions. Results showed that although the relationship between country affect and consumers' visit intentions is significant and positive when wine product involvement is high ( $\beta = .48, p < .001$ ), it is stronger and expressive when wine product involvement is low ( $\beta = .72, p < .001$ ), partially supporting hypothesis 14b (see Table 6.25).

Table 6.25 – Study Two: Multi-group SEM analysis of moderating role of wine product involvement on the relationship between CI and domestic consumers' purchase, visit, and investment intentions

Model	Low Wine Involvement (n = 233)		High Wine Involvement (n = 176)		Pairwise Comparison
	Path	Standardized Regression Weights	C.R.	Standardized Regression Weights	
Country Cognitions	→ Purchase Intentions	.15	1.53	.01	0.05
Country Cognitions	→ Visit Intentions	.18	2.20*	.25	2.17*
Country Cognitions	→ Investment Intentions	.23	2.70**	.12	1.26
Country Affect	→ Purchase Intentions	.37	3.78***	.30	2.85**
Country Affect	→ Visit Intentions	.72	8.33***	.48	4.03***
Country Affect	→ Investment Intentions	.25	3.27**	.20	2.30*

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

In the model comparison across cork involvement, the chi-square test was significant,  $\chi^2 (6) = 15.42$ ,  $p < .05$ , suggesting that at least one path coefficient was not equivalent. The analysis of the critical ratios for differences between individual parameters in the free model showed that cork involvement only moderates the path between country cognitions and consumers' investment intentions. Results indicated that the relationship between country cognitions and consumers' investment intentions is not significant when cork involvement is high ( $\beta = .03$ ,  $p > .05$ ), but is significant and positive when cork involvement is low ( $\beta = .32$ ,  $p < .001$ ), partially supporting hypothesis 14c (see Table 6.26).

Table 6.26 – Study Two: Multi-group SEM analysis of moderating role of cork product involvement on the relationship between CI and domestic consumers' purchase, visit, and investment intentions

Model	Path	Low Cork Involvement (n = 199)		High Cork Involvement (n = 190)		Pairwise Comparison
		Standardized Regression Weights	C.R.	Standardized Regression Weights	C.R.	
Country Cognitions	→ Purchase Intentions	.27	2.54*	.07	0.66	-1.15
Country Cognitions	→ Visit Intentions	.29	2.92**	.14	1.46	-1.30
Country Cognitions	→ Investment Intentions	.32	3.37***	.03	0.36	-2.61***
Country Affect	→ Purchase Intentions	.32	3.35***	.25	2.38*	-0.32
Country Affect	→ Visit Intentions	.64	6.81***	.74	6.54***	-0.26
Country Affect	→ Investment Intentions	.24	2.98**	.24	2.86**	-0.77

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Hypothesis 18 stated that **consumer ethnocentrism** moderates the relationship between country image and domestic consumers' product purchase, visit and investment intentions. In the model comparison across consumer ethnocentrism, the chi-square test was not significant  $\chi^2 (6) = 9.97, p > .05$ , indicating that path coefficients were invariant (equivalent) for low and high ethnocentrism. The analysis of the critical ratios for differences between individual parameters in the free model also supported the inexistence of differences between groups. Therefore, hypothesis 18 was not supported (see Table 6.27).

Table 6.27 – Study Two: Multi-group SEM analysis of moderating role of consumer ethnocentrism on the relationship between CI and domestic consumers' purchase, visit, and investment intentions

Model	Path	Low Consumer Ethnocentrism (n = 217)		High Consumer Ethnocentrism (n = 219)		Pairwise Comparison	
		Standardized Regression Weights	C.R.	Standardized Regression Weights	C.R.		
Country Cognitions	→	Purchase Intentions	.17	1.72	.18	1.65	-0.65
Country Cognitions	→	Visit Intentions	.17	1.91	.28	2.88**	0.60
Country Cognitions	→	Investment Intentions	.22	2.71**	.19	2.03*	-0.58
Country Affect	→	Purchase Intentions	.37	3.80***	.27	2.72**	-1.68
Country Affect	→	Visit Intentions	.69	7.17***	.59	6.34***	-0.65
Country Affect	→	Investment Intentions	.33	4.41***	.17	2.02*	-1.48

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Hypothesis 20 stated that **consumer cosmopolitanism** moderates the relationship between country image and domestic consumers' purchase, visit and investment intentions. In the model comparison across consumer cosmopolitanism, the chi-square test was significant,  $\chi^2 (6) = 27.06, p < .001$ , suggesting that at least one path coefficient was not equivalent. The analysis of the critical ratios for differences between individual parameters in the free model showed that consumer cosmopolitanism moderates the path between country cognitions and consumers' purchase, visit and investment intentions. Results indicated that the relationship between country cognitions and consumers' purchase, visit and investment intentions is not significant when consumer cosmopolitanism is high ( $\beta = -.01, p > .05$ ,  $\beta = -.01, p > .05$ , and  $\beta = .08, p > .05$ , respectively), but are significant and positive when consumer cosmopolitanism is low ( $\beta = .36, p < .001$ ,  $\beta = .45, p < .001$ , and  $\beta = .37, p < .001$ , respectively). Thus, H20 is partially supported from these results (see Table 6.28).

Table 6.28 – Study Two: Multi-group SEM analysis of moderating role of consumer cosmopolitanism on the relationship between CI and domestic consumers' purchase, visit, and investment intentions

Model	Path	Low Consumer Cosmopolitanism (n = 222)		High Consumer Cosmopolitanism (n = 214)		Pairwise Comparison	
		Standardized Regression Weights	C.R.	Standardized Regression Weights	C.R.		
Country Cognitions	→	Purchase Intentions	.36	3.33***	-.01	-0.11	-2.80***
Country Cognitions	→	Visit Intentions	.45	4.59***	-.01	-0.05	-3.93***
Country Cognitions	→	Investment Intentions	.37	4.16***	.08	0.90	-2.98***
Country Affect	→	Purchase Intentions	.26	2.94**	.45	4.27***	1.54
Country Affect	→	Visit Intentions	.55	6.66***	.75	6.99***	1.23
Country Affect	→	Investment Intentions	.23	3.16**	.28	3.26**	0.34

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Hypothesis 22 stated that **consumer materialism** moderates the relationship between country image and domestic consumers' purchase, visit and investment intentions. In the model comparison across consumer materialism, the chi-square test was not significant  $\chi^2 (6) = 4.77, p > .05$ , indicating that path coefficients were invariant (equivalent) for low and high materialism. The analysis of the critical ratios for differences between individual parameters in the free model also supported the inexistence of differences between groups. Therefore, hypothesis 22 was not supported (see Table 6.29).

Table 6.29 – Study Two: Multi-group SEM analysis of moderating role of consumer materialism on the relationship between CI and domestic consumers' purchase, visit, and investment intentions

Model	Path	Low Consumer Materialism (n = 246)		High Consumer Materialism (n = 190)			Critical Ratio for difference
		Standardized Regression Weights	C.R.	Standardized Regression Weights	C.R.		
Country Cognitions	→	Purchase Intentions	.31	3.14**	.01	0.06	-1.61
Country Cognitions	→	Visit Intentions	.24	3.00**	.25	2.33*	0.12
Country Cognitions	→	Investment Intentions	.28	3.42***	.16	1.68	-0.44
Country Affect	→	Purchase Intentions	.35	3.91***	.33	3.26**	1.40
Country Affect	→	Visit Intentions	.67	8.23***	.58	5.40***	0.86
Country Affect	→	Investment Intentions	.26	3.51***	.25	2.92**	1.17

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

## 6.4 Discussion and study implications

The focus of this study was to analyse how the image that domestic and European consumers hold about Portugal might contribute to a competitive identity. Therefore, it proposed to understand the influence of country image dimensions on European and domestic samples, who consider purchase Portuguese products, visit or invest in the country. The moderator effects of the socio-psychological constructs of consumer ethnocentrism, consumer cosmopolitanism and materialism were analysed in both samples, as well as the moderator effects of country familiarity, familiarity with the Portuguese products, and product involvement.

Firstly, an examination of the items used to measure the dimensions of country image showed that there were several similarities between the European and domestic consumers, in relation to the characteristics most and less associated with Portugal. Concerning the cognitive image, Portuguese are described as trustworthy and hard working, and these characteristics were the most associated by European and domestic consumers. Another characteristic highly associated by foreign consumers was that Portuguese are well educated, while for domestic consumers, it was their high technical capabilities. There is a shared perception held by foreign and domestic consumers about the least favourable associations concerning the Portuguese governmental institutions (its effective use of resources as well as its ability to provide adequate service) and the high standard of living of Portuguese people.

With respect to the affective image, Portugal is mostly associated with a friendly and likability attitude by foreign and domestic consumers. An advantageous and pleasant attitude toward Portugal were also related to the country, but least associated by both samples. These results address a positive global image of Portugal shared by domestic and European consumers.

Regarding the cognitive dimension of country image, results suggest the need to improve the image of the Portuguese governmental institutions as well as the standard living of the Portuguese. These findings are consistent with those of Moreira and Coelho do Vale (2018a) which in November of 2018, conducted a study in that one of the objectives was to assess the degree of political trust and confidence in government, trust in institutions, and evaluation of public services, by the members of Portuguese society. Results showed that participants reported moderate levels of trust in the government regarding the resolution of national ( $M = 4.68$ ;  $SD = 2.07$ ) and international problems ( $M = 4.98$ ,  $SD = 2.15$ )<sup>7</sup>. Furthermore, when asked about the degree of satisfaction with the way Portugal is governed, assessed through the question "In general, to what extent are you satisfied or dissatisfied with the way Portugal is governed?"<sup>8</sup>, participants reported slightly levels of satisfaction and dissatisfaction ( $M = 4.81$ ;  $DP = 2.01$ ).

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<sup>7</sup> The level of trust in government regarding national and international problems was assessed through the question "What is your level of trust in the government with regard to the following aspects?" In a 10-point scale, with 1 corresponding to "None confidence" and 10 means "Fairly confident". In this study, a score of 5 or 6 on the scale corresponds to "Moderate confidence", scores between 1 and 4 correspond to "Little and / or no confidence" and scores between 7 and 10 correspond to "Fairly reliable".

<sup>8</sup> In a 10-point scale, with 1 corresponding to "Very dissatisfied" and 10 means "Very satisfied". In this study, a score of 5 or 6 on the scale corresponds to "Slightly satisfied or dissatisfied", scores between 1 and 4 correspond to "Unsatisfied and / or very dissatisfied" and scores between 7 and 10 correspond to "Satisfied and / or very satisfied".

The first research question in this study sought to determine the importance of country image on leveraging Portuguese product categories, travel and invest for domestic and international consumers. Findings are consistent with those of other studies (Laroche et al., 2005; Martin & Eroglu, 1993; Parameswaran & Pisharodi, 1994; Roth & Diamantopoulos, 2009) regarding the importance of country image, as it showed a significant influence in the likelihood to purchase, visit or invest in the country. Additionally, it provides evidence that supports the multidimensionality of the country image construct. This study produced results which corroborate most of the findings of Zeugner-Roth and Žabkar (2015) previous work in this field. Findings of the current study differ from previous research since country cognitions better predict behavioural intentions than country personality. However, country affect has a significant and positive influence in all the outcome variables corroborating the findings of Zeugner-Roth and Žabkar (2015).

Past research on country-of-origin demonstrated that the perceptions that people's hold about a country influences their perceptions of the products from that country (Roth & Romeo, 1992; Usunier & Cestre, 2007). Moreover, Johansson, Ronkainen, and Czinkota (1994, p. 159) suggested that the general country image might be considered the "underlying causal driver of the perception of a particular country as a producer". As mentioned in the literature review, this study builds on the two-component view of attitudes represented by an affective and a cognitive component, being conceptually independent and empirically related, positioned "along a continuum according to the primacy and relative contribution of affect and cognition in their development" (Desai & Mahajan, 1998, p. 311). Similarly, the present study confirms that country cognitions and country affect have a positive influence on consumer's purchase, visit and investment intentions.

Contrary to the expectation, this study did not find a significant relationship between country cognitions and purchase intentions for the domestic sample. This result suggests that for domestic consumers, the cognitive image of the country is not a key factor in the purchase intentions of their products and to leverage the purchase of Portuguese products in this context. Noteworthy, country affect is the best predictor of purchase and visit intentions in both a domestic and a foreign country setting, supporting the idea of Obermiller and Spangenberg (1989, p. 457) which suggest that the affective influence "bypass cognitive processing and are subject to less mediation from external factors", and marketers should put an effort to promote the positive aspects of the affective country image instead of the specific products.

In what concerns consumer's investment intentions towards Portuguese projects, differences were found between European and domestic consumers. Country cognitions was the best predictor of consumer's investment intentions for the European sample, while country affect showed greater importance predicting this outcome in the domestic sample. Thus, the cognitive image should be emphasised for European consumers when promoting the intentions to invest in the country, while for domestic consumers, an affective image is more important. A possible explanation for these results could be the fact that foreigners might have limited knowledge of the country and therefore need more rational arguments (linked to the cognitive component) to invest in the country. For Portuguese, this knowledge is more accessible, so investment in national projects may depend more on an emotional dimension.

Generally, for the European sample, the measurement model showed a better adjustment and validity and the structural model was able to explain more, than for the sample of Portuguese domestic consumers.

The second question in this study sought to understand how moderating variables, namely country and product familiarity, product involvement, consumer ethnocentrism, cosmopolitanism and materialism influence the relationship between country image and consumers' purchase, travelling and investment intentions in domestic market and internationally.

Regarding the **moderating role of familiarity**, the current study found that **country familiarity** and **familiarity with the country's products** moderates the path between country image and European consumers' visit intentions. For the group of consumers with a low level of familiarity with Portugal, the country cognitions dimension is important to leverage the visits towards the country, supporting the halo construct (e.g. Bilkey & Nes, 1982). According to the halo construct, a person might have limited information about a country or know little about its products and still form an image of the country, based for example on the knowledge about its level of economic, political and social development and its people. For the group of consumers showing a high level of familiarity with the Portuguese products, the country cognitions dimension is important to leverage the visits towards the country. This means that country cognitions characteristics (for example trustworthy, education, hard worker) are important to explain visit intentions for individuals that show high levels of product familiarity, supporting the summary construct (e.g. Johansson, 1989). For the group of consumers which showed a high level of familiarity with Portugal, the characteristics of country affect dimension (for example friendliness and likability) are important to

leverage the intentions to visit the country, also supporting the summary construct. The summary construct assumes that consumers build country images based on their experiences with a country's products or the information shared by others. Consequently, in a situation that it is necessary to evaluate an unfamiliar product, despite the limited knowledge, consumers use information about other products to form their country perceptions. As suggested by Jaffe and Nebenzahl (2006b) it is possible to have both a halo and summary perspectives, which means "there is some evidence that country image may act as a summary as well as a halo effect and that both effects may operate simultaneously" (p. 41). Concerning the **moderating role of country familiarity and familiarity with the country's products** on the path between country image and European consumers' purchase and investment intentions, no significant differences were found between the groups with low and high familiarity, corroborating the findings of Laroche et al. (2005), which found that CI influence product evaluations despite consumers' level of familiarity with a country's products.

Concerning the Portuguese consumers, it was not possible to confirm any **moderating effect of country familiarity** on the path between Portugal country image and domestic consumers' purchase, visit and investment intentions. One possible explanation is that for domestic consumers, which familiarity with the country is naturally high, other factors such as price, brand, quality, availability of the certain products might moderate this relationship.

The current study found that **familiarity with the country's products** moderates the path between country cognitions and domestic consumers' purchase intentions. For the group of consumers which showed a low level of familiarity with the country's products, the cognitive image is important to leverage the purchase of domestic products. This means that country cognitions are important to explain purchase intentions for individuals that show low levels of product familiarity, supporting the halo construct. On the other hand, for the group of consumers which showed a high level of familiarity with the country's products, the dimension of country affect is important to leverage investment intentions in Portuguese projects. This means that country affect is important to explain investment intentions in Portuguese projects for individuals that show high levels of product familiarity, supporting the summary construct.

However, it was not possible to confirm any moderating effect of country product familiarity on the paths between country image and consumers' visit intentions, between country cognitions and consumers' investment intentions, and between country affect and consumers' purchase intentions.

With respect to the **moderator effect of product involvement** and as mentioned in Study One, European consumers selected the products of tourism and wine, while domestic consumers selected wine and cork. Results showed that European consumers' involvement with tourism and wine does not seem to moderate the path between country image and consumers' purchase, visit, and investment intentions.

Concerning domestic consumers, findings showed that **wine involvement** moderates the path between country affect and visit intentions, and **cork involvement** moderates the path between country cognitions and investment intentions. For the group of consumers that showed low levels of involvement with the wine, country affect contributes to explain visit intentions. Results also indicated that for the group of consumers that showed low levels of involvement with the cork, country cognitions contribute to explain investment intentions towards the country. It is possible to conclude that considering the relationship between groups of high and low wine involvement, the influence of the affective image on the visit intentions is weakened by involvement, and this is also valid for the groups of high and low cork involvement, where the influence of the cognitive image on the investment intentions is also weakened by involvement. Other moderating effects were not found. As previously referred in Study One, these results corroborate the findings of Gurhan-Canli and Maheswaran (2000), Maheswaran (1994), and Verlegh et al. (2005), which have shown that the relationship between COO image and product evaluation became weaker with increasing product involvement.

With respect to the **moderator effect of consumer ethnocentrism**, the current study found that consumer ethnocentrism moderates the path between country cognitions and European consumers' visit intentions. When describing the relationship between groups of high and low ethnocentrism, it is possible to conclude that the influence of the cognitive image on the visit intentions is strengthened by ethnocentrism. This means that for individuals that show high levels of ethnocentrism, country cognitions contribute to explain visit intentions. As Shimp and Sharma (1987) suggests consumer ethnocentrism contributes to "understanding of how consumers and corporate buyers compare domestic and foreign-made products, how and why their judgments can be subject to various forms of bias and error" (p. 287). Steenkamp et al. (2003) also suggest that low ethnocentric consumers share a more global consumer culture, and depending on consumer's level of ethnocentrism, the benefits and acceptance of brand globalness might differ, meaning that CET may act as an important segmentation variable. The authors highlight that high ethnocentric consumers are less open to foreign cultures, and are less cosmopolitan. Considering the findings of the present study, it is expected that high ethnocentric consumers need more information to

decide to buy, visit or invest in a foreign country, namely Portugal. Characteristics such as the education of the Portuguese and their trustworthiness (cognitive dimension) might be important for high ethnocentric consumers that showed an intention to visit the country.

