



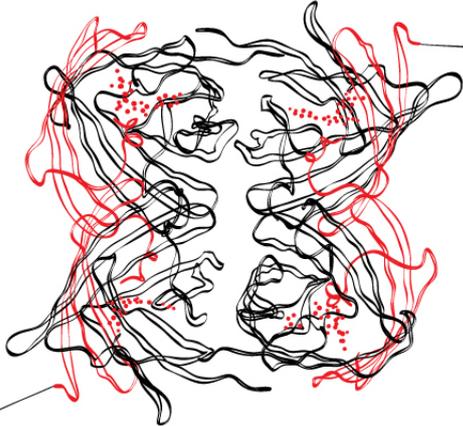
The effects of region-of-origin  
as product cue on consumers'  
product evaluation for different  
product categories



Ruben Klumpers  
S1302159

Faculty of Behavioral Science  
Communication Studies

Examination Committee  
1<sup>st</sup> Prof. Dr. A.T.H. Pruyn  
2<sup>nd</sup> Dr. M. Galetzka



MASTER THESIS

9 December 2014

UNIVERSITY OF TWENTE.



## **Abstract**

Nowadays brands make extensive use of the region-of-origin in their marketing efforts. The influence of using a certain place in advertising and the effects on the evaluation of a product has mainly been studied from a country-of-origin perspective. The research on the effects of using a region as place of origin on consumers' product evaluation is very scarce and only focusses on food products. This study investigated if using the region-of-origin besides food products is also effective for electronic products. Another distinction is made between hedonic products (exclusive) and utilitarian products (common). This resulted in a 2 (type of advertisement: regional vs. non-regional) x2 (type of product: food products vs. electronic products) x2 (consumer goal: hedonic vs. utilitarian) between subjects design. The effects of region-of-origin were examined on different dependent variables; attitude towards the product, purchase intention, recommendation likelihood, attitude towards the advertisement and authenticity. Sense of belonging to a region was measured to test if consumers' sense of belonging to a region positively influences their product evaluation and purchase intention of regional products. Stimulus material has been developed to test the effects of region-of-origin. Eight advertisements were developed of which four were non-regional and four were regional advertisements. 240 respondents participated in this study. Data has been gathered by the use of an online questionnaire.

Results demonstrate that regional advertisements score significantly higher than non-regional advertisements. The scores on several dependent variables show that regional advertising is more effective for food products than for electronic products. Also the scores on several scales show that regional advertising for food products is more effective in combination with a utilitarian product than in combination with a hedonic product. Furthermore a significant relationship between sense of belonging to a region and purchase intention showed that when consumers are attached to a region this will enhance consumers' intention to purchase products from that region. In conclusion can be said that for food products regional advertising looks like a very valuable and effective way of advertising. For electronic products the use of the region-of-origin is found to be less effective. This research also contains marketing implications and opportunities for future research.

Key words: Region-of-origin; ROO; place-of-origin; regioncentrism; authenticity; product evaluation; product categories.

## **Acknowledgements**

With this report my life as student comes to an end. After a long period of working on my Master Thesis I can finally finish my study. I'm very grateful that I had the opportunity to do this study.

First of all I would like to thank my family for their support during my whole study. In particular my parents, they always supported me and have enabled me to do this study. Also I would like to thank my first supervisor, Ad Pruyn, for his critical thinking, valuable feedback and support during the whole research process. Furthermore I would like to thank my second supervisor, Mirjam Galetzka, for her valuable feedback and suggestions.

Delden, December 2014

## Table of Contents

Abstract .....	1
Acknowledgements .....	2
1. Introduction.....	5
1.1 Definition and characteristics of a region .....	6
1.2 Problem statement.....	8
1.3 Goal of the research .....	10
1.4 Outline .....	10
2. Theory and hypotheses .....	11
2.1 The role of country-of-origin in consumer product evaluation .....	11
2.1.1 Cognitive aspects of the country-of-origin effect .....	12
2.1.2 Affective aspects of the country-of-origin effect .....	12
2.1.3 Normative aspects of the country-of-origin effect .....	13
2.2 The effects of country-of-origin .....	14
2.2.1 The effects of single cue studies .....	14
2.2.2 The effects of different cues .....	14
2.2.3 The influence on different stages of consumer behavior .....	15
2.3 The effects of region-of-origin .....	16
2.3.1 Product-specific regional image .....	16
2.3.2 Advantages of a region compared to a brand name.....	17
2.4 Motives for consumers to buy regional products .....	17
2.4.1 Functional value .....	17
2.4.2 Social value .....	17
2.4.3 Emotional value.....	18
2.4.4 Epistemic value.....	18
2.4.5 Authenticity motives .....	19
2.4.6 Conveying brand authenticity and the effects .....	20
2.5 Hedonic and utilitarian products.....	20
2.5.1 Utilitarian products .....	21
2.5.2 Hedonic products .....	21
2.5.3 The effects of the region-of-origin and country-of-origin.....	21
2.6 Hypotheses.....	23
3. Pre-tests.....	27