It was not possible to confirm any moderating effect of consumer ethnocentrism on the path between the affective image and consumers' visit intentions. Moreover, the moderating effect of consumer ethnocentrism on the path between country image and consumers' purchase and investment intentions was not found.

This study did not find **moderation effect of ethnocentrism** for the Portuguese sample on the path between country image and domestic consumers' purchase, visit and investment intentions. One possible explanation is that the sample of domestic consumers is constituted by mainly younger and well-educated respondents not being characterised as particularly ethnocentric (see Shankarmahesh, 2006). The findings are consistent with past research on domestic country bias showing that "universal domestic preference is a fallacy" (Heslop & Papadopoulos, 1993a, p. 45). The findings of studies carried out by McLain and Sternquist (1992) and Good and Huddleston (1995) also corroborate the results of this study, showing that consumers' ethnocentrism does not influence the purchase intentions of buying domestic products.

Regarding the **moderating role of consumer cosmopolitanism**, on the path between country image and European consumers' purchase, visit and investment intentions, surprisingly, no significant differences were found between the two groups. Several studies suggested that cosmopolitanism drives consumers to have better perceptions and preference for foreign products, as well as the desire to travel and engage with the cultural costumes and traditions of foreign cultures (Cannon & Yaprak, 2002; Cleveland et al., 2011; Rawwas et al., 1996; Riefler et al., 2012). However, as suggested by Cannon and Yaprak (2002, p. 47) "consumers are becoming more cosmopolitan, but that does not imply that their behavior will transcend their local culture", and this might be a possible explanation for the findings of the present study.

Concerning the domestic consumers, findings showed that **country cosmopolitanism moderates** the path between country cognitions and consumers' purchase, visit and investment intentions. For the group of consumers, which showed a high level of cosmopolitanism, the cognitive dimension is not important to leverage the purchase of products or the visits and investment intentions towards the country. Still, for

the group of consumers with a low level of cosmopolitanism, the dimension of country cognitions is important to leverage the outcome variables. This means that for individuals that show low levels of cosmopolitanism, the cognitive characteristics contribute to explain the purchase of domestic products, the intentions to visit the country and invest in Portuguese projects. When analysing the relationship between groups of high and low cosmopolitanism, it is possible to conclude that the influence of the cognitive image on the purchase, visit, and investment intentions is weakened by cosmopolitanism. However, the moderating effect of cosmopolitanism on the path between the affective image and consumers' purchase, visit and investment intentions was not found.

Regarding the **moderating role of consumer materialism**, on the path between country image and European consumers' purchase, visit and investment intentions, findings showed that consumer materialism moderates the path between country image and consumers' visit intentions and cognitions and consumers' purchase intentions. For the group of consumers with a low level of materialism, country cognitions dimension seems to act as a driver of the purchase of Portuguese products and the intentions to visit the country. For the group of consumers with a high level of materialism, the dimension of country affect is important to leverage the visits towards the country. It is possible to conclude that considering the relationship between groups of high and low materialism with the country, the influence of the cognitive image on the consumers' purchase and the visit intentions is weakened by materialism, while the influence of the affective image on consumers' visit intentions is strengthened. The moderating effect of materialism on the path between country image and foreign consumers' investment intentions, as well as on the path between the affective image on consumers' purchase intentions was not found.

With respect of the moderating role of **consumer materialism**, on the path between Portugal country image and domestic consumers' purchase, visit and investment intentions, no significant differences were found between the two groups.

Concerning the product categories, it is interesting to note that tourism, wine, and olive oil were most associated with Portugal by both European and domestic consumers. The difference occurs with surf and cork, being most associated by European and Portuguese consumers respectively. This is in line with the interviews carried out in Phase One. One of the interviewees referred surf as being responsible for leveraging the country's image, since Portugal is simultaneously considered the European best destiny choice and one of the most associated countries in Google's search engine, showing the high potential

of this product. Although cork is one of the most associated products by domestic consumers and an ambassador of the Portuguese exports, it is difficult to establish a connection with the foreign consumer.

Study Two makes several contributions to the current literature. From a theoretical point of view, this study advances country image research by analysing the influence of the cognitive, affective and symbolic dimensions of country image on consumers' product purchase, visit and investment intentions, considering the influence of several moderators. The findings from this study enhance the understanding of the role of affect and consumer attitudinal dispositions in consumer behaviour. It helps to fill the gap concerning the lack of studies analysing the affective dimension of the country image construct (Roth & Diamantopoulos, 2009) and provides additional evidence with respect to consumers' dispositions toward a foreign country (Bartsch et al., 2016). The results support the idea that country images are understood in line with the theory of attitude, including cognitive (beliefs), affective (feelings), and conative dimensions (Ajzen, 1989; Bagozzi et al., 1979; Zeugner-Roth & Žabkar, 2015), and that positive views on the cognitive and affective dimensions have a positive and direct influence in producing favourable intent (Papadopoulos, 2019). The evidence from this study suggests that both affective and cognitive dimensions affect consumer behaviour. The separation of the cognitive (beliefs) and the affective (emotions) dimensions allowed to "highlight the potentially important role of affect for some countries" (Laroche et al., 2005, p. 109).

The results of this study did not show any significant evidence for the demographic control variables, namely gender, age, education, and income, for both samples. A possible explanation for these results is that in this research context the explanatory power of the psychographics segmentation (psychological variables such as values, attitudes, and personality traits) outperformed demographic variables (Sandy, Gosling, & Durant, 2013). From a methodological point of view, it offers additional evidence on the psychometric properties of the multi-item scales used to represent the constructs under research (i.e., country cognitions, country affect, product involvement, consumer ethnocentrism, consumer cosmopolitanism and consumer materialism), examining their reliability in a particular country setting.

Concerning the managerial implications, these findings highlight that country image plays an important role in domestic and foreign consumers' market behaviour. For European consumers, both cognitive and affective dimensions showed a significant and positive influence on consumers' purchase, visit and investment intentions. Findings showed that Portugal enjoys a positive image about the beliefs and

emotions that European and domestic consumers' hold towards the country. Marketers might benefit from promoting characteristics such as trust, the working capacity of Portuguese people, the friendly attitude, and a country that people like, to design strategies and campaigns promoting products and the country as a place to visit and invest.

It is recognised that the products that a country produces and its quality contribute to the image of a country and might directly affect the intention to visit it (Mossberg & Kleppe, 2005; Nadeau et al., 2008). Therefore, it is essential to ensure that actual or potential visitors enjoy a pleasant overall experience, as, according to the summary perspective, consumers' experience with one product category from a selected country may serve to infer the quality of others. Findings suggest that European consumers are willing to purchase Portuguese products and visit the country would be considerably enjoyable.

Findings related with to the domestic sample indicated that the Portuguese would be proud to own and buy Portuguese products and recommend Portugal as a destination to visit. Another significant result concerns the modest perceptions held by domestic and foreign consumers about the performance of the Portuguese institutions in providing an adequate service and making an effective use of resources. In order to improve the country's self-image, enhancing national identity and country's external image, nation brand campaigns could focus on the positive examples of Portuguese leadership (for example the work developed by António Guterres, the ninth Secretary-General of the United Nations; the awareness of the President of the Portuguese Republic; Mário Centeno as the President of the Eurogroup and Chairman of the Board of Governors of the European Stability Mechanism; or Carlos Moedas, the European Commissioner for Research, Science and Innovation) to raise public awareness.

This study has contributed to the understanding of the influence of the moderating effects of country and product familiarity, product involvement, consumer ethnocentrism, cosmopolitanism and materialism on the relationship between country image dimensions and consumers' product purchase, visit and investment intentions. These findings have important implications for improving the efficiency in market segmentation. Considering both domestic and international markets, segmenting consumers based on their psychological characteristics and attitudinal dispositions and different levels of knowledge will help managers to make better decisions of how to promote their products and manage the country-of-origin effect. In summary, this combination of findings provides some support for the conceptual premise which emphasises the complexity of the country-of-origin phenomenon, and the several moderators that might

influence its magnitude (Phau & Suntornnond, 2006). These findings contribute to the understanding that different dimensions of consumer knowledge and consumer dispositions influence the relationship between country image dimensions and consumers' behaviour.

## 6.5 Limitations and suggestions for future research

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The current study aimed to understand the meaning of the country image and its perceptions of domestic and foreign consumers. Recently Ingenhoff, White, Buhmann, and Kiousis (2019) suggested that the perceptions about a country are based on a number of assessments, emphasising the underlying rationale and cognitive processes or the affective and emotional ones. Due to the effects of globalisation, the world has become more interconnected, and the perceptions that consumers hold about country's image become more relevant. These perceptions, as well as the image that domestic and foreign consumers hold about a country, are important since they influence investment, trade, and tourism. Additionally, the importance of the attitudes and beliefs of domestic consumers about their home country on international affairs is recognised (Vida & Reardon, 2008), and simultaneously with foreign consumers' beliefs, it impacts the recognition of the country's national policies and international political relations.

There is a wide array of research perspectives concerning the analysis of country image in different fields of knowledge. However, current research has focused on contributing to the development of business and marketing studies, more specifically the present study was designed to understand the effect of the affective, cognitive and symbolic dimensions on consumers' perceptions, that form country images and reputation. This investigation contributed to show the influence of the country's image dimensions on the leverage of purchase, visit and invest in Portugal, considering an outside perception and self-perceptions, by foreign and home population, respectively. The analysis of these perceptions described the common and distinct characteristics shared by both samples, contributing to the characterisation of the country's image and identity constructs. These constructs are interrelated since there is an ongoing exchange process between the home country image that is communicated and the images held by foreign publics shaping country identity (Buhmann & Ingenhoff, 2015).

As previously referred in chapter two attitude theory predicts that both country cognitions and country affect dimensions' influence consumer behaviour, and the relative influence of each dimension differs (Shiv & Fedorikhin, 1999; Zajonc, 1980). This study states that country cognitions and country affect influence European consumers' purchase, visit and investment intentions. The relevance of country affect

in product purchase and visit intentions, and country cognitions in investment intentions is clearly supported by the current findings. Concerning domestic consumers' perceptions about home country, findings of this study suggest that the country's cognitions dimension influence the intentions of visiting and investing in Portugal, while the dimension of country affect influence all the outcome variables. With respect to the influence of the country's image dimensions on the outcome variables, findings showed that the influence of country affect on consumers' purchase, visit and investment intentions is higher than country cognitions.

One of the significant findings that emerged from this study is that when testing the influence of the cognitive, affective, and symbolic dimensions of Portugal country image to predict three consumer behaviour outcome intentions, results reveal that overall, affective, and cognitive image dimensions better predict behavioural intentions than country personality. This is in accordance with attitude theory which suggests that beliefs and affect directly predict behavioural intentions (Ajzen, 2001) and "may be more relevant to consumers than rather abstract personality traits when they form their behavioral intentions" (Zeugner-Roth & Žabkar, 2015, p. 1846). However, country personality should be an important complementary instrument to measure country image perceptions, since consumers easily attribute personality traits to countries, communicating a symbolic impression of the evaluated country.

Study Two presents **several limitations**, which, in turn, open questions for **future research venues**.

First, a potential shortcoming of the study consists in the homogeneity of the foreign consumers' perceptions of the selected countries, considered highly developed (namely Spain, Germany, Italy and Netherlands), and this calls into question if results might differ for consumers in developing or less developed countries. It also evaluates domestic consumers' perceptions of a single country in Europe, Portugal, and therefore, the results cannot be generalised to domestic consumers from other countries. To improve study generalisation, it would be necessary to replicate the study in the setting of other countries, considering distinct levels of economic development, political backgrounds, the morality of their national and international politics, as well as cultural differences.

Second, the current research did not focus on particular categories of Portuguese products when evaluating consumers' purchase intentions. In line with recent research (Ingenhoff et al., 2019), future studies might consider regions and cities as the unit of analysis and assess specific product categories/brands. Additionally, the design of the study could include extrinsic cues such as price,

corporate social responsibility (CSR) of the firm, positive word-of-mouth from a credible source, and consumer's product knowledge, and evaluate the importance of the different country's image dimensions on consumer behavioural intentions.

Third, another opportunity to be addressed by future research consists in analysing behavioural differences of subcultures considering the place-product association context. This issue is particularly important due to the increased global mobility and the contemporary migration waves (Papadopoulos, 2019).

Fourth, the current study has only examined consumers' purchase, visit and investment intentions, which means that respondents were not motivated by real situations. Despite attitude and predisposition might be strong predictors of intent to buy, "intent does not necessarily translate into behavior in the marketplace" (Papadopoulos et al., 2018, p. 747). Hence, it is recommended that future studies consider evaluating consumers' attitudes in real-life situations (despite being difficult to control of other extrinsic cues), and its relationship with product ownership, destination visit in tourism, or moving to a country for study or work.

Fifth, an avenue for future research is to study Portugal's nation brand image extending beyond a consumer perspective, encompassing other dimensions such as: (1) business attraction; (2) export promotion; (3) governance (for example evaluate government competency and fairness and its perceived commitment to global issues such as peace and security, justice, poverty and the environment); and (4) public diplomacy (Melewar, Seidenfuss, Dinnie, & Musa, 2010), considering simultaneously an internal and external approach. Thus, it would be possible to develop nation brand campaigns that could meet or even exceed the expectations of key target audiences.

Lastly, this study contributed to further understand the influence of consumers' dispositions in the relationship between country image and consumers' behavioural intentions. Further research is needed to account for the "other reasons lying behind those found to be behind this consumer's disposition" (Papadopoulos et al., 2018, p. 735). Papadopoulos et al. (2018) developed a holistic perspective of product/brand place association establishing an inventory and typology of consumer dispositions towards "place", relating it to the underlying theories, inputs and outcomes of place images and attitudes. As the authors suggest:

“if one were to consider all possible combinations between the 32 dispositions highlighted here, and the basic 10 inputs, seven place levels, 12 types of image holders, nine “origin” place types, and some 18 outcomes (...) one would arrive at an array of more than four million possible studies on place and its effects” (p. 748).

In summary, considerably more work will need to be done to advance our understanding of what are the constructs that may “lie behind those that are behind various consumer behaviours” (Papadopoulos et al., 2018, p. 747). Country image is one of the most researched topics in international marketing, and recent literature has emphasised its relevance. The next chapter describes the synthesis of thesis main results and contributions and offers suggestions for policymakers as well as ethical considerations about country image research.



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## CHAPTER 7 – CONCLUSION

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*IF SOMETHING GOOD HAPPENS, TRAVEL TO CELEBRATE IT. IF SOMETHING BAD HAPPENS, TRAVEL TO FORGET IT. AND IF NOTHING HAPPENS ... GO SOMEWHERE AND MAKE IT HAPPEN! DON'T LET LIFE SLIP THROUGH YOUR FINGERS. DON'T SKIP PORTUGAL.*

#CAN'T SKIP PORTUGAL

## 7.1 Introduction

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The title of the thesis “Country Image: Pride or Prejudice” was inspired by the evolution and significant changes that the Portuguese Country Image (CI) faced in the last decade. We can see a sharp contrast between 2011 when Portugal requested financial assistance from the European Union and the International Monetary Fund (IMF) and was associated with a group of countries called “PIGS” – Portugal, Ireland, Greece, and Spain”, with the Portugal’s debt rating classified as “junk” by the international rating services agencies (Sousa & Gaspar, 2018), and the recent achievements of Portuguese economy, mainly consequence of tourism and exports improvements, with positive impact on the Portugal image inside and abroad. Alfredo Cuevas (IMF Mission Chief for Portugal) states that “the country is very different and is going in the right direction. But it cannot feel completely complacent. It should feel satisfaction in the progress that has made, but must remain focused on continuing the work that lies ahead” (Cuevas, 2019). Moreover, the global rating agency Standard & Poor’s upgraded Portugal’s sovereign debt, citing the country’s declining level of indebtedness and expectations for “balanced” growth (Pedro, 2019).

This research investigated the influence of CI on consumers’ behavioural intentions. It encompassed three studies with specific purposes. The first phase of this research consisted of an exploratory study aimed at analysing the associations that consumers make between countries and products and vice-versa. This phase allowed to identify the most representative national brands and product categories for Portuguese consumers versus U.S. consumers. It also explored the effects of ethnocentrism in consumer preference of domestic versus foreign products, and the effects of country-of-origin (COO) familiarity in international products/brands recognition. The exploratory nature of this study and the qualitative interviews carried out during the investigation offered insights to proceed to Phase Two of the research.

Study One and Study Two (Phase Two) were based on the theoretical proposition derived from the literature, which states that CI encompasses different dimensions, representative of a culturally grounded differentiation. Therefore, it was important to analyse consumers’ perceptions of Portugal Image. A conceptual model (see chapter four, Figure 4.1 – Conceptual Model) was developed considering the gap of knowledge about the cumulative process and sources that shape a country’s image. The general hypotheses of the study evaluated the influence of CI on consumers’ purchase, visit and investment intentions towards a country brand, considering the moderator effects of familiarity, involvement, consumer ethnocentrism, cosmopolitanism and materialism. Findings of Study One (Phase Two) showed

that country personality dimensions influence consumers' intentions to buy, visit or invest in the country. Findings also indicated differences between domestic and European respondents. Concerning Study Two, results provided support for the predictive validity of the proposed conceptual model.

This chapter summarises the main findings of the investigation. Section 7.2 identifies the current trends and results of the strategic management of the country's brand, and associates them with the general conclusions of the investigation carried out. Section 7.3 offers recommendations for Portuguese policy-makers. Finally, ethical considerations about country image research are addressed.

## 7.2 Contributions of the Studies

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The analysis of nation brand indexes might be of limited value to international marketing and communications professionals since they consist of a multi-dimensional attitudinal construct instead of the perceptions per se held by respondents. Still, nation brand indexes have a strong appeal since they allow to reduce complexity and offer a global perspective of the country brand positioning which is in agreement with the purpose of this section that is to understand the place of Portugal as a nation brand (Merkelsen & Rasmussen, 2019). In order to help contextualise Portugal in the wider international context, data from Bloom Consulting's Country Brand Ranking will be used. This is an online resource that provides information for trade (investment) and tourism (2017/18). A global perspective is offered on the position that Portugal occupies in these rankings. The aim is to analyse how the results of this research can be an added value to leverage the image of Portugal and to assist the public decision-makers.

The Bloom Consulting Country Brand Ranking – Trade Edition (2017-2018), comprises four variables, namely (1) economic performance, (2) digital demand, (3) country brand strategy (CBS) rating, and (4) online performance. According to these, it is important for any country, region, or city, to develop personalised strategies for each target market. This ranking only considers investment-related variables in its formation. With respect to the economic performance, the Foreign Direct Investment (FDI)<sup>9</sup> is

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<sup>9</sup> The Brand Ranking computes the growth rate of FDI over the last five years for more consistent trends, rather than brief volatile changes. Average growth of net FDI inflows within a country, 2011-2015. Bloom Consulting has a different measurement system as it uses a proprietary software called Digital Demand – D2©. The D2© tool measures the total online search volume for trade-related activities and attractions within all of the countries and territories included in the ranking, allowing us to assess the online behaviour and decision-making processes of international investors. The more online investment-related searches a country has, the more appealing that country brand is.

considered a key variable for the measurement of the economic success of a country, and for reputation of a country influence investor's intentions. Both influence the investor's intentions. Regarding the European ranking, Ireland showed the greatest improvement occupying the 5<sup>th</sup> position in the top 10, mostly due to a remarkable escalation of FDI. Portugal rose three positions being placed now in the 13<sup>th</sup> place in Europe and hiked eight positions to complete the global top 30. This improvement is the result of a strong performance on social media (it is a part of the online performance, which accounts for the social media diffusion by evaluating its presence on Facebook, Twitter and LinkedIn) and a marginally stronger Country Brand Strategy (CBS) rating (which evaluates the accuracy of a country's branding strategy for trade by each Investment Promotion Agency (IPA) for all 200 countries included in the ranking). This suggests that the IPA (the official national agency responsible for the promotion of investment in its respective country), in Portugal represented by AICEP (aicep Portugal Global – Trade & Investment Agency), has been making an effort to increase Portugal's presence across the world, as stated by the interviewees in Phase One.

Based on the Bloom Consulting Country Brand Ranking – Tourism Edition (2017-2018) report, which evaluated the online demand for tourism in a specific destination, as well as tourism revenues, the economic performance of a country's tourism sector (which indicates the tangible economic success of a country), ensured the Portuguese 10<sup>th</sup>/41 position on the European ranking and the improvement of two positions in the world rank. Now Portugal occupies the 20<sup>th</sup> position on the global top 25 performers rank. The digital demand is a tool that allows to quantify and measure the total online search volume for tourism-related activities, assessing the online behaviour and decision-making processes of international tourists. Considering the global context, it is important to refer to the performance of Greece that climbed up six positions, occupying now the 19<sup>th</sup> place belonging to the top 25 performers rank. According to the results of the digital demand, there is a sustained growth in tourism revenue across the south European countries.

With respect to the variables of CBS rating (which evaluates the accuracy of a country's branding strategy for tourism), and online performance (which assesses the total online presence of a country), no data was available to characterise the Portuguese context. However, the report provides a world outlook, and it is interesting to refer that Europe maintains its leadership position in terms of CBS rating performance. Within CBS rating regarding online performance, Facebook remains the platform with the most users, followed by Twitter and Instagram.

According to the Travel and Tourism Competitiveness Index published by the World Economic Forum in 2017 for 136 countries, Portugal was the 14<sup>th</sup> most competitive tourist destination in the world. In line with the worldwide trend, tourism has proved to be one of the most dynamic sectors of the Portuguese economy, being the largest export activity in the country, accounting for almost 50% of services exports and close to 17% of total exports (Araújo, 2017). Moreover, the study Ease of Doing Business<sup>10</sup> (2018) conducted by the World Bank, ranks Portugal as the 34<sup>th</sup>/190 economies for doing business. For example, the country best performs for trading across borders (1<sup>st</sup>) and resolving insolvency (16<sup>th</sup>). However, it scores poorly with getting credit (112<sup>th</sup>). In terms of global competitiveness, Portugal ranks 34<sup>th</sup>/140 in the World Economic Forum Global Competitiveness 2018. This index integrates twelve pillars aggregated in four major areas: enabling environment, human capital, markets and innovation ecosystem. The strongest pillars for Portugal are infrastructure (19<sup>th</sup> out of 140) and health (23<sup>rd</sup> out of 140). The lowest rank belongs to macroeconomic stability (58<sup>th</sup> out of 140). Considering these facts, Portugal seems to represent a good case compared with other countries that are still fighting for their place in the international trade.

*Can't skip Portugal* is a campaign promoted by the Tourism of Portugal, a project with the main objective being to promote Portugal at an international level as a tourist destination, strengthening the competitiveness of small and medium-sized enterprises. The campaign aims to attract tourists throughout the year, to all regions of the country and makes a direct appeal to the emotions: "*How would you like to feel today? Cheerful? Energetic? Creative? Inspired? Or adventurous? The time for visiting Portugal is now. Don't put off till tomorrow, to another life, what can happen today*" (Turismo de Portugal, 2017). This is part of the promotional campaign that aims to involve visitors in a unique experience, visiting new places and learning about the customs, entertainment, culture, typical food, and nature.

This dissertation aims to contribute to a better understanding of the Portugal country image by identifying the perceptions that domestic and foreign consumers hold about its image. Considering the results about consumers visiting intentions towards Portugal, it is important that policymakers distinguish between

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10 The project, launched in 2002, looks at domestic small and medium-size companies and measures the regulations applying to them through their life cycle. Doing Business captures several important dimensions of the regulatory environment as it applies to local firms. It provides quantitative indicators on regulation for starting a business, dealing with construction permits, getting electricity, registering property, getting credit, protecting minority investors, paying taxes, trading across borders, enforcing contracts and resolving insolvency. An economy's ease of doing business score is reflected on a scale from 0 to 100, where 0 represents the lowest and 100 represents the best performance. The ease of doing business ranking ranges from 1 to 190.

branding a destination and managing its reputation from tourism marketing point of view and its promotion. Although these constructs are connected, it is necessary that the promotion of distinct places contribute to an integrated and reliable image of the country. It is important that those in charge question if tourism marketing campaigns correspond to the intended image, specifically, if it integrates the community needs and trends. To successfully achieve this purpose, it is essential that all the actions are politically empowered, which is beyond the will of any individual or communication agency. To promote a country's image, it is necessary to combine the efforts of policymakers, management consultancy, public relations, customer relationship management and engagement, and advertising brand strategy.

The progress of globalisation will continue to make markets even more competitive, presenting companies' managers and destiny marketers with several challenges, namely on how to differentiate their products from those of competitors. Moreover, the rise of nationalism and/or ethnocentrism (encouraging consumers to prefer local products instead of foreign ones and preserve local culture) in several countries offers another challenge to these professionals. To develop a country positioning strategy, it is necessary to analyse the perceptions that domestic and foreign consumers hold about Portugal and to perceive the country's valences in different contexts: purchase, visit or invest. The strengths and weaknesses identified in this study provide help in designing a more effective marketing and communication strategies to promote a national identity, in this particular case, Portugal brand, domestically and abroad. Another challenge consists in analysing if these perceptions are compatible with the country's resources and market offerings, evaluating if there is any kind of discrepancy. If so, an effort should be made in the demand and/or the supply side, by improving the country's image perceptions and/or developing the country's products and services offer, respectively. As Socrates (469 BC – 399 BC) once said "the way to gain a good reputation is to endeavour to be what you desire to appear".

Findings obtained indicate that Portugal is positively associated with characteristics of the cognitive, affective and symbolic dimensions. Therefore, on a cognitive level, Portuguese are depicted as trustworthy and hardworking, on an affective level, as having a friendly and likeable attitude toward Portugal, and on a symbolic level, Portugal is described as traditionalist and agreeable. These perceptions held by domestic and European consumers should be promoted both internally and externally by policymakers and country brand managers. Another important implication from this study consists in recognising that engaging and training local people, businesses and community groups on the importance of tourism and participation in place branding is vital to a destination's long term success (Kavaratzis, 2012). Consequently, it seems

critical to engage local stakeholders in promoting the area for leisure travel and events, and residents in helping to welcome visitors. This should be an effort beyond the existing destination marketing campaigns placed around the world to reach visitors and consumers. Destination management organisations should acknowledge the positive beliefs and emotions that characterise the country and its people, differentiating it from other destinations, when promoting travel to Portugal.

### **7.3 Suggestions for Portuguese policymakers**

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As Kothari (2004, p. 6) suggests "Decision-making may not be a part of research, but research certainly facilitates the decisions of the policy maker". It is essential to increase research that serves as input for government administrations and decision-makers for the public and private sectors. Findings should help policymakers to develop programmes that encompass the different components of the CI. These should pay close attention to the consumers' motivations to choose Portugal as their preferred country. Currently, countries face intense competition due to the phenomena of globalisation and the growth of the place branding campaigns. These campaigns intensify international competition, attracting consumers' attention to areas such as tourism, export or foreign direct investment. Policymakers, government officials, associations and entrepreneurs need to coordinate efforts to develop a unique and robust CI transversal to the country's products.

The management of a Portuguese CI should involve different industries. For example, to help our technology sector to be recognised by end users of the product, or disclose the quality of our education system. The Web Summit, one of the world's most important technology conference which gathers founders and CEOs of technology companies, fast-growing startups, policymakers and heads of state, in 2018, has placed Lisbon at the center of media attention around the world, being cited in 8.195 news stories in online media from over 110 countries. Around 70 thousand people from 170 countries attended the event, and the government estimates the economic activity generated by the Web Summit at 300 million euros (PME Magazine, 2018). This type of event is needed to promote Information and Communication Technology (ICT) country associations and to generate notoriety at a national level and across borders.

In recent years, there have been several initiatives to gather specific information about consumers' perceptions about Portugal CI, to cite a few:

- (1) in 2015, a protocol has been signed by the Government, INE and Tourism of Portugal, to finance statistical studies, in order to estimate the number of residents and non-residents who cross borders and the level of their expenses. This information will help entrepreneurs and policymakers in their decision-making process;
- (2) the Tourism of Portugal in "cantskipfacts.com" also offers several facts such as: "Portugal was elected the 3<sup>rd</sup>/36 most peaceful country in the European Union (4<sup>th</sup>/163 most peaceful country in the World), according to the Global Peace Index of 2018<sup>11</sup>"; "Portugal is the World's Best Golf Destination according to the World Golf Awards"; or "Portugal won the award for World's Leading Destination at the World Travel Awards 2017", providing several examples of achievements;
- (3) testimonials that highlight the positive aspects of work and living in Portugal.

Considering the studies' results and the perceptions obtained, policymakers could explore the following characteristics to communicate about the country. Portugal is an international place with a secure connection to other countries, close to the beach, the countryside, and the mountains. People, particularly in business, speak very good English, have a good work ethic, are friendly and welcoming to foreigners, and it is possible to find a nice balance between working hard and enjoying life. Portuguese are hardworking people, and there is a warm, professional atmosphere, where trust and relationship matter. Moreover, the gastronomy is excellent, and people enjoy a climate of peace and security, characterised by an open, tolerant and liberal society.

These recommendations may help to increase Portugal brand reputation. However, country's images are dynamic and long-term efforts are needed to evaluate, manage and establish an enduring country brand reputation.

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<sup>11</sup> The GPI measures a country's level of Negative Peace using three domains of peacefulness. The first domain, Ongoing Domestic and International Conflict, investigates the extent to which countries are involved in internal and external conflicts, as well as their role and duration of involvement in conflicts. The second domain evaluates the level of harmony or discord within a nation; ten indicators broadly assess what might be described as Societal Safety and Security. The assertion is that low crime rates, minimal terrorist activity and violent demonstrations, harmonious relations with neighbouring countries, a stable political scene and a small proportion of the population being internally displaced or made refugees can be equated with peacefulness. Seven further indicators are related to a country's Militarisation —reflecting the link between a country's level of military build-up and access to weapons and its level of peacefulness, both domestically and internationally. Comparable data on military expenditure as a percentage of GDP and the number of armed service officers per head are gauged, as are financial contributions to UN peacekeeping missions.

Taking all of the above into consideration, and due to the absence of sustainable instruments to track the development and changes of Portugal nation brand, we recommend the creation of Portugal's Image Observatory. Spain, Scotland, Ireland, New Zealand, Perú, or Chile are successful examples which developed organisations responsible for improving the perception of their countries abroad and among its citizens. For example, Spain developed a project called Global Spain. This is a joint project, independent of any political ideology, and supports the participation of several partners and collaborators, institutions, companies, foundations, individuals and legal entities. These alliances with actors from both the public and private sectors help to promote Spain country's distinctive attributes. Another purpose of Global Spain is monitoring and analysing consumers' perceptions of the country and its evolution over the years both within and outside the country.

In summary:

- It is essential to develop an attractive and distinctive country image, avoiding the feared homogeneity between places.
- It is necessary to develop an integrative platform that incorporates areas such as business and investment opportunities, tourism and culture heritage, foreign trade, gastronomy, talent and education.
- Governments should have a long-term vision of country branding, which requires coherent and consistent marketing strategies in order to reach the desired positioning for their key audiences. Currently, few countries have articulated and executed a brand strategy that coordinates and integrates city and regions brands or developed a unique country website that adds information about foreign trade, tourism, gastronomy, business and talent.
- It might be noteworthy to create a project for honorary ambassadors of Portugal's image abroad. Currently, there is a programme called "*Portugal Sou Eu*" which has several ambassadors. However, this project could broaden the scope and publicly recognise the efforts of institutions, companies and individuals, who during their careers have supported and improved Portugal's image in the domestic market and overseas.
- It is important to regularly monitor and analyse the perceptions of Portugal at domestic and international level, as well as its evolution over the years.

- Policymakers need to understand how the diverse range of stakeholders in public, private and non-profit sectors promote Portugal's image and analyse if these networks are effective.
- Sustainability is a major concern with increasing relevance that is driving change in the global economy. To successfully promote the future economic development of the country, it is essential to understand the impact of climate change as well as the transformation in needs of citizens, tourists and investors.
- Attracting talent is a key trend in place branding and should be on the agenda of policymakers. Institutions and policymakers should make an effort to create programs in order to attract and retain talent, providing adequate services in order to enhance a long-term perspective and sustainability of both;
- To develop and promote a successful country's image, it is vital that the government and policymakers build networks and collaborate. This means to cooperate and build partnerships engaging all the key stakeholders as well as the community.
- It seems worthy emphasising the importance of the digital transformation of places. This goes beyond digitising services, it implies that places transform themselves digitally without creating digital gaps (including all segments of society) to improve life quality.

#### **7.4 Ethical considerations about country image research**

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Considering the analysis of a country's image and the establishment of an effective strategy to promote a nation brand, there are several challenges and ethical considerations that should be considered. Specifically, (1) it is important to analyse which products/services or sectors should be selected to represent the country; (2) each citizen of a country represents a stakeholder in the management of a nation-brand and is affected by its activities, which means that the strategy of a country's brand depends mostly on public funds, and this will certainly imply a high level of scrutiny on the part of its citizens; and (3) who (and with what legitimacy) will be responsible for the selection of nation-brand values assuring its sustainable development.

Dinnie (2008) suggests that due to the vast scope of activities that characterise the nation-brand strategy, an inclusive stakeholders approach is highly recommended. This means to consider the participation of representatives from government, commerce, non-profit organisations, tourism and the media. It is

important that these organisations share a value-based platform and present a true and compelling Portugal story to the world. This story should be supported by a set of values that resonate both domestically and internationally. Another issue pointed by Dinnie (2008) is that nation branding should be sponsored by the government. However, due to the short duration of governments, nation branding programmes might be compromised. Moreover, it is critical to ensure that nation brand representatives exhibit exemplary behaviour.

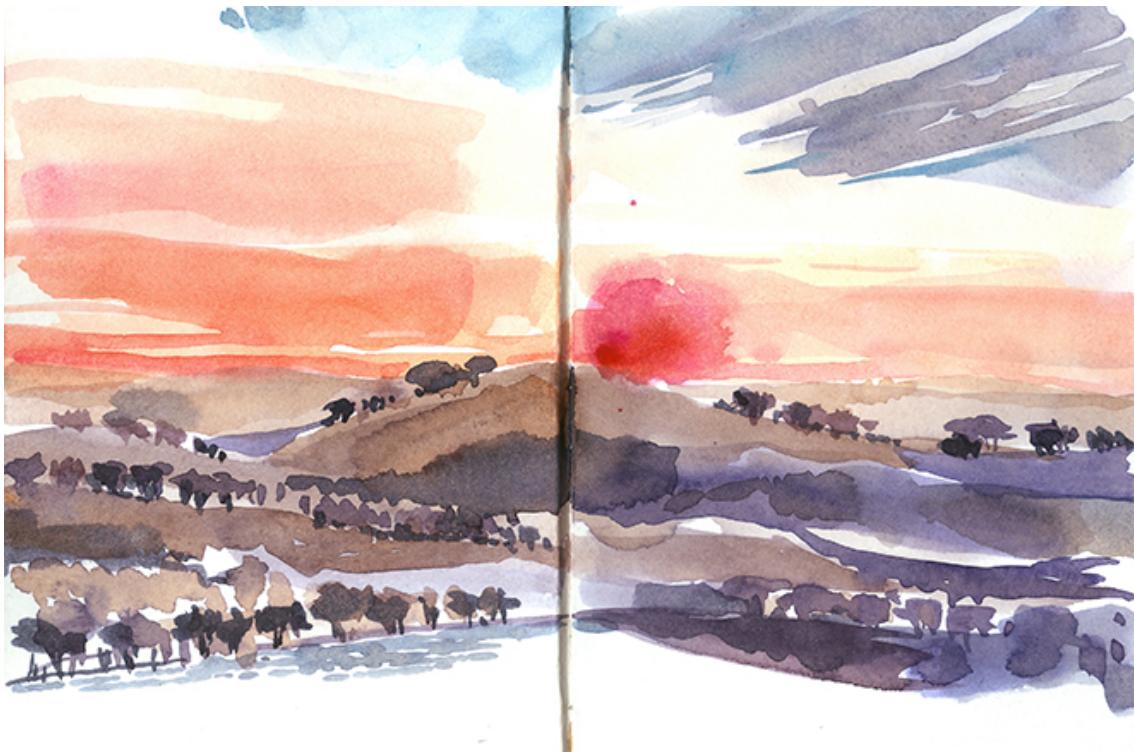
Insch (2011, p. 151) also highlights the unfavourable consequences of placemaking “such as wasteful investment, uneven development, social inequality and environmental damage”, which might trigger different perspectives among the stakeholders, and most of the times these subjects are often ignored. It is also important to consider that most countries are multicultural. This implies that when promoting a selected country’s image, it should be congruent with the images held by key audiences both locally and internationally. Country branding needs to simultaneously reflect the values, understand the needs and expectations of internal audiences, and to reconcile them with external audiences. As Lindstedt (2011, p. 48) argues “perceiving inhabitants and other people in close contact with the place as its marketers only strengthens the relevance of their place relations. From this perspective, the strengthening of the internal image also supports the external image”. Characteristics such as the quality of the country’s products and services, cultural diversity, the interest and excellence of the country to live in, availability of business opportunities, the stability of economy and politics, all contribute to creating a country brand. The challenge is to coordinate all these sectors and link to a unique and strong country brand capable of attracting business and investment, talented people, inhabitants and visitors (Moilanen & Rainisto, 2009).