3.1 Pre-test 1 .....	27
3.1.1 Respondents pre-test 1 .....	27
3.1.2 Instrument pre-test 1 .....	27
3.1.3 Results pre-test 1.....	28
3.2 Pre-test 2 .....	28
3.2.1 Respondents pre-test 2 .....	29
3.2.2 Instrument pre-test 2 .....	29
3.2.3 Results pre-test 2.....	29
3.3 Conclusion pre-tests.....	30
4. Main study.....	31
4.1 Design .....	31
4.2 Procedure .....	31
4.3 Manipulation .....	32
4.4 Variables.....	33
4.5 Respondents.....	36
5. Results .....	38
5.1 Manipulation check.....	38
5.2 Hypotheses testing.....	39
5.2.1 Main effects.....	40
5.2.2 Interaction effects .....	42
5.2.3 Regression analysis.....	47
5.2.4 Overview of all accepted and rejected hypotheses .....	48
6. Conclusion and Discussion .....	51
6.1 Conclusion .....	51
6.2 Limitations.....	57
6.3 Opportunities for future research.....	58
6.4 Marketing implications.....	59
References.....	60
Appendix A: Online questionnaire pre-test 1.....	65
Appendix B: Online questionnaire pre-test 2.....	66
Appendix C: Online questionnaire main study .....	68

## 1. Introduction

Nowadays the world is subject of world shrinkage. Distances are getting shorter and things moving closer (Larsson, 2001). “It pertains to the increasing ease with somebody on one side of the world can interact, to mutual benefit, with somebody on the other side of the world” (Larsson, 2001, p. 9). These developments are part of the globalization. Globalization can be defined as “the process that encompasses the causes, course, and consequence of transnational and transcultural integration of human and non-human activities” (Nayef & Stoudtmann, 2006, p.2). Nayef and Stoudtmann describe globalization as a process that has been impacting communities, cultures and economies for hundreds of years. It is a result of the transnational and transcultural integrations. Globalization can contain human and non-human aspects. Human activities are linguistic, cultural, economic and social sphere. Non-human aspects are for example climate change.

Given this globalization some scholars argued (e.g., Levitt, 1983) that a new global market would arise. This market should be based on uniform products and services. Products should be standardized, advanced functional, reliable and low-priced. Levitt argues that informed customers were heading towards a “convergence of tastes”. Companies should sell the same things in the same way everywhere.

Other scholars however argued that through this strategy consumers would stop feeling a connection with the generic product and communications (Dumitrescu & Vinerean, 2010). In order to keep successful, brands should take into account differences in the economic, political, social and cultural environment around the world. This strategy gives answers to the opposite trend of globalization. The fast developments in the technology, infrastructure and communication tools make it possible that economic, culture and political aspects of countries are integrating. This process of international integration has the opposite trend that national states in certain ways stay very important for the identity of people (Dumitrescu & Vinerean, 2010).

Globalization resulted in the loss of many unique and specific regional products (Tregear, Kuznesof & Moxey, 1998). With the loss of numerous specific local products, consumers’ option to preserve and support their own identity and cultural heritage diminish (Van Ittersum, 2002). Consumers’ perception of the potential loss of their cultural identity and their desire for variety (instead of uniform standardized products), increase the demand for

acknowledging local differences and the demand for distinct product characteristics in product offerings (Van Ittersum, 2002). In order to satisfy the desire for belonging consumers develop a sense of belonging to a place they identify with (Maslow, 1970; Giddens 1990 as cited in Van Ittersum, 2002). With the increasing globalization this becomes more difficult and therefore some consumers perceive this difficulty as a threat to their own identity (Lambooy, 1999). Ridner (1999) refers to this effect as the paradox of internalization. Due to this effect and paradox many consumers form an attachment to their region of residence or the region where they were born and raised (Ridner, 1999). Result of this process is that the interest in the own local culture and community is increasing (Slinger, 2013). Consequently, consumers are more likely to buy locally produced products to reassure their own identity and to preserve their cultural boundaries (Belk, 1996 as cited in Van Ittersum, 2002).