*“The truth is that a ‘bunch of people’ from other cultures fell in love with the history and culture of this ‘little country’, that is not little, for it is incredibly big for what it could have been when it was born”*

(Eduardo Lourenço, 2018)  
*Portuguese essayist, professor, critic, philosopher, and writer.*

*“A verdade é que ‘uma data de gente’ de outras culturas se apaixonou pela história e pela cultura deste ‘pequeno’ país, que não é pequeno, pois é excessivamente grande para aquilo que poderia ser quando nasceu”*

(Eduardo Lourenço, 2018)  
*Ensaísta, professor, crítico, filósofo e escritor português.*



13.02.2018 ARRONCHES  
View from my room (Hotel  
Santo António). MR 2018

MARION RIVOLIER, ARRONCHES - ALENTEJO © ADAGP PARIS-2018

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## APPENDICES

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## APPENDIX 1 – PHASE ONE: QUESTIONNAIRE ENGLISH VERSION



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### QUESTIONNAIRE

This study is part of a PhD project on Marketing and Strategy of the University of Minho, Portugal, and aims to study Country Image and its influence on leveraging domestic brands. To accomplish this purpose, it is extremely important to identify consumer attitudes towards classes of products of a particular country.

Your responses are voluntary and will be confidential. Note that there is no right or wrong answer to the questions. Therefore, give your opinions in the best, most precise and most sincere way you can.

It should take no longer than 15 minutes of your time. Your responses are very important to us.

Should you have any queries or comments regarding this questionnaire, you are welcome to e-mail us at [ferreira.antunes.ana@gmail.com](mailto:ferreira.antunes.ana@gmail.com).

**THANK YOU VERY MUCH FOR YOUR TIME AND SUPPORT.**



Please rate your degree of familiarity with the following countries. Circle **one** of the numbers below.

I don't know the U.S.A.	1	2	3	4	5	I know the U.S.A. very well
I don't know Germany	1	2	3	4	5	I know Germany very well
I don't know Portugal	1	2	3	4	5	I know Portugal very well
I don't know Japan	1	2	3	4	5	I know Japan very well
I don't know China	1	2	3	4	5	I know China very well
I don't know Spain	1	2	3	4	5	I know Spain very well

**Question 1.** - Please list the product names/brands which first come to mind when you see the following country names (list up to five):

<b>U.S.A.</b>	1. 2. 3. 4. 5.
<b>GERMANY</b>	1. 2. 3. 4. 5.
<b>PORTUGAL</b>	1. 2. 3. 4. 5.
<b>JAPAN</b>	1. 2. 3. 4. 5.
<b>CHINA</b>	1. 2. 3. 4. 5.
<b>SPAIN</b>	1. 2. 3. 4. 5.



**Question 2.** – Considering the product categories listed below, please name any countries which first come to mind (list up to five):

<b>CLOTHING &amp; FOOTWEAR</b>	Clothing	1. 2. 3. 4. 5.
	Footwear	1. 2. 3. 4. 5.
	Charcuterie	1. 2. 3. 4. 5.
	Cheese	1. 2. 3. 4. 5.
	Olive oil	1. 2. 3. 4. 5.
	Seafood	1. 2. 3. 4. 5.
	Wine	1. 2. 3. 4. 5.
	Ceramics	1. 2. 3. 4. 5.
	Cork	1. 2. 3. 4. 5.
	Furniture	1. 2.



<b>HOUSEHOLD PRODUCTS</b>	Furniture	3. 4. 5.
	Household textiles	1. 2. 3. 4. 5.
<b>PERSONAL CARE AND HYGIENE</b>	Soap	1. 2. 3. 4. 5.
	Toilet paper	1. 2. 3. 4. 5.
<b>SERVICES</b>	Culture	1. 2. 3. 4. 5.
	Tourism	1. 2. 3. 4. 5.
<b>SPORT</b>	Soccer	1. 2. 3. 4. 5.
<b>TECHNOLOGY AND INNOVATION</b>	Technology	1. 2. 3. 4. 5.
	Innovation	1. 2. 3. 4. 5.



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**PLEASE INDICATE YOUR:**

**AGE** \_\_\_\_ years.

**GENDER**       Male       Female

**OCCUPATION** \_\_\_\_\_

MARITAL STATUS	
Single	
Married	
Widowed	
Divorced	
Partnered	
Separated	

EDUCATIONAL BACKGROUND	
Up to 9 years of schooling	
10 to 12 years of schooling	
Technological degree	
Bachelor's degree	
Master's/Ph.D. degree	

YOUR COUNTRY OF	BIRTH	RESIDENCE

**THANK YOU!**

## APPENDIX 2 – PHASE ONE: QUESTIONNAIRE PORTUGUESE VERSION



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### QUESTIONÁRIO

Este estudo faz parte de um projeto do Doutoramento na Escola de Economia e Gestão da Universidade do Minho e tem como objetivo analisar a Imagem de Portugal e a sua influência na promoção das marcas nacionais.

Para alcançar este objetivo, é extremamente importante identificar as atitudes dos consumidores relativamente às categorias de produtos de um determinado país.

A sua participação é voluntária e toda a informação é anónima e confidencial. Não existem respostas certas ou erradas, apenas nos interessa a sua opinião. A sua colaboração é essencial para a realização deste estudo e não demorará mais do que 15 minutos.

Na eventualidade de ter alguma dúvida ou comentário, por favor contacte-nos através do seguinte correio electrónico: ferreira.antunes.ana@gmail.com.

**MUITO OBRIGADA PELO TEMPO DESPENDIDO E PELA SUA COLABORAÇÃO.**



Por favor avalie o seu grau de familiaridade relativamente aos países que se seguem (coloque um círculo na opção com a qual mais se identifica.):

<b>Não conheço os E.U.A</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Conheço os E.U.A muito bem</b>
<b>Não conheço a Alemanha</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Conheço a Alemanha muito bem</b>
<b>Não conheço Portugal</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Conheço Portugal muito bem</b>
<b>Não conheço o Japão</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Conheço o Japão muito bem</b>
<b>Não conheço a China</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Conheço a China muito bem</b>
<b>Não conheço Espanha</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Conheço Espanha muito bem</b>

**Questão 1.** - Por favor refira as categorias de produtos/marcas que primeiro lhe ocorrem quando vê os seguintes países (enumere até 5):

<b>E.U.A.</b>	1. 2. 3. 4. 5.
<b>ALEMANHA</b>	1. 2. 3. 4. 5.
<b>PORUGAL</b>	1. 2. 3. 4. 5.
<b>JAPÃO</b>	1. 2. 3. 4. 5.
<b>CHINA</b>	1. 2. 3. 4. 5.
<b>ESPAÑA</b>	1. 2. 3. 4. 5.

**Questão 2.** – Considerando as categorias de produtos abaixo indicadas, refira todos os países que primeiramente lhe ocorrem (enumere até 5):

<b>VESTUÁRIO E CALÇADO</b>	Vestuário	1. 2. 3. 4. 5.
	Calçado	1. 2. 3. 4. 5.
	Azeite	1. 2. 3. 4. 5.
	Charcutaria	1. 2. 3. 4. 5.
	Queijo	1. 2. 3. 4. 5.
	Peixes e Marisco	1. 2. 3. 4. 5.
	Vinho	1. 2. 3. 4. 5.
	Cerâmica	1. 2. 3. 4. 5.
	Cortiça	1. 2. 3. 4. 5.
	Mobiliário	1. 2.



<b>PRODUTOS PARA O LAR</b>	Mobiliário	3. 4. 5.
	Têxteis Lar	1. 2. 3. 4. 5.
<b>CUIDADOS PESSOAIS E HIGIENE</b>	Papel Higiénico	1. 2. 3. 4. 5.
	Sabonetes	1. 2. 3. 4. 5.
<b>SERVIÇOS</b>	Cultura	1. 2. 3. 4. 5.
	Turismo	1. 2. 3. 4. 5.
<b>DESPORTO</b>	Futebol	1. 2. 3. 4. 5.
<b>TECNOLOGIA E INOVAÇÃO</b>	Tecnologia	1. 2. 3. 4. 5.
	Inovação	1. 2. 3. 4. 5.



POR FAVOR INDIQUE A SUA:

IDADE \_\_\_\_\_ anos.

GÉNERO

Masculino		Feminino	
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OCUPAÇÃO

ESTADO CIVIL

Solteiro(a)	
Casado(a)	
Viúvo(a)	
Divorciado(a)	
União de Facto	
Separado(a)	

EDUCAÇÃO

até 9 anos de escolaridade	
10 a 12 anos de escolaridade	
Curso técnico-profissional	
Bacharelato	
Licenciatura	
Mestrado/Doutoramento	

O SEU PAÍS DE	NASCIMENTO	RESIDÊNCIA PERMANENTE

MUITO OBRIGADA!

## APPENDIX 3 – PHASE ONE: INTERVIEW GUIDE (AICEP AND ON STRATEGY)



### GUIÃO DE ENTREVISTA

#### Secções:

- I. Gestão da Marca Portugal
- II. Desafios críticos para a gestão estratégica da imagem de Portugal
- III. Aplicação do Questionário
- IV. Resumo/Comentários

#### **I – GESTÃO DA MARCA PORTUGAL**

“Em 1999, na convicção de promover o País e a sua imagem para atrair novos investimentos, mais turistas, valorizar as suas exportações e a sua cultura, foi lançado o 1º projeto, Marca Portugal, que tinha como objetivo o Desenvolvimento Económico como pressuposto da sua estratégia”.

(Eugénia Neves, 2010)

1 – Desde 1999, a Marca Portugal tem enfrentado vários desafios num mercado global e altamente competitivo em que se encontra. Como avalia o trabalho desenvolvido, nos últimos 16 anos, em termos da gestão da imagem de Portugal?

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“Em 2005, o Ministério da Economia volta a apostar na Marca Portugal, baseando-se na cultura, nos cidadãos e nos seus produtos. Através do ICEP, que contava com a participação de 300 personalidades na área do turismo, empresas, gastronomia, design e arquitetura, ciência e cultura, para definirem a estratégia de promoção externa. Este programa foi criado com objetivos bem definidos e assente em sete eixos de atuação. O Ministério da Economia e da Inovação, manter-se-ia como responsável do programa, sendo que o mesmo seria operacionalizado pelo ICEP, em colaboração com outros organismos públicos.”

(Eugénia Neves, 2010)

2 – Qual o contributo da AICEP (Agência para o Investimento e Comércio Externo de Portugal), do Ministério da Economia e da Inovação e de outros organismos (por exemplo: IAPMEI - Instituto de Apoio às Pequenas e Médias Empresas e à Inovação, ITP - Instituto de Turismo de Portugal) nessa evolução?

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2.1. - Como está organizada hierarquicamente e operacionalmente a gestão da marca Portugal.

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3 – Tendo em conta o Eixo 7- Medir para Gerir (ver informação anexa), que metodologias foram adotadas para avaliar as ações promocionais desenvolvidas e o seu impacto (se for possível, facultar exemplos das campanhas de promoção da Imagem Portugal)? Identificaram-se ações corretivas? Se sim, quais as principais ações corretivas realizadas?

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## II – DESAFIOS CRÍTICOS PARA A GESTÃO ESTRATÉGICA DA IMAGEM DE PORTUGAL

“É necessário definir uma estratégia que permita comunicar a identidade e o posicionamento da marca, e mais uma vez o papel do gestor de marketing é necessário para fazer um acompanhamento da estratégia da marca através da avaliação e manutenção do seu desempenho e para detetar necessidades de utilização de estratégias de reforço ou revitalização”.

(Eugénia Neves, 2010)

Em 2007, de acordo com Henrique Agostinho (autor do livro “Vende-se Portugal”), “um dos problemas da má gestão da Marca Portugal é a falta de um gabinete de Marketing com objetivos concretos de corrigir o défice na balança comercial”.

4 – Atualmente, quem é o gestor da Imagem Portugal? A necessidade da criação de um gabinete de Marketing ainda se mantém?

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5 – Qual a estratégia da AICEP para a gestão da Imagem Portugal, de forma a promover a diferenciação dos seus produtos e serviços e gerar valor para o consumidor final (especificamente, como é que esta constitui um ponto de diferenciação sustentado e difícil de copiar)? **De que forma, a imagem de Portugal alavanca os produtos portugueses? E, de que forma, os produtos portugueses alavancam a imagem de Portugal?**

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6 - Quais são os Produtos e/ou Serviços embaixadores da Imagem do País? Mais concretamente, tendo em conta a presente investigação, **quais as categorias de produto que, na sua opinião, são importantes serem avaliadas a nível internacional?**

**Existem marcas que sejam consideradas relevantes a nível internacional e cuja opinião dos consumidores seja fundamental para o seu desenvolvimento. Se sim, quais, e em que mercados?**

*A resposta obtida é de extrema importância para a investigação no sentido de suportar a escolha da(s) categoria(s) de produtos/marcas e serviços.*

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4 – Atualmente, quem é o gestor da Imagem Portugal? A necessidade da criação de um gabinete de Marketing ainda se mantém?

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5 – Qual a estratégia que a Onstrategy propõe para a uma gestão da Imagem Portugal eficaz, de forma a promover a diferenciação dos seus produtos e serviços e gerar valor para o consumidor final (especificamente, como é que esta constitui um ponto de diferenciação sustentado e difícil de copiar)? **De que forma, a imagem de Portugal alavanca os produtos/serviços portugueses? E, de que forma, os produtos/serviços portugueses alavancam a imagem de Portugal?**

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6 - Quais são os Produtos e/ou Serviços embaixadores da Imagem do País? Mais concretamente, tendo em conta a presente investigação, **quais as categorias de produto que, na sua opinião, são importantes serem avaliadas a nível internacional?** Existem marcas que sejam consideradas relevantes a nível internacional e cuja opinião dos consumidores seja fundamental para o seu desenvolvimento. Se sim, **quais, e em que mercados?**

*A resposta obtida é de extrema importância para a investigação no sentido de suportar a escolha da(s) categoria(s) de produtos/marcas e serviços.*

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7 – Relativamente à obtenção das opiniões de consumidores finais, há alguma estratégia que aconselhe (tendo em conta as categorias de produtos/marcas acima referidas e respectivos mercados alvo)?

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8 – Relativamente ao turismo e às principais categorias de produto exportadas, quais os países concorrentes de Portugal? A resposta obtida é de extrema importância para a investigação, no sentido de comparar Portugal com o(s) país(es) indicados, e envio para o(s) país(es) alvo dos questionários.

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No passado, o ICEP contactou a Y & R – Young & Rubicam para poder entrar no estudo BAV – Brand Asset Value. Pretendia-se com os resultados monitorizar a percepção do País, no estrangeiro, para coordenar os agentes económicos nacionais e líderes de opinião em torno de mensagens reais e apelativas.

9 – Quais os métodos utilizados para a avaliação e monitorização da percepção da imagem País a nível internacional? Qual a frequência dessa avaliação e que dimensões são avaliadas? Quais as alterações efectuadas de acordo com os últimos resultados obtidos?

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Em 1995 a Roland Berger fez um estudo qualitativo sobre a imagem de Portugal, dos seus produtos e das suas marcas. O estudo foi feito na Alemanha, Bélgica, Brasil, Espanha, França, Holanda e Reino Unido, do qual se obtiveram os seguintes resultados:

Imagen de Portugal	
Consumidores	É um País: Atractivo para férias Afável Hospitalar Com tradição marítima
Agentes económicos e Líderes de opinião	Tem: Economia pouco industrializada Economia pouco dinâmica Infra-estruturas pouco desenvolvidas
Imagen dos Produtos Portugueses	
Consumidores	Falta de conhecimento generalizado sobre produtos portugueses Imagem de que os produtos não competem com os de Países como EUA, DE, RU e França Qualidade destacada no vinho, vinho do Porto e cerâmicas Preço atractivo nalguns produtos
Agentes económicos e Líderes de opinião	Falta de Marketing Insuficiente adaptação aos mercados
Sectores mais competitivos	Vinhos, cerâmicas e têxteis lar
Principais Concorrentes	Espanha, Grécia, Europa de Leste
Marcas	
Consumidores e Agentes económicos e Líderes de opinião	Fracos conhecimentos de marcas Notoriedade apenas nos vinhos e vinho do Porto
Lista de marcas	Mateus (Rosé), Sandeman

Tabela 1 - Resultado da Imagem de Portugal e dos Portugueses - Roland Berger, 1995

Fonte: ICEP, 2000

10 – Em 2015, quais são as principais alterações que se verificaram relativamente à:

### Imagen de Portugal

#### 10.1 – Consumidores:

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#### 10.2 – Agentes económicos e Líderes de opinião:

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## **Imagen dos Produtos Portugueses**

### 10.3 – Consumidores:

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#### 10.4 – Agentes económicos e Líderes de opinião:

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#### 10.5 – Setores mais competitivos:

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## 10.6 – Principais Concorrentes:

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Marcas

#### **10.7 – Consumidores , Agentes económicos e Líderes de opinião:**

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## 10.8 – Lista de Marcas:

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11 – Na sua opinião, para além da presente instituição, que outras instituições ou profissionais acha que devem ser “ouvidos”, para um planeamento eficaz na gestão da imagem Portugal?

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### **III – APLICAÇÃO DO QUESTIONÁRIO**

**Facultar endereço electrónico para envio futuro.**

#### **IV - RESUMO/COMENTÁRIOS**

**MUITO OBRIGADA PELA SUA COLABORAÇÃO!**

## **ANEXO**

### **Eixo 1 – Padrão Portugal**

Comunicar eficazmente a diferenciação e as vantagens competitivas do País através de uma estratégia de comunicação que revela Portugal como um País de tecnologia, inovação, criatividade, estilo e capacidade de relação. Através de diversos suportes dever-se-á mostrar o posicionamento pretendido para Portugal, divulgando o melhor das realizações portuguesas, com uma comunicação integrada e focada para uma rápida mudança na percepção sobre o País.

### **Eixo 2 – Clube de Marcar Portuguesas**

A reputação de um País é fruto do conjunto de marcas de que dispõe e que fazem parte da vida dos consumidores. A estratégia de certificação das marcas é reforçada e alargada para além do Comércio. O objetivo neste eixo é incrementar a visibilidade das marcas, aumentar o número de marcas certificadas. Espera-se maior visibilidade das Marcas e um reposicionamento do País.

### **Eixo 3 – Difusão Portugal**

O principal objetivo é divulgar a informação necessária ao posicionamento do País através de sites de referência. Deverá ser alargada o número de emissores de informação válida e relevante bem como aumentar o número de pessoas que recebem essa mesma informação.

### **Eixo 4 – Ações Portugal Marca nos Mercados**

Dentro deste eixo foi definido que a inovação e a qualidade da economia portuguesa deverão ser mostradas no Mundo e em particular nos mercados prioritários em todas as vertentes, comércio, áreas da oferta portuguesa que potenciem e aumentem a visibilidade e a reputação de Portugal no estrangeiro.

### **Eixo 5 – Portugal Acolhe**

Aproveitar a oportunidade, nos grandes eventos, para mostrar aos que nos visitam que sabemos receber bem.

### **Eixo 6 – Prefiro Portugal**

Conscientes que na gestão da marca de um País, o primeiro segmento alvo são os nacionais, o objetivo neste eixo é motivar e mobilizar a força de vendas da Marca Portugal - os portugueses.

### **Eixo 7 – Medir para Gerir**

Deverá ser medida a evolução da percepção de Portugal e a eficácia das ações de promoção internacional através da implementação de uma metodologia de avaliação contínua tanto para as ações promocionais desenvolvidas como sobre o seu impacto.

## APPENDIX 4 – PHASE ONE: INTERVIEW GUIDE (TURISMO DE PORTUGAL)



### GUIÃO DE ENTREVISTA

#### Secções:

- I. Gestão da Marca Portugal
- II. Desafios críticos para a gestão estratégica da imagem de Portugal
- III. Aplicação do Questionário
- IV. Resumo/Comentários

#### **I – GESTÃO DA MARCA PORTUGAL**

“Em 1999, na convicção de promover o País e a sua imagem para atrair novos investimentos, mais turistas, valorizar as suas exportações e a sua cultura, foi lançado o 1º projeto, Marca Portugal, que tinha como objetivo o Desenvolvimento Económico como pressuposto da sua estratégia”.

(Eugénia Neves, 2010)

1 – Desde 1999, a Marca Portugal tem enfrentado vários desafios num mercado global e altamente competitivo em que se encontra. Como avalia o trabalho desenvolvido, nos últimos 16 anos, em termos da gestão da imagem de Portugal?

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“Em 2005, o Ministério da Economia volta a apostar na Marca Portugal, baseando-se na cultura, nos cidadãos e nos seus produtos. Através do ICEP, que contava com a participação de 300 personalidades na área do turismo, empresas, gastronomia, design e arquitetura, ciência e cultura, para definirem a estratégia de promoção externa. Este programa foi criado com objetivos bem definidos e assente em sete eixos de atuação. O Ministério da Economia e da Inovação, manter-se-ia como responsável do programa, sendo que o mesmo seria operacionalizado pelo ICEP, em colaboração com outros organismos públicos.”

(Eugénia Neves, 2010)

2 – Qual o contributo do AICEP (Agência para o Investimento e Comércio Externo de Portugal), do Ministério da Economia e da Inovação e de outros organismos (por exemplo: IAPMEI - Instituto de Apoio às Pequenas e Médias Empresas e à Inovação, ITP - Instituto de Turismo de Portugal) nessa evolução?

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3 – Tendo em conta o Eixo 7- Medir para Gerir (ver informação anexa), que metodologias foram adotadas para avaliar as ações promocionais desenvolvidas e o seu impacto (se for possível, facultar exemplos das campanhas de promoção da Imagem Portugal)? Identificaram-se ações corretivas? Se sim, quais as principais ações corretivas realizadas?

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## II – DESAFIOS CRÍTICOS PARA A GESTÃO ESTRATÉGICA DA IMAGEM DE PORTUGAL

“É necessário definir uma estratégia que permita comunicar a identidade e o posicionamento da marca, e mais uma vez o papel do gestor de marketing é necessário para fazer um acompanhamento da estratégia da marca através da avaliação e manutenção do seu desempenho e para detetar necessidades de utilização de estratégias de reforço ou revitalização”.

(Eugénia Neves, 2010)

Em 2007, de acordo com Henrique Agostinho (autor do livro “Vende-se Portugal”), “um dos problemas da má gestão da Marca Portugal é a falta de um gabinete de Marketing com objetivos concretos de corrigir o défice na balança comercial”.

4 – Atualmente, quem é o gestor da Imagem Portugal? A necessidade da criação de um gabinete de Marketing ainda se mantém?

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5 – “Certos de que a imprevisibilidade é a única variável que podemos prever neste momento, mais do que um plano estratégico dirigista e prescritivo, tratámos de definir

cinco princípios que se alinharam harmoniosamente para cumprir a ambição de transformar Portugal no destino mais ágil e dinâmico da Europa: a Pessoa, a Liberdade, a Abertura, o Conhecimento e a Colaboração”.

(in Turismo 2020 – Cinco Princípios para uma Ambição)

Para que esta ambição se torne uma realidade, quais as medidas principais que o Turismo de Portugal pretende implementar? Mais precisamente, quais são as barreiras identificadas e quais os recursos necessários (por exemplo, quais as parcerias necessárias desenvolver)?

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6 – “Várias evoluções podem, e devem, contribuir para o aumento do saldo da balança turística tais como o aumento sustentável do número de turistas estrangeiros, o gradual incremento dos gastos médios diários, o prolongamento da estadia média ou a substituição por parte dos turistas nacionais de viagens ao estrangeiro por viagens em Portugal”.

(in Turismo 2020 – Cinco Princípios para uma Ambição)

Para alcançar a meta acima referida, quais as questões que, na sua opinião, considera fundamental colocar aos turistas que pretendam visitar Portugal (por exemplo: - Quanto tempo estará disposto a permanecer em Portugal? Ou, - Quanto dinheiro está disposto a gastar diariamente?)?

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7 – “É possível responder às principais motivações de viagem através de experiências compostas por produtos turísticos, como no exercício que se apresenta a seguir:

Motivações:

1 – Cultura (Cultura e religião; Conhecimento, Costumes locais);

- 2 – Prazer (Convívio, Aventura, Diversão, Quebrar a Rotina);
- 3 – Relaxamento (Bem-Estar; Família; Descanso; Desfrutar o Clima);
- 4 – Físico (Contacto com a Natureza; Desposto; Vida Ativa).

**Produtos Turísticos:**

- 1 – Sol E Praia;
- 2 – Touring Cultura;
- 3 – City Breaks;
- 4 – Negócios;
- 5 – Golfe;
- 6 – Turismo do Mar;
- 7 – Turismo Residencial;
- 8 – Saúde E Bem-Estar;
- 9 – Gastronomia E Vinhos”.

(in Turismo 2020 – Cinco Princípios para uma Ambição)

O Turismo de Portugal avalia estes parâmetros? De que forma e com que frequência? Considera que seja importante para a presente investigação saber, por exemplo, dos produtos turísticos apresentados, quais os que associa a Portugal (selecione até 3) ou, quais as principais motivações para a escolha de um destino (como Portugal) para viajar?

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8 – Atualmente, quais são os principais mercados emissores para o Turismo de Portugal?

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9 – No documento “Turismo 2020 – Cinco Princípios para uma Ambição”, num primeiro nível aparecem como mercados estratégicos para Portugal, Espanha,

Alemanha e o Reino Unido. Numa perspetiva B2C, quais as informações que considera relevantes obter/transmitir para estes mercados?

- E dos mercados em crescimento (Itália, Bélgica, Suíça, Áustria, Polónia e Rússia)?
  - E dos mercados de atração seletiva (EUA, Canadá, China, Índia, Colômbia, Israel, Países da Península Arábica)?
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10 – Qual a estratégia do Turismo de Portugal para a gestão da Imagem Portugal, de forma a promover a diferenciação dos seus produtos e serviços e gerar valor para o consumidor final (especificamente, como é que esta constitui um ponto de diferenciação sustentado e difícil de copiar)? **De que forma, a imagem de Portugal alavanca os produtos portugueses? E, de que forma, os produtos portugueses alavancam a imagem de Portugal?**

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11 - Quais são os Produtos e/ou Serviços embaixadores da Imagem do País? Mais concretamente, tendo em conta a presente investigação, **quais as categorias de produto que, na sua opinião, são importantes serem avaliadas a nível internacional?** Quais os produtos portugueses distintivos que o Turismo de Portugal quer comunicar para estimular a procura dos diversos mercados emissores (vinhos, cortiças, azeite e calçado, cultura e música)?

**Existem marcas consideradas relevantes a nível internacional e cuja opinião dos consumidores é fundamental para o seu desenvolvimento. Se sim, quais, e em que mercados?**

*A resposta obtida é de extrema importância para a investigação no sentido de suportar a escolha da(s) categoria(s) de produtos/marcas e serviços.*

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12 – Relativamente à obtenção das opiniões de consumidores finais, há alguma estratégia que aconselhe (tendo em conta as categorias de produtos/marcas acima referidas e respetivos mercados alvo)?

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13 – Relativamente ao turismo e às principais categorias de produto exportadas, quais os países concorrentes de Portugal? A resposta obtida é de extrema importância para a investigação, no sentido de comparar Portugal com o(s) país(es) indicados, e envio para o(s) país(es) alvo dos questionários.

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14 – Na sua opinião, para além da presente instituição, que outras instituições ou profissionais acha que devem ser “ouvidos”, para um planeamento eficaz na gestão da imagem Portugal?

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### III – APLICAÇÃO DO QUESTIONÁRIO

Facultar endereço electrónico para envio futuro.

#### IV - RESUMO/COMENTÁRIOS

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MUITO OBRIGADA PELA SUA COLABORAÇÃO!

## **ANEXO**

### **Eixo 1 – Padrão Portugal**

Comunicar eficazmente a diferenciação e as vantagens competitivas do País através de uma estratégia de comunicação que revela Portugal como um País de tecnologia, inovação, criatividade, estilo e capacidade de relação. Através de diversos suportes dever-se-á mostrar o posicionamento pretendido para Portugal, divulgando o melhor das realizações portuguesas, com uma comunicação integrada e focada para uma rápida mudança na percepção sobre o País.

### **Eixo 2 – Clube de Marcar Portuguesas**

A reputação de um País é fruto do conjunto de marcas de que dispõe e que fazem parte da vida dos consumidores. A estratégia de certificação das marcas é reforçada e alargada para além do Comércio. O objetivo neste eixo é incrementar a visibilidade das marcas, aumentar o número de marcas certificadas. Espera-se maior visibilidade das Marcas e um reposicionamento do País.

### **Eixo 3 – Difusão Portugal**

O principal objetivo é divulgar a informação necessária ao posicionamento do País através de sites de referência. Deverá ser alargada o número de emissores de informação válida e relevante bem como aumentar o número de pessoas que recebem essa mesma informação.

### **Eixo 4 – Ações Portugal Marca nos Mercados**

Dentro deste eixo foi definido que a inovação e a qualidade da economia portuguesa deverão ser mostradas no Mundo e em particular nos mercados prioritários em todas as vertentes, comércio, áreas da oferta portuguesa que potenciem e aumentem a visibilidade e a reputação de Portugal no estrangeiro.

### **Eixo 5 – Portugal Acolhe**

Aproveitar a oportunidade, nos grandes eventos, para mostrar aos que nos visitam que sabemos receber bem.

### **Eixo 6 – Prefiro Portugal**

Conscientes que na gestão da marca de um País, o primeiro segmento alvo são os nacionais, o objetivo neste eixo é motivar e mobilizar a força de vendas da Marca Portugal - os portugueses.

### **Eixo 7 – Medir para Gerir**

Deverá ser medida a evolução da percepção de Portugal e a eficácia das ações de promoção internacional através da implementação de uma metodologia de avaliação contínua tanto para as ações promocionais desenvolvidas como sobre o seu impacto.

## APPENDIX 5 – PHASE ONE: EXAMPLE OF AN INTERVIEW INVITATION E-MAIL

**Assunto:** Entrevista - Doutoramento em Marketing e Estratégia  
**De:** "Ana F. Antunes de Sousa" <ferreira.antunes.ana@gmail.com>  
**Data:** 29/02/16, 17:43  
**Para:** aicep@portugalglobal.pt

Boa tarde,

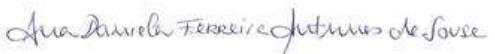
O meu nome é Ana Sousa, estou a frequentar o último ano do Programa Doutoral em Marketing e Estratégia (uma parceria entre as Universidades do Minho, Aveiro e Beira Interior) e a desenvolver a tese sob a orientação das Professoras Minoo Farhangmehr e Helena Nobre. A investigação que estou a realizar implica uma análise bidireccional do impacto que a imagem do País representa na alavancagem dos produtos/marcas a nível nacional e internacional.

Neste sentido, dada a importância da AICEP na gestão estratégica da imagem de Portugal, gostaria de saber qual a disponibilidade para a marcação de uma entrevista, com o objectivo de reflectir acerca dos desafios críticos para a gestão estratégica da imagem do País, bem como a validação de um questionário exploratório acerca das dimensões cognitivas, afectivas, comportamentais e de personalidade da Imagem País.

O vosso contributo é extremamente importante pelo que agradecemos toda a atenção que puderem dispensar.

Sem outro assunto de momento, subscrevo-me com a máxima consideração.

Atenciosamente,



**Ana F. Antunes de Sousa – PhD Researcher**  
iMARKE, School of Economics and Management  
University of Minho  
Campus de Gualtar  
4700 Braga, PORTUGAL  
T: + 351 962 436 709 | e-mail: [ferreira.antunes.ana@gmail.com](mailto:ferreira.antunes.ana@gmail.com)



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## APPENDIX 6 – PHASE TWO: EXAMPLE OF A CONTACT EMAIL TO DISTRIBUTE THE QUESTIONNAIRE

From: Ana F. Antunes de Sousa [mailto:[ferreira.antunes.ana@gmail.com](mailto:ferreira.antunes.ana@gmail.com)]  
Sent: sexta-feira, 28 de outubro de 2016 11:46  
To: [ana.barbosa@tecnico.ulisboa.pt](mailto:ana.barbosa@tecnico.ulisboa.pt)  
Subject: Pedido de colaboração: Inquérito Portugal - Imagem do País | Portugal Country Image Survey

### Versão em português:

Caros colegas,

O meu nome é Ana Sousa e peço a vossa colaboração para fazer parte de um estudo sobre a Imagem de Portugal, dos seus produtos, turismo e intenções de investimento, no âmbito da minha tese de doutoramento em Marketing e Estratégia, um consórcio constituído pela Universidade do Minho, a Universidade de Aveiro e a Universidade da Beira Interior.

A informação recolhida é anónima e confidencial. Ao responder a este questionário, lembre-se de que não existem respostas certas ou erradas, apenas estamos interessados na sua sincera opinião. O seu preenchimento terá uma duração de 10-15 minutos. Por favor, é muito importante que responda até ao fim do questionário.

### Para aceder ao questionário, por favor clique no link seguinte:

[https://eeguminho.eu.qualtrics.com/SE/?SID=SV\\_3z4SfdR0IFXx8Al](https://eeguminho.eu.qualtrics.com/SE/?SID=SV_3z4SfdR0IFXx8Al)

Caso surja alguma dúvida ou comentário, por favor contacte-nos através do seguinte correio eletrónico: [ferreira.antunes.ana@gmail.com](mailto:ferreira.antunes.ana@gmail.com)

**Agradeço desde já a vossa colaboração e se possível partilhem com os vossos amigos e familiares!**

–

### Versão em inglês:

Dear participant,

My name is Ana Sousa and I am PhD student of the Doctoral Program in Marketing and Strategy, a consortium between the Universities of Minho, Aveiro and Beira Interior.

I am writing to you to request your participation in a brief survey to find out what a person thinks about Portugal, its products, tourism and intentions to invest.

Below is a link to the online survey. Your responses will be kept completely confidential.

The survey is user-friendly and you should be able to complete it within 10-15 minutes or less. We appreciate your willingness to participate and value your feedback.

### To begin, please click the survey URL below:

[https://eeguminho.eu.qualtrics.com/SE/?SID=SV\\_6fHwuncISdkRfd](https://eeguminho.eu.qualtrics.com/SE/?SID=SV_6fHwuncISdkRfd)

Should you have any comments or questions, please feel free to contact me at [ferreira.antunes.ana@gmail.com](mailto:ferreira.antunes.ana@gmail.com)

**Thank you very much for your time and cooperation! If possible please share this questionnaire with friends, colleagues or family.**

Ana Sousa

–

Ana F. Antunes de Sousa  
PhD Researcher – Marketing and Strategy  
T: + 351 962 436 709  
e-mail: [ferreira.antunes.ana@gmail.com](mailto:ferreira.antunes.ana@gmail.com)



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## APPENDIX 7 – PHASE TWO: QUESTIONNAIRE ENGLISH VERSION

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Q0



Name is Ana Sousa and I am a PhD student in Portugal.  
This is a survey to find out what a person thinks about Portugal, its products, tourism and intentions to invest.

Your participation is voluntary and your answers confidential. There are no right or wrong answers. Just give your opinion in the best, most precise and sincere way you can.

You should be able to complete it within 10-15 minutes or less. Your participation is of great importance for the successful completion of this project.

THANK YOU VERY MUCH FOR YOUR TIME AND SUPPORT!

Q1

Gender:

- Male
- Female
- Other

Q2

Age:

Q3

Your Country of Birth:

Q4

Where do you currently reside?

Q5

Please answer the following statements using the scale from 1="strongly disagree" to 7="strongly agree" that best reflects your judgment.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat Agree (5)	Agree (6)	Strongly Agree (7)
Portuguese are well educated.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portuguese are hard working.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portuguese strive to reach high standards.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portuguese have high standard of living.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portuguese have high technical capabilities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portuguese are trustworthy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Portuguese governmental institutions are able to provide an adequate service.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Portuguese governmental institutions make an effective use of resources.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6

Please rate the following sentences by telling us which best reflects your opinion (select the circle which correspond most closely to your desired response):

I dislike Portugal.	<input type="radio"/>	I like Portugal.
"Bad" attitude toward Portugal.	<input type="radio"/>	"Good" attitude toward Portugal.
"Unpleasant" attitude toward Portugal.	<input type="radio"/>	"Pleasant" attitude toward Portugal.
"Disadvantageous" attitude toward Portugal.	<input type="radio"/>	"Advantageous" attitude toward Portugal.
"Unfriendly" attitude toward Portugal.	<input type="radio"/>	"Friendly" attitude toward Portugal.

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**Q7**

Please rate the following statements by telling us which best reflects your opinion (select the circle which correspond most closely to your desired response):

- |   |   |   |
|---|---|---|
| I am not willing to buy Portuguese products.      | <input type="radio"/> | I am willing to buy Portuguese products.      |
| I would not be proud to own products of Portugal. | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>                       | I would be proud to own products of Portugal. |
| Products of Portugal are not for people like me.  | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>                       | Products of Portugal are for people like me.  |

**Q8**

Please indicate your level of agreement with each one of the following statements in a scale between 1="strongly disagree" and 7="strongly agree".

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I would like to visit Portugal.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A trip to Portugal will be enjoyable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend going to Portugal to others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would invest in Portuguese projects if I could afford.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q9**

Please rate how familiar you are with Portugal, in a scale between 1 and 7:

1 2 3 4 5 6 7

I do not know Portugal.        I know Portugal very well.

**Q10**

Please rate how familiar you are with Portuguese products, in a scale between 1 and 7:

1 2 3 4 5 6 7

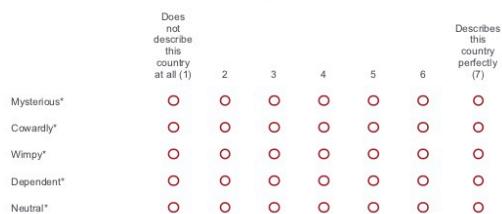
I do not know Portuguese products.        I know very well Portuguese products.

**Q11**

Please ask yourself "If Portugal was a person, how would I describe him/her?" and then rate between 1="does not describe this country at all" and 7="describes this country perfectly" the extent to which these 24 personality traits describe Portugal (hover your mouse over the adjectives to see the meaning).

	Does not describe the country at all (1)	2	3	4	5	6	Describes the country perfectly (7)
Bon-vivant*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reveler*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amusing*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agreeable*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Immoral*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vulgar*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decadent*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offender*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Haughty*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snobbish*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mannered*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chauvinist*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organized*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rigorous*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flourishing*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hard to work*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religious*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spiritual*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traditionalist*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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**Q12** Considering the following product categories, which do you associate to Portugal? (you can choose more than one)

- Olive oil
- Wine
- Cork
- Clothing
- Footwear
- Furniture
- Household textiles
- Ceramics
- Tourism
- Surf
- ICT - Information and Communications Technology
- Other (please specify)

**Q13** Please rate the following attributes, by telling us which best reflects your opinion about Portuguese \${Im://Field/1} (select the circle which correspond most closely to your desired response):

- |                     |                       |                       |                       |                       |                       |                       |                   |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------------|
| Unexciting          | <input type="radio"/> | Exciting          |
| Means nothing to me | <input type="radio"/> | Means a lot to me |
| Unappealing         | <input type="radio"/> | Appealing         |
| Worthless           | <input type="radio"/> | Valuable          |

**Q14** In a scale between 1="strongly disagree" and 7="strongly agree", please indicate your level of agreement with each one of the following statements:

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
Only those products that are unavailable in my country should be imported.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My country products, first, last, and foremost.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A real patriotic should always buy national products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People from my country should buy foreign products, because this hurts domestic business and causes unemployment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It may cost me in the long-run but I prefer to support products from my country.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consumers who purchase products made in other countries are responsible for putting their citizen fellows out of work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q15** In a scale between 1="strongly disagree" and 7="strongly agree", please indicate your level of agreement with each one of the following statements:

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	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I admire people who own expensive homes, cars and clothes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The things I own say a lot about how well I'm doing in life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to own things that impress people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to keep my life simple, as far as possessions are concerned.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying things gives me a lot of pleasure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like a lot of luxury in my life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My life would be better if I owned certain things I don't have.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'd be happier if I could afford to buy more things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q16**

In a scale between 1="strongly disagree" and 7="strongly agree", please indicate your level of agreement with each one of the following statements:

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
When travelling, I make a conscious effort to get in touch with the local culture and traditions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like having the opportunity to meet people from many different countries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to have contact with people from different cultures.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have got a real interest in other countries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having access to products coming from many different countries is valuable to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I appreciate the availability of foreign products in the domestic market which provides valuable diversity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy being offered a wide range of products coming from various countries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Always buying the same local products becomes boring over time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like watching movies from different countries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like listening to music of other cultures.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like trying original dishes from other countries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like trying out things that are consumed elsewhere in the world.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q17**

What is the highest level of education you have completed?

- I can only read and write
- 5 to 6 years of schooling
- 7 to 9 years of schooling
- 10 to 12 years of schooling
- Undergraduate Degree
- Post-graduate / Master Degree
- Other (please specify) \_\_\_\_\_

**Q18**

Please indicate your occupation?

- Unemployed

- Dependent worker
- Self employed
- Homemaker
- Student
- Retired
- Other (please specify)

**Q19** Please indicate your marital status:

- Single
- Married
- Separated
- Divorced
- Widowed
- Partnered
- Other (please specify)

**Q20** What was your total household income before taxes during the past 12 months?

- Less than 10.000€
- 10.000€ – 19.999€
- 20.000€ – 29.999€
- 30.000€ – 39.999€
- 40.000€ – 49.999€
- 50.000€ – 59.999€
- 60.000€ – 69.999€
- 70.000€ – 79.999€
- 80.000€ or more
- Other currency:
- Prefer not to answer

**Q21**

How many times have you visited Portugal?

- 0
- 1
- 2
- 3
- 4
- 5
- >5

**Q22**

What is/was the main purpose of your trip?

- Business/Professional
- Leisure/Holidays
- Study (Student Exchange Program)
- Other (please specify)

**Q23**

I'd like you to think about the survey you just participated in. On a scale from 1 to 7 where 1 means "It was very difficult to understand the survey" and 7 means "I understood the survey perfectly well", please select the number that best describes your experience.

1    2    3    4    5    6    7

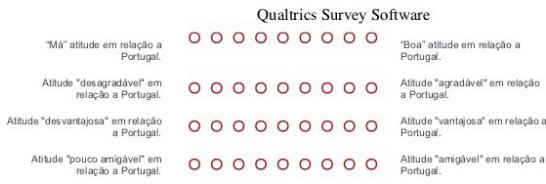
It was very difficult to understand the survey.

I understood the survey perfectly well.

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## APPENDIX 8 – PHASE TWO: QUESTIONNAIRE PORTUGUESE VERSION

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**Q7**

Por favor classifique as seguintes afirmações de acordo com a sua opinião (selecione o círculo que melhor corresponde à resposta pretendida):

- | Afirmativa  | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Não estou disposto a comprar produtos portugueses.    | <input type="radio"/> |
| Não teria orgulho em ter produtos portugueses.        | <input type="radio"/> |
| Os produtos portugueses não são para pessoas como eu. | <input type="radio"/> |
| Estou disposto a comprar produtos portugueses.        | <input type="radio"/> |
| Teria orgulho em ter produtos portugueses.            | <input type="radio"/> |
| Os produtos portugueses são para pessoas como eu.     | <input type="radio"/> |

**Q8**

Por favor classifique as seguintes afirmações, de acordo com a sua opinião, utilizando a escala de 1="discordo totalmente" a 7="concordo totalmente".

	Discordo totalmente (1)	Discordo (2)	Discordo parcialmente (3)	Não concordo nem discordo (4)	Concordo parcialmente (5)	Concordo (6)	Concordo totalmente (7)
Gosto de viver em Portugal.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gosto de despedir o meu tempo de lazer a conhecer Portugal.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recomendaria uma visita a Portugal a outras pessoas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investiria em projetos portugueses se tivesse recursos financeiros.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q9**

Por favor indique o seu nível de familiaridade com Portugal numa escala de 1 a 7:

- | 1                           | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |
|-----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Não conheço Portugal.       | <input type="radio"/> |
| Conheço muito bem Portugal. | <input type="radio"/> |

**Q10**

Por favor indique o seu nível de familiaridade com os produtos portugueses numa escala de 1 a 7:

- | 1  | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Não conheço os produtos portugueses.       | <input type="radio"/> |
| Conheço muito bem os produtos portugueses. | <input type="radio"/> |

**Q11**

Imagine que Portugal é uma pessoa. Como a descreveria? Utilize uma escala de 1="não descreve de todo este país" a 7="descreve este país na perfeição" para avaliar em que medida estes 24 traços de personalidade descrevem Portugal (passe o rato por cima dos adjetivos para ver o seu significado).

	1	2	3	4	5	6	7
Não descreve de todo este país (1)	<input type="radio"/>						
Descreve este país na perfeição (7)	<input type="radio"/>						
Bon vivant*	<input type="radio"/>						
Foliona*	<input type="radio"/>						
Divertida*	<input type="radio"/>						
Agradável*	<input type="radio"/>						
Imoral*	<input type="radio"/>						
Vulgar*	<input type="radio"/>						
Decadente*	<input type="radio"/>						
Ofensora*	<input type="radio"/>						
Arrogante*	<input type="radio"/>						
Pretensiosa*	<input type="radio"/>						
Artificial*	<input type="radio"/>						
Chauvinista*	<input type="radio"/>						

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	Não descreve de todo este país (1)	2	3	4	5	6	Descreve este país na percepção (7)
Organizada*	○	○	○	○	○	○	○
Rigorosa*	○	○	○	○	○	○	○
Próspera*	○	○	○	○	○	○	○
Difícil de trabalhar*	○	○	○	○	○	○	○
Religiosa*	○	○	○	○	○	○	○
Espirital*	○	○	○	○	○	○	○
Tradicionalista*	○	○	○	○	○	○	○
Misteriosa*	○	○	○	○	○	○	○
Cobarde*	○	○	○	○	○	○	○
Fraca*	○	○	○	○	○	○	○
Dependente*	○	○	○	○	○	○	○
Neutra*	○	○	○	○	○	○	○

Q12

Considerando as seguintes categorias de produtos, quais é que associa a Portugal? (pode escolher mais do que uma)

- Azeite
- Vinho
- Cortiça
- Vestuário
- Calçado
- Mobiliário
- Têxtil-siar
- Cerâmica
- Turismo
- Surf
- TIC - Tecnologias de Informação e Comunicação
- Outro

Q13

Por favor classifique os seguintes atributos de acordo com a sua opinião acerca do \${!Item/1} Português (selecione o círculo que melhor corresponde à resposta pretendida):

Desinteressante	○ ○ ○ ○ ○ ○	Emocionante
Não é importante para mim	○ ○ ○ ○ ○ ○	É muito importante para mim
Nada apelativo	○ ○ ○ ○ ○ ○	Apelativo
Sem valor	○ ○ ○ ○ ○ ○	Valioso

Q14

Numa escala de 1="discordo totalmente" a 7="concordo totalmente", por favor indique o grau de concordância relativamente às seguintes afirmações:

	Discordo totalmente (1)	Discordo (2)	Discordo parcialmente (3)	Não concordo nem discordo (4)	Concordo parcialmente (5)	Concordo (6)	Concordo totalmente (7)
Deveriam ser importados apenas os produtos que não existem no meu país.	○	○	○	○	○	○	○
Dou sempre preferência aos produtos do meu país.	○	○	○	○	○	○	○
Um verdadeiro patriota deveria comprar sempre produtos nacionais.	○	○	○	○	○	○	○

	Discordo totalmente (1)	Discordo (2)	Discordo parcialmente (3)	Não concordo nem discordo (4)	Concordo parcialmente (5)	Concordo (6)	Concordo totalmente (7)
As pessoas do meu país não devem comprar produtos estrangeiros, uma vez que isso afeta a economia interna e causa desemprego.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pode ficar mais caro a longo-prazo, mas eu prefiro apoiar os produtos do meu país.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Os consumidores que compram produtos feitos noutros países são responsáveis pelo desemprego dos seus concidadãos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q15

Numa escala de 1="discordo totalmente" a 7="concordo totalmente", por favor indique o grau de concordância relativamente às seguintes afirmações:

	Discordo totalmente (1)	Discordo (2)	Discordo parcialmente (3)	Não concordo nem discordo (4)	Concordo parcialmente (5)	Concordo (6)	Concordo totalmente (7)
Admiro as pessoas que têm casas, carros e roupas caras.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As coisas que tenho dizem muito sobre o sucesso que estou a obter.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gosto de ter coisas que impressionam as pessoas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tento manter o meu estilo de vida simples porque diz respeito a ter bens materiais.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comprar coisas dá-me muito prazer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gosto de ter uma vida muito luxuosa.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A minha vida seria melhor se eu tivesse algumas coisas que não tenho.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seria mais feliz se pudesse comprar mais coisas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Por vezes incomoda-me bastante não poder comprar tudo o que gostava.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16

Numa escala de 1="discordo totalmente" a 7="concordo totalmente", por favor indique o grau de concordância relativamente às seguintes afirmações:

	Discordo totalmente (1)	Discordo (2)	Discordo parcialmente (3)	Não concordo nem discordo (4)	Concordo parcialmente (5)	Concordo (6)	Concordo totalmente (7)
Quando viajo, faço um esforço para conhecer as culturas e tradições locais.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gosto de ter a oportunidade de conhecer pessoas de vários países diferentes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gosto de ter contacto com pessoas de diferentes culturas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tenho um verdadeiro interesse noutras países.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	Discordo totalmente (1)	Discordo (2)	Discordo parcialmente (3)	Não concordo nem discordo (4)	Concordo parcialmente (5)	Concordo (6)	Concordo totalmente (7)
Ter acesso a produtos de vários países diferentes é importante para mim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aprecio a disponibilidade de produtos estrangeiros no meu país natal, pois permitem uma variedade importante.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gosto de ter à disposição uma gama alargada de produtos de vários países.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comprar sempre os mesmos produtos locais acaba por ser aborrecido.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gosto de ver filmes de diferentes países.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gosto de ouvir música de outras culturas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gosto de experimentar pratos originários de outros países.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gosto de experimentar coisas que são consumidas noutras localidades do mundo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q17** Qual o nível de formação mais elevado que concluiu?

- Apenas sei ler e escrever
- 5 a 6 anos de escolaridade
- 7 a 9 anos de escolaridade
- 10 a 12 anos de escolaridade
- Licenciatura
- Pós-graduação/Mestrado
- Outro

**Q18** Por favor indique a sua situação profissional:

- Desempregado(a)
- Trabalhador por conta de outrem
- Trabalhador por conta própria
- Reformado(a) ou pré-reformado(a)
- Estudante
- Outra situação. Por favor especifique:

**Q19** Por favor indique o seu estado civil:

- Solteiro(a)
- Casado(a)
- Separado(a)
- Divorciado(a)
- Viúvo(a)
- Em União de Fato
- Outro

**Q20** Qual o rendimento mensal bruto do seu agregado familiar, contando consigo?

- Menos de 500€
- 501€ – 1000€
- 1001€ – 1500€
- 1501€ – 2000€
- 2001€ – 2500€
- 2501€ – 3000€
- 3001€ – 4000€
- 4001€ – 4500€
- Mais de 4500€
- Prefiro não responder

Q21

Pensando no inquérito que acabou de preencher, numa escala de 1 a 7, na qual 1 equivale a "Foi muito difícil entender o inquérito" e 7 equivale a "Consegui entender o inquérito perfeitamente", selecione o número que melhor descreve a sua experiência.

1 2 3 4 5 6 7

Foi muito difícil entender o inquérito.        Conseguí entender o inquérito perfeitamente.

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## APPENDIX 9 – STUDY ONE: CONSTRUCTS, SCALE ITEMS AND RELIABILITIES FROM THE EUROPEAN SAMPLE

### Constructs, Scale Items and Reliabilities

*Please ask yourself "If Portugal was a person, how would I describe him/her?" and then rate between 1="does not describe this country at all" and 7="describes this country perfectly" the extent to which these 24 personality traits describe Portugal (hover your mouse over the adjectives to see the meaning).*

Agreeableness	Bon-vivant	$\alpha = .72$
	Reveler	
	Amusing	
Wickedness/Snobbism	Immoral	$\alpha = .84$
	Vulgar	
	Decadent	
	Offender	
	Haughty	
Assiduousness	Snobbish	$\alpha = .74$
	Organized	
	Rigorous	
Conformity	Flourishing	$\alpha = .75$
	Religious	
	Spiritual	
Unobtrusiveness	Traditionalist	$\alpha = .80$
	Cowardly	
	Wimpy	

*Please rate the following attributes, by telling us which best reflects your opinion about Portuguese selected product category (select the circle which correspond most closely to your desired response):*

Product Involvement	Unexciting / Exciting	$\alpha = .90$ (Tourism) $\alpha = .89$ (Wine)
	Means nothing to me / Means a lot to me	
	Unappealing / Appealing	
	Worthless / Valuable	

*Please rate the following statements by telling us which best reflects your opinion (select the circle which correspond most closely to your desired response):*

Purchase Intentions	I am (not) willing to buy Portuguese products.	$\alpha = .85$
	I would (not) be proud to own products of Portugal.	
	Products of Portugal are (not) for people like me.	

*Please indicate your level of agreement with each one of the following statements in a scale between 1="strongly disagree" and 7="strongly agree".*

Visit Intentions	I would like to visit Portugal.	$\alpha = .82$
	A trip to Portugal will be enjoyable.	

I would recommend going to Portugal to others.

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#### Items excluded from the Country Personality Scale after confirmatory factor analysis

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#### Constructs and Scale Items

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*Please ask yourself "If Portugal was a person, how would I describe him/her?" and then rate between 1="does not describe this country at all" and 7="describes this country perfectly" the extent to which these 24 personality traits describe Portugal (hover your mouse over the adjectives to see the meaning).*

---

Agreeableness	Agreeable
Wickedness/Snobbism	Mannered Chauvinist
Assiduousness	Hard to work
Conformity	Mysterious
Unobtrusiveness	Dependent Neutral

---

Note: N = 337.

**APPENDIX 10 – STUDY ONE: PRODUCT CATEGORIES ASSOCIATED TO PORTUGAL BY EUROPEAN CONSUMERS**

	<b>n</b>	<b>%</b>
Considering the following product categories, which do you associate to Portugal: Olive oil	170	50.4
Considering the following product categories, which do you associate to Portugal: Wine	276	81.9
Considering the following product categories, which do you associate to Portugal: Cork	145	43.0
Considering the following product categories, which do you associate to Portugal: Clothing	60	17.8
Considering the following product categories, which do you associate to Portugal: Footwear	67	19.9
Considering the following product categories, which do you associate to Portugal: Furniture	30	8.9
Considering the following product categories, which do you associate to Portugal: Household textiles	46	13.6
Considering the following product categories, which do you associate to Portugal: Ceramics	123	36.5
Considering the following product categories, which do you associate to Portugal: Tourism	282	83.7
Considering the following product categories, which do you associate to Portugal: ICT - Information and Communications Technology	14	4.2
Considering the following product categories, which do you associate to Portugal: Surf	176	52.2
Considering the following product categories, which do you associate to Portugal: Other (please specify)	34	10.1

Note: N = 337.

## APPENDIX 11 – STUDY ONE: TOURISM PRODUCT INVOLVEMENT MODERATION (EUROPEAN CONSUMERS)

	Path		Beta	t
Tourism_C	→	Purchase Intentions	.40	7.61***
Tourism_C	→	Visit Intentions	.55	11.47***
Tourism_C	→	Investment Intentions	.29	5.22***
Agreeableness_C	→	Purchase Intentions	.08	1.65
Agreeableness_C	→	Visit Intentions	.06	1.19
Agreeableness_C	→	Investment Intentions	.09	1.79
Wickedness/Snobbism_C	→	Purchase Intentions	-.14	-2.40*
Wickedness/Snobbism_C	→	Visit Intentions	-.01	-0.16
Wickedness/Snobbism_C	→	Investment Intentions	-.07	-1.11
Assiduousness_C	→	Purchase Intentions	.07	1.41
Assiduousness_C	→	Visit Intentions	.23	5.05***
Assiduousness_C	→	Investment Intentions	.25	4.71***
Conformity_C	→	Purchase Intentions	.03	0.65
Conformity_C	→	Visit Intentions	-.02	-0.45
Conformity_C	→	Investment Intentions	.04	0.71
Unobtrusiveness_C	→	Purchase Intentions	-.07	-1.12
Unobtrusiveness_C	→	Visit Intentions	-.12	-2.16*
Unobtrusiveness_C	→	Investment Intentions	-.01	-0.22
Agreeable_CxTourismInv_C	→	Purchase Intentions	.09	1.66
Agreeable_CxTourismInv_C	→	Visit Intentions	-.16	-3.18**
Agreeable_CxTourismInv_C	→	Investment Intentions	-.06	-1.15
WickedSnob_CxTourismInv_C	→	Purchase Intentions	-.04	-0.65
WickedSnob_CxTourismInv_C	→	Visit Intentions	-.02	-0.29
WickedSnob_CxTourismInv_C	→	Investment Intentions	-.08	-1.28
Assiduous_CxTourismInv_C	→	Purchase Intentions	.02	0.31
Assiduous_CxTourismInv_C	→	Visit Intentions	-.10	-1.93*
Assiduous_CxTourism_Inv_C	→	Investment Intentions	-.01	-0.24
Conformity_CxTourismInv_C	→	Purchase Intentions	-.04	-0.81
Conformity_CxTourismInv_C	→	Visit Intentions	.05	1.03
Conformity_CxTourismInv_C	→	Investment Intentions	.03	0.51
Unobtrusive_CxTourismInv_C	→	Purchase Intentions	.11	1.83
Unobtrusive_CxTourismInv_C	→	Visit Intentions	.07	1.12
Unobtrusive_CxTourismInv_C	→	Investment Intentions	.01	0.19

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

## APPENDIX 12 – STUDY ONE: WINE PRODUCT INVOLVEMENT MODERATION (EUROPEAN CONSUMERS)

	Path		Beta	t
Wine_C	→	Purchase Intentions	.44	8.93***
Wine_C	→	Visit Intentions	.34	6.25***
Wine_C	→	Investment Intentions	.27	4.94***
Agreeableness_C	→	Purchase Intentions	.08	1.67
Agreeableness_C	→	Visit Intentions	.08	1.42
Agreeableness_C	→	Investment Intentions	.07	1.29
Wickedness/Snobbism_C	→	Purchase Intentions	-.16	-2.83**
Wickedness/Snobbism_C	→	Visit Intentions	-.09	-1.54
Wickedness/Snobbism_C	→	Investment Intentions	-.09	-1.42
Assiduousness_C	→	Purchase Intentions	.09	1.97*
Assiduousness_C	→	Visit Intentions	.21	4.14***
Assiduousness_C	→	Investment Intentions	.25	4.88***
Conformity_C	→	Purchase Intentions	.11	2.18*
Conformity_C	→	Visit Intentions	.08	1.59
Conformity_C	→	Investment Intentions	.10	1,873
Unobtrusiveness_C	→	Purchase Intentions	-.06	-1.01
Unobtrusiveness_C	→	Visit Intentions	-.11	-1.85
Unobtrusiveness_C	→	Investment Intentions	-.03	-0.49
Agreeable_CxWinelInv_C	→	Purchase Intentions	.07	1.26
Agreeable_CxWinelInv_C	→	Visit Intentions	-.07	-1.16
Agreeable_CxWinelInv_C	→	Investment Intentions	.04	0.68
WickedSnob_CxWinelInv_C	→	Purchase Intentions	.05	0.81
WickedSnob_CxWinelInv_C	→	Visit Intentions	.07	0.98
WickedSnob_CxWinelInv_C	→	Investment Intentions	-.05	-0.71
Assiduous_CxWinelInv_C	→	Purchase Intentions	-.12	-2.27*
Assiduous_CxWinelInv_C	→	Visit Intentions	-.03	-0.48
Assiduous_CxWine_Inv_C	→	Investment Intentions	-.08	-1.41
Conformity_CxWinelInv_C	→	Purchase Intentions	-.05	-1.05
Conformity_CxWinelInv_C	→	Visit Intentions	.00	0.06
Conformity_CxWinelInv_C	→	Investment Intentions	-.00	-0.02
Unobtrusive_CxWinelInv_C	→	Purchase Intentions	.06	0.86
Unobtrusive_CxWinelInv_C	→	Visit Intentions	.02	0.24
Unobtrusive_CxWinelInv_C	→	Investment Intentions	.06	0.84

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

## APPENDIX 13 – STUDY ONE: CONSTRUCTS, SCALE ITEMS AND RELIABILITIES FROM THE PORTUGUESE SAMPLE

### Constructs, Scale Items and Reliabilities

*Please ask yourself "If Portugal was a person, how would I describe him/her?" and then rate between 1="does not describe this country at all" and 7="describes this country perfectly" the extent to which these 24 personality traits describe Portugal (hover your mouse over the adjectives to see the meaning).*

Agreeableness	Bon-vivant	
	Reveler	$\alpha = .77$
	Amusing	
Wickedness/Snobbism	Immoral	
	Vulgar	
	Decadent	
	Offender	$\alpha = .86$
	Haughty	
	Snobbish	
	Mannered	
	Chauvinist	
Assiduousness	Organized	
	Rigorous	$\alpha = .82$
	Flourishing	
Conformity	Religious	
	Spiritual	$\alpha = .74$
	Traditionalist	
Unobtrusiveness	Cowardly	
	Wimpy	$\alpha = .75$
	Dependent	

*Please rate the following attributes, by telling us which best reflects your opinion about Portuguese selected product category (select the circle which correspond most closely to your desired response):*

Product Involvement	Unexciting / Exciting	
	Means nothing to me / Means a lot to me	$\alpha = .79$
	Unappealing / Appealing	
	Worthless / Valuable	

*Please rate the following statements by telling us which best reflects your opinion (select the circle which correspond most closely to your desired response):*

Purchase Intentions	I am (not) willing to buy Portuguese products.	
	I would (not) be proud to own products of Portugal.	$\alpha = .66$
	Products of Portugal are (not) for people like me.	

*Please indicate your level of agreement with each one of the following statements in a scale between 1="strongly disagree" and 7="strongly agree".*

	I would like to visit Portugal.	
Visit Intentions	A trip to Portugal will be enjoyable.	$\alpha = .65$
	I would recommend going to Portugal to others.	

#### **Items excluded from the Country Personality Scale after confirmatory factor analysis**

#### **Constructs and Scale Items**

*Please ask yourself "If Portugal was a person, how would I describe him/her?" and then rate between 1="does not describe this country at all" and 7="describes this country perfectly" the extent to which these 24 personality traits describe Portugal (hover your mouse over the adjectives to see the meaning).*

Agreeableness	Agreeable
Assiduousness	Hard to work
Conformity	Mysterious
Unobtrusiveness	Neutral

Note: N = 448.

**APPENDIX 14 – STUDY ONE: PRODUCT CATEGORIES ASSOCIATED TO PORTUGAL BY PORTUGUESE CONSUMERS**

	<b>n</b>	<b>%</b>
Considering the following product categories, which do you associate to Portugal: Olive oil	397	88.6
Considering the following product categories, which do you associate to Portugal: Wine	421	94.0
Considering the following product categories, which do you associate to Portugal: Cork	400	89.3
Considering the following product categories, which do you associate to Portugal: Clothing	106	23.7
Considering the following product categories, which do you associate to Portugal: Footwear	354	79.0
Considering the following product categories, which do you associate to Portugal: Furniture	159	35.5
Considering the following product categories, which do you associate to Portugal: Household textiles	96	21.4
Considering the following product categories, which do you associate to Portugal: Ceramics	196	43.8
Considering the following product categories, which do you associate to Portugal: Tourism	361	80.6
Considering the following product categories, which do you associate to Portugal: ICT - Information and Communications Technology	45	10.0
Considering the following product categories, which do you associate to Portugal: Surf	179	40.0
Considering the following product categories, which do you associate to Portugal: Other (please specify)	34	7.6

Note: N = 448.

## APPENDIX 15 – STUDY ONE: WINE PRODUCT INVOLVEMENT MODERATION (PORTUGUESE CONSUMERS)

	Path		Beta	t
Wine_C	→	Purchase Intentions	.15	3.14**
Wine_C	→	Visit Intentions	.16	3.86***
Wine_C	→	Investment Intentions	.23	5.17***
Agreeableness_C	→	Purchase Intentions	.05	1.01
Agreeableness_C	→	Visit Intentions	.18	4.22***
Agreeableness_C	→	Investment Intentions	.00	0.09
Wickedness/Snobbism_C	→	Purchase Intentions	-.17	-3.12**
Wickedness/Snobbism_C	→	Visit Intentions	-.24	-4.99***
Wickedness/Snobbism_C	→	Investment Intentions	-.12	-2.30*
Assiduousness_C	→	Purchase Intentions	-.01	-0.12
Assiduousness_C	→	Visit Intentions	.08	1.88
Assiduousness_C	→	Investment Intentions	.10	2.20*
Conformity_C	→	Purchase Intentions	-.01	-0.26
Conformity_C	→	Visit Intentions	.06	1.41
Conformity_C	→	Investment Intentions	.07	1.64
Unobtrusiveness_C	→	Purchase Intentions	-.17	-3.09**
Unobtrusiveness_C	→	Visit Intentions	-.17	-3.37***
Unobtrusiveness_C	→	Investment Intentions	-.14	-2.64**
Agreeable_CxWinelInv_C	→	Purchase Intentions	-.13	-2.70**
Agreeable_CxWinelInv_C	→	Visit Intentions	-.03	-0.62
Agreeable_CxWinelInv_C	→	Investment Intentions	-.04	-0.89
WickedSnob_CxWinelInv_C	→	Purchase Intentions	-.02	-0.38
WickedSnob_CxWinelInv_C	→	Visit Intentions	-.08	-1.56
WickedSnob_CxWinelInv_C	→	Investment Intentions	-.04	-0.68
Assiduous_CxWinelInv_C	→	Purchase Intentions	-.01	-0.13
Assiduous_CxWinelInv_C	→	Visit Intentions	.00	0.03
Assiduous_CxWine_Inv_C	→	Investment Intentions	-.05	-0.97
Conformity_CxWinelInv_C	→	Purchase Intentions	-.09	-1.88
Conformity_CxWineInv_C	→	Visit Intentions	-.12	-2.63**
Conformity_CxWinelInv_C	→	Investment Intentions	-.10	-2.00*
Unobtrusive_CxWinelInv_C	→	Purchase Intentions	.16	2.67**
Unobtrusive_CxWinelInv_C	→	Visit Intentions	.18	3.39***
Unobtrusive_CxWinelInv_C	→	Investment Intentions	.22	3.89***

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

## APPENDIX 16 – STUDY ONE: CORK PRODUCT INVOLVEMENT MODERATION (PORTUGUESE CONSUMERS)

	Path		Beta	t
Cork_C	→	Purchase Intentions	.17	3.61***
Cork_C	→	Visit Intentions	.13	2.86**
Cork_C	→	Investment Intentions	.16	3.33***
Agreeableness_C	→	Purchase Intentions	.03	0.66
Agreeableness_C	→	Visit Intentions	.16	3.78***
Agreeableness_C	→	Investment Intentions	.00	0.02
Wickedness/Snobbism_C	→	Purchase Intentions	-.18	-3.39***
Wickedness/Snobbism_C	→	Visit Intentions	-.26	-5.28***
Wickedness/Snobbism_C	→	Investment Intentions	-.14	-2.66**
Assiduousness_C	→	Purchase Intentions	-.02	-0.32
Assiduousness_C	→	Visit Intentions	.09	1.90
Assiduousness_C	→	Investment Intentions	.10	1.94*
Conformity_C	→	Purchase Intentions	-.00	-0.03
Conformity_C	→	Visit Intentions	.07	1.70
Conformity_C	→	Investment Intentions	.09	2.02*
Unobtrusiveness_C	→	Purchase Intentions	-.12	-2.27*
Unobtrusiveness_C	→	Visit Intentions	-.12	-2.35*
Unobtrusiveness_C	→	Investment Intentions	-.08	-1.53
Agreeable_CxCorkInv_C	→	Purchase Intentions	-.10	-2.09*
Agreeable_CxCorkInv_C	→	Visit Intentions	-.14	-3.05**
Agreeable_CxCorkInv_C	→	Investment Intentions	-.12	-2.45**
WickedSnob_CxCorkInv_C	→	Purchase Intentions	.10	1.63
WickedSnob_CxCorkInv_C	→	Visit Intentions	.00	0.05
WickedSnob_CxCorkInv_C	→	Investment Intentions	.04	0.73
Assiduous_CxCorkInv_C	→	Purchase Intentions	.05	0.87
Assiduous_CxCorkInv_C	→	Visit Intentions	.04	0.77
Assiduous_CxCork_Inv_C	→	Investment Intentions	.02	0.43
Conformity_CxCorkInv_C	→	Purchase Intentions	-.02	-0.36
Conformity_CxCorkInv_C	→	Visit Intentions	-.03	-0.67
Conformity_CxCorkInv_C	→	Investment Intentions	-.02	-0.30
Unobtrusive_CxCorkInv_C	→	Purchase Intentions	.05	0.76
Unobtrusive_CxCorkInv_C	→	Visit Intentions	.10	1.61
Unobtrusive_CxCorkInv_C	→	Investment Intentions	.05	0.78

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

## APPENDIX 17 – STUDY TWO: CONSTRUCTS, SCALE ITEMS AND RELIABILITIES FROM THE EUROPEAN SAMPLE

### Constructs, Scale Items and Reliabilities

*Please answer the following statements using the scale between 1="strongly disagree" to 7="strongly agree" that best reflects your judgment.*

Country Cognitions	Portuguese are well educated.	$\alpha = .83$
	Portuguese are hard working.	
	Portuguese strive to reach high standards.	
	Portuguese have high standard of living.	
	Portuguese have high technical capabilities.	
	Portuguese are trust worthy.	
	The Portuguese governmental institutions are able to provide an adequate service.	

*Please rate the following sentences, by telling us which best reflects your opinion (select the circle which correspond most closely to your desired response):*

Country Affect	I dislike Portugal / I like Portugal.	$\alpha = .95$
	"Bad" attitude toward Portugal / "Good" attitude toward Portugal.	
	"Unpleasant" attitude toward Portugal / "Pleasant" attitude toward Portugal.	
	"Disadvantageous" attitude toward Portugal / "Advantageous" attitude toward Portugal.	
	"Unfriendly" attitude toward Portugal / "Friendly" attitude toward Portugal.	

*Please ask yourself "If Portugal was a person, how would I describe him/her?" and then rate between 1="does not describe this country at all" and 7="describes this country perfectly" the extent to which these 24 personality traits describe Portugal (hover your mouse over the adjectives to see the meaning).*

Agreeableness	Bon-vivant	$\alpha = .72$
	Reveler	
	Amusing	
Wickedness/Snobbism	Immoral	$\alpha = .85$
	Vulgar	
	Decadent	
	Offender	
	Haughty	
	Snobbish	
Assiduousness	Organized	$\alpha = .73$
	Rigorous	
	Flourishing	
Conformity	Religious	$\alpha = .75$
	Spiritual	
	Traditionalist	
Unobtrusiveness	Cowardly	$\alpha = .80$

### Wimpy

Please rate the following statements by telling us which best reflects your opinion (select the circle which correspond most closely to your desired response):

Purchase Intentions	I am (not) willing to buy Portuguese products.	
	I would (not) be proud to own products of Portugal.	$\alpha = .83$
	Products of Portugal are (not) for people like me.	

Please indicate your level of agreement with each one of the following statements in a scale between 1="strongly disagree" and 7="strongly agree".

Visit Intentions	I would like to visit Portugal.	
	A trip to Portugal will be enjoyable.	$\alpha = .82$
	I would recommend going to Portugal to others.	

Please indicate your level of agreement with each one of the following statements in a scale between 1="strongly disagree" and 7="strongly agree".

Product Involvement	Unexciting / Exciting	
	Means nothing to me / Means a lot to me	$\alpha = .90$ (Tourism)
	Unappealing / Appealing	$\alpha = .89$ (Wine)
	Worthless / Valuable	

In a scale between 1="strongly disagree" and 7="strongly agree", please indicate your level of agreement with each of the following statements.

Consumer Ethnocentrism (CET)	Only those products that are unavailable in my country should be imported.	
	My country products, first, last, and foremost.	
	A real patriotic should always buy national products.	
	People from my country should not buy foreign products, because this hurts domestic business and causes unemployment.	$\alpha = .82$
	It may cost me in the long-run but I prefer to support products from my country.	
	Consumers who purchase products made in other countries are responsible for putting their citizen fellows out of work.	

In a scale between 1="strongly disagree" and 7="strongly agree", please indicate your level of agreement with each of the following statements.

Consumer Materialism (MVS)	I admire people who own expensive homes, cars and clothes.	
	The things I own say a lot about how well I'm doing in life.	
	I like to own things that impress people.	Success/Centrality dimension $\alpha = .82$
	Buying things gives me a lot of pleasure.	
	I like a lot luxury in my life.	
	My life would be better if I owned certain things I don't have.	
	I'd be happier if I could afford to buy more things.	Happiness dimension $\alpha = .84$
	It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like.	

*In a scale between 1="strongly disagree" and 7="strongly agree", please indicate your level of agreement with each of the following statements.*

Consumer Cosmopolitanism (C-COSMO SCALE)	When I travelling, I make a conscious effort to get in touch with the local culture and traditions.	Open-mindedness dimension $\alpha = .87$
	I like having the opportunity to meet people from many different countries.	
	I like to have contact with people from different cultures.	
	I have got a real interest in other countries.	
	Having access to products coming from many different countries is valuable to me.	Diversity-appreciation dimension $\alpha = .82$
	I appreciate the availability of foreign products in the domestic market which provides valuable diversity.	
	I enjoy being offered a wide range of products coming from various countries.	
	Always buying the same local products becomes boring over time.	
	I like watching movies from different countries.	Consumption transcending borders dimension $\alpha = .78$
	I like listening to music of other cultures.	
	I like trying original dishes from other countries.	
	I like trying out things that are consumed elsewhere in the world.	

#### **Items excluded from the Country Cognitions Scale after confirmatory factor analysis**

##### **Constructs and Scale Items**

Country Cognitions	The Portuguese governmental institutions make an effective use of resources.
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#### **Items excluded from the Country Personality Scale after confirmatory factor analysis**

##### **Constructs and Scale Items**

Agreeableness	Agreeable
Wickedness/Snobbism	Mannered Chauvinist
Assiduousness	Hard to work
Conformity	Mysterious
Unobtrusiveness	Dependent Neutral

#### **Items excluded from the Material Values Scale (MVS) after confirmatory factor analysis**

##### **Constructs and Scale Items**

Centrality	I try to keep my life simple, as far as possessions are concerned.
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Note: N = 329.

## APPENDIX 18 – STUDY TWO: CONSTRUCTS, SCALE ITEMS AND RELIABILITIES FROM THE PORTUGUESE SAMPLE

### Constructs, Scale Items and Reliabilities

*Please answer the following statements using the scale between 1="strongly disagree" to 7="strongly agree" that best reflects your judgment.*

Country Cognitions	Portuguese are well educated.	$\alpha = .74$
	Portuguese are hard working.	
	Portuguese strive to reach high standards.	
	Portuguese have high technical capabilities.	
	Portuguese are trust worthy.	

*Please rate the following sentences, by telling us which best reflects your opinion (select the circle which correspond most closely to your desired response):*

Country Affect	I dislike Portugal / I like Portugal.	$\alpha = .92$
	"Bad" attitude toward Portugal / "Good" attitude toward Portugal.	
	"Unpleasant" attitude toward Portugal / "Pleasant" attitude toward Portugal.	
	"Disadvantageous" attitude toward Portugal / "Advantageous" attitude toward Portugal.	
	"Unfriendly" attitude toward Portugal / "Friendly" attitude toward Portugal.	

*Please ask yourself "If Portugal was a person, how would I describe him/her?" and then rate between 1="does not describe this country at all" and 7="describes this country perfectly" the extent to which these 24 personality traits describe Portugal (hover your mouse over the adjectives to see the meaning).*

Agreeableness	Bon-vivant	$\alpha = .75$
	Reveler	
	Amusing	
Wickedness/Snobbism	Immoral	$\alpha = .87$
	Vulgar	
	Decadent	
	Offender	
	Haughty	
	Snobbish	
	Mannered	
Assiduousness	Chauvinist	$\alpha = .82$
	Organized	
	Rigorous	
Conformity	Flourishing	$\alpha = .74$
	Religious	
	Spiritual	
Unobtrusiveness	Traditionalist	$\alpha = .75$
	Cowardly	

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Wimpy

Dependent

---

*Please rate the following statements by telling us which best reflects your opinion (select the circle which correspond most closely to your desired response):*

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Purchase Intentions	I am (not) willing to buy Portuguese products. I would (not) be proud to own products of Portugal. Products of Portugal are (not) for people like me.	$\alpha = .67$
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*Please indicate your level of agreement with each one of the following statements in a scale between 1="strongly disagree" and 7="strongly agree".*

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Visit Intentions	I like to live in Portugal. I like to spend my leisure time to know Portugal. I would recommend going to Portugal to others.	$\alpha = .65$
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*Please indicate your level of agreement with each one of the following statements in a scale between 1="strongly disagree" and 7="strongly agree".*

---

Product Involvement	Unexciting / Exciting Means nothing to me / Means a lot to me Unappealing / Appealing Worthless / Valuable	$\alpha = .82$ (Wine) $\alpha = .81$ (Cork)
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*In a scale between 1="strongly disagree" and 7="strongly agree", please indicate your level of agreement with each of the following statements.*

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Consumer Ethnocentrism (CET)	Only those products that are unavailable in my country should be imported. My country products, first, last, and foremost. A real patriotic should always buy national products. People from my country should not buy foreign products, because this hurts domestic business and causes unemployment. It may cost me in the long-run but I prefer to support products from my country. Consumers who purchase products made in other countries are responsible for putting their citizen fellows out of work.	$\alpha = .83$
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*In a scale between 1="strongly disagree" and 7="strongly agree", please indicate your level of agreement with each of the following statements.*

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Consumer Materialism (MVS)	I admire people who own expensive homes, cars and clothes. The things I own say a lot about how well I'm doing in life. I like to own things that impress people. Buying things gives me a lot of pleasure. I like a lot luxury in my life.	$\alpha = .80$
	My life would be better if I owned certain things I don't have. I'd be happier if I could afford to buy more things.	Happiness dimension $\alpha = .81$

It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like.

*In a scale between 1="strongly disagree" and 7="strongly agree", please indicate your level of agreement with each of the following statements.*

Consumer Cosmopolitanism (C-COSMO SCALE)	When I travelling, I make a conscious effort to get in touch with the local culture and traditions.	Open-mindedness dimension $\alpha = .90$
	I like having the opportunity to meet people from many different countries.	
	I like to have contact with people from different cultures.	
	I have got a real interest in other countries.	
	Having access to products coming from many different countries is valuable to me.	Diversity-appreciation dimension $\alpha = .80$
	I appreciate the availability of foreign products in the domestic market which provides valuable diversity.	
	I enjoy being offered a wide range of products coming from various countries.	
	Always buying the same local products becomes boring over time.	
	I like trying original dishes from other countries.	Consumption transcending borders dimension $\alpha = .90$
	I like trying out things that are consumed elsewhere in the world.	

#### Items excluded from the Country Cognitions Scale after confirmatory factor analysis

##### Constructs and Scale Items

Country Cognitions	Portuguese have high standard of living.
	The Portuguese governmental institutions are able to provide an adequate service.
	The Portuguese governmental institutions make an effective use of resources.

#### Items excluded from the Country Personality Scale after confirmatory factor analysis

##### Constructs and Scale Items

Agreeableness	Agreeable
Assiduousness	Hard to work
Conformity	Mysterious
Unobtrusiveness	Neutral

#### Items excluded from the Material Values Scale (MVS) after confirmatory factor analysis

##### Constructs and Scale Items

Centrality	I try to keep my life simple, as far as possessions are concerned.
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#### Items excluded from the Material Values Scale (MVS) after confirmatory factor analysis

##### Constructs and Scale Items

Consumption transcending borders	I like watching movies from different countries.
	I like listening to music of other cultures.

Note: N = 436.

## APPENDIX 19 – STUDY Two: CFA OF CONSUMER – LEVEL CONSTRUCTS FROM THE EUROPEAN SAMPLE

Consumer - Level Constructs		
	λ	t-value
<b>Consumer Ethnocentrism</b>		
Only those products that are unavailable in my country should be imported.	.61	7.75***
My country products, first, last, and foremost.	.71	8.20***
A real patriotic should always buy national products.	.69	8.46***
People from my country should not buy foreign products, because this hurts domestic business and causes unemployment.	.69	10.67***
It may cost me in the long-run but I prefer to support products from my country.	.67	8.23***
Consumers who purchase products made in other countries are responsible for putting their citizen fellows out of work.	.55	–
<b>Model Fit</b>	$\chi^2 = 23.44$ , df = 8, $p = .003$ , CFI = .98, GFI = .98, TLI = .95 and RMSEA = .08	
<b>Consumer Materialism:</b>		
Success/centrality dimension		
I admire people who own expensive homes, cars and clothes.	.79	12.77***
The things I own say a lot about how well I'm doing in life.	.67	10.73***
I like to own things that impress people.	.77	12.43***
Buying things gives me a lot of pleasure.	.54	9.03***
I like a lot luxury in my life.	.72	–
Happiness dimension		
My life would be better if I owned certain things I don't have.	.81	13.29***
I'd be happier if I could afford to buy more things.	.87	13.43***
It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like.	.72	–
<b>Model Fit</b>	$\chi^2 = 64.40$ , df = 19, $p < .001$ , CFI = .96, GFI = .96, TLI = .94 and RMSEA = .08	
<b>Consumer Cosmopolitanism</b>		
Open - mindedness dimension		
When I travelling, I make a conscious effort to get in touch with the local culture and traditions.	.61	11.44***
I like having the opportunity to meet people from many different countries.	.88	17.10***
I like to have contact with people from different cultures.	.91	17.61***
I have got a real interest in other countries.	.78	–
Diversity appreciation dimension		
Having access to products coming from many different countries is valuable to me.	.83	7.29***
I appreciate the availability of foreign products in the domestic market which provides valuable diversity.	.91	7.42***
I enjoy being offered a wide range of products coming from various countries.	.89	7.45***
Always buying the same local products becomes boring over time.	.40	–
Consumption transcending borders dimension		
I like watching movies from different countries.	.50	8.88***
I like listening to music of other countries.	.56	9.78***

I like trying original dishes from other countries.	.74	13.32***
I like trying out things that are consumed elsewhere in the world.	.86	-
Model Fit	$\chi^2 = 96.09$ , df = .50, $p < .001$ , CFI = .98, GFI = .95, TLI = .97 and RMSEA = .05	

Note:  $\lambda$  = Standardized Loading.

<sup>a</sup>The item "I try to keep my life simple, as far as possessions are concerned" showed standardized regression weights below 0.40 (Stevens, 2002), and for this reason, was removed. Although the measurement model achieved acceptable values of the goodness of fit indices ( $\chi^2 = 46.19$ , df = 24,  $p < .05$ , CFI = .98, GFI = .97, TLI = .97 and RMSEA = .05), the dimensions of success and centrality were highly correlated ( $r = .81$ ) suggesting discriminant validity problems between these constructs. The test of discriminant validity was performed calculating the square root of average variance extracted (AVE), and results showed validity concerns once the square root of the AVE for centrality was less than its correlation with success not confirming discriminant validity (Fornell & Larcker, 1981). Therefore, the dimensions of success and centrality were aggregated.

**APPENDIX 20 – STUDY TWO: PRODUCT CATEGORIES ASSOCIATED TO PORTUGAL BY EUROPEAN CONSUMERS**

	<b>n</b>	<b>%</b>
Considering the following product categories, which do you associate to Portugal: Olive oil	165	50.2
Considering the following product categories, which do you associate to Portugal: Wine	268	81.5
Considering the following product categories, which do you associate to Portugal: Cork	143	43.5
Considering the following product categories, which do you associate to Portugal: Clothing	59	17.9
Considering the following product categories, which do you associate to Portugal: Footwear	64	19.5
Considering the following product categories, which do you associate to Portugal: Furniture	30	9.1
Considering the following product categories, which do you associate to Portugal: Household textiles	44	13.4
Considering the following product categories, which do you associate to Portugal: Ceramics	120	36.5
Considering the following product categories, which do you associate to Portugal: Tourism	274	83.3
Considering the following product categories, which do you associate to Portugal: ICT - Information and Communications Technology	13	4.0
Considering the following product categories, which do you associate to Portugal: Surf	166	50.5
Considering the following product categories, which do you associate to Portugal: Other (please specify)	34	10.3

Note: N = 329.

**APPENDIX 21 – STUDY Two: CFA OF CONSUMER – LEVEL CONSTRUCTS FROM THE PORTUGUESE SAMPLE**

Consumer - Level Constructs		
	$\lambda$	t-value
<b>Consumer Ethnocentrism</b>		
Only those products that are unavailable in my country should be imported.	.52	9.66***
My country products, first, last, and foremost.	.51	9.11***
A real patriotic should always buy national products.	.78	13.27***
People from my country should not buy foreign products, because this hurts domestic business and causes unemployment.	.82	14.37***
It may cost me in the long-run but I prefer to support products from my country.	.64	11.52***
Consumers who purchase products made in other countries are responsible for putting their citizen fellows out of work.	.68	–
Model Fit	$\chi^2 = 24.00$ , df = 8, $p = .002$ , CFI = .98, GFI = .98, TLI = .97 and RMSEA = .07	
<b>Consumer Materialism:</b>		
Success/centrality dimension		
I admire people who own expensive homes, cars and clothes.	.71	12.69***
The things I own say a lot about how well I'm doing in life.	.63	11.30***
I like to own things that impress people.	.87	14.57***
Buying things gives me a lot of pleasure.	.43	9.29***
I like a lot luxury in my life.	.69	–
Happiness dimension		
My life would be better if I owned certain things I don't have.	.71	12.93***
I'd be happier if I could afford to buy more things.	.90	13.10***
It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like.	.69	–
Model Fit	$\chi^2 = 73.97$ , df = 18, $p < .001$ , CFI = .96, GFI = .96, TLI = .93 and RMSEA = .08	
<b>Consumer Cosmopolitanism</b>		
Open - mindedness dimension		
When I travelling, I make a conscious effort to get in touch with the local culture and traditions.	.73	16.68***
I like having the opportunity to meet people from many different countries.	.88	21.28***
I like to have contact with people from different cultures.	.94	22.76***
I have got a real interest in other countries.	.80	–
Diversity appreciation dimension		
Having access to products coming from many different countries is valuable to me.	.72	8.86***
I appreciate the availability of foreign products in the domestic market which provides valuable diversity.	.91	9.45***
I enjoy being offered a wide range of products coming from various countries.	.88	9.47***
Always buying the same local products becomes boring over time.	.45	–
Consumption transcending borders dimension <sup>b</sup>		

I like trying original dishes from other countries.	.91	17.80***
I like trying out things that are consumed elsewhere in the world.	.91	-
Model Fit	$\chi^2 = 112.27$ , df = 32, $p < .001$ , CFI = .97, GFI = .95, TLI = .96 and RMSEA = .08	

Note:  $\lambda$  = Standardized Loading.

<sup>a</sup> The item "I try to keep my life simple, as far as possessions are concerned" showed standardized regression weights below 0.40 (Stevens, 2002), and for this reason, was removed. Although the measurement model achieved acceptable values of the goodness of fit indices ( $\chi^2 = 65.72$ , df = 24,  $p < .001$ , CFI = .97, GFI = .97, TLI = .95 and RMSEA = .06), the dimensions of success and centrality were highly correlated ( $r = .77$ ) suggesting discriminant validity problems between these constructs. The test of discriminant validity was performed calculating the square root of average variance extracted (AVE), and results showed validity concerns once the square root of the AVE for centrality was less than its correlation with success not confirming discriminant validity (Fornell & Larcker, 1981). Therefore, the dimensions of success and centrality were aggregated.

<sup>b</sup>Cosmo Scale: The items "I like watching movies from different countries" and "I like listening to music of other countries" from the consumption transcending borders dimension showed standardized regression weights below 0.40 (Stevens, 2002), and for this reason, were removed.

**APPENDIX 22 – STUDY TWO: PRODUCT CATEGORIES ASSOCIATED TO PORTUGAL BY PORTUGUESE CONSUMERS**

	n	%
Considering the following product categories, which do you associate to Portugal: Olive oil	386	88.5
Considering the following product categories, which do you associate to Portugal: Wine	409	93.8
Considering the following product categories, which do you associate to Portugal: Cork	389	89.2
Considering the following product categories, which do you associate to Portugal: Clothing	105	24.1
Considering the following product categories, which do you associate to Portugal: Footwear	349	80.0
Considering the following product categories, which do you associate to Portugal: Furniture	157	36.0
Considering the following product categories, which do you associate to Portugal: Household textiles	97	22.2
Considering the following product categories, which do you associate to Portugal: Ceramics	191	43.8
Considering the following product categories, which do you associate to Portugal: Tourism	352	80.7
Considering the following product categories, which do you associate to Portugal: ICT - Information and Communications Technology	47	10.8
Considering the following product categories, which do you associate to Portugal: Surf	176	40.4
Considering the following product categories, which do you associate to Portugal: Other (please specify)	33	7.6

Note: N = 436.