For this reason localizing products on a regional level seems to be very important. Van Ittersum (2002) proposes that marketing products by using their region-of-origin is a viable and valuable strategy. Using the region could be an effective way for brands to differentiate their products from competitors. For brands, only showing product quality is often not enough to differentiate a brand from competitors. Therefore brands should, in advertising for example, not only focus on functional elements but also on more symbolic elements. Often advertisements with symbolic meanings are causing great influence on how consumers perceive and evaluate products. By using the region and its unique local characteristics brands may provide their products with a unique identity (Van Ittersum, 2002). In this way brands can differentiate from competitors, even in markets with a lot of the same products and so it is probably very difficult to differentiate on functional elements.

### **1.1 Definition and characteristics of a region**

Because the region is an important concept in this research it would be good to take a closer look at what regions actually are and what characterizes regions. Van Ittersum (2002) gives a good definition of a region:

*‘A region is an area, situated within one or more countries, which forms an entity based on local characteristics such as traditions, culture, and scenery’.* (Van Ittersum, 2002, p.3)

According to Noordman (2005) the identity of a region can consist of eight elements: location, history, inner, appearance, size, symbolic, behavior and communication. Also the Netherlands characterizes itself by the existence of different regions like Limburg, West-

Friesland and Twente. Also in these regions, brands are established and those brands are making use of the region in their marketing efforts. Brands can use the region in different ways. Sometimes brands are carrying the name of the region in their brand name. Examples are, Goudse Kaas, Beemsterkaas, Twents and Groningerkoek.



*Figure 1. Example of brands using the name of the region within their brand name*

Other brands are not carrying the name of the region in their brand name but are using symbols, the local dialect or images of the region. Examples of brands in Twente using these aspects of the region are Zuivelhoeve, a dairy producer, with products like Boer'n yoghurt and Boer'n vla and Johma, a salad producer, with the slogan "Onmeuning lekker" and "Johma oet Twente". These brands are also using symbols of the region in their advertisements.



Figure 2. Example of brand using elements of the region in their advertisements

As can be seen brands do not necessarily have to use the name of a certain region within their brand name. “Association to cities or regions can also be triggered by the use of symbols or names, just as is the case for countries” (Mikeal & Olof, 2006, p. 10). For example the Statue of Liberty symbolizes, and evokes an association with New-York and the Tricolore will evoke an association to France. Mikeal and Olof are calling these symbols “artifact-symbols”. A great multitude of information cues can be used to evoke associations to cities, countries, regions or other places (Mikeal & Olof, 2006). It is important that the symbol used is known and meaningful for the consumer whereby the evocation of a place-of-origin effect does not change in a fundamental way (Mikeal & Olof, 2006).

### 1.2 Problem statement

So far the effects of region-of-origin (ROO) have not been intensively studied. This situation is different with country-of-origin (COO). The effects of COO on consumer behavior have been studied intensively. Schooler (1965) conducted the first empirical test on the influence of COO and studied if COO may have influence on the acceptance and success of products. Schooler found significant differences in the evaluations of products that were the same in all respects, except for the name of the country specified in some way on the product (Verlegh & Steenkamp, 1999). This effect was also proved in the many later studies on this topic. Major criticism on these studies is that until the 1990s many studies used COO as the only information cue while consumers make evaluations and purchase decisions on the basis of several product characteristics (Srinivasan, Jain & Sikand, 2004).

ROO effects are expected to be pretty much the same as the COO effects but there are some clear differences between the use of a country and a region as product cue. First a region is more homogeneous. The image of a region is more internally consistent than the image of a country, and thus a region as product cue may provide a more consistent image (Van Ittersum et al., 2003). Therefore a regional product cue is expected to offer better opportunities for differentiating than a COO product cue. Disadvantage of this is that the specific image of the region may limit the range of products that can be marketed (Van Ittersum, 2002). Foreign consumers for example, may not be familiar with the particular image a region has. The chance is even bigger that foreign consumers are not aware of the existence of the region at all. Another difference is that a ROO cue makes it possible for brands to differentiate their products from both foreign and domestic competitors (van Ittersum et al., 2003). Van Ittersum et al. give an example of the French wine-market. French wines are famous around the world but there is considerable differentiation between wines from different places within France. With using the ROO as product cue French wines producers can not only differentiate their wines from foreign competitors but also from domestic competitors.

Research on the ROO shows that region of origin has certainly some effects on how consumers evaluate products (Van Ittersum, 2002; Van Ittersum et al., 2003). Limitations of these studies are that these studies investigate only food-products. Van Ittersum argues that future research should focus on examining if and how the marketing use of the ROO can be extended beyond food products into industrial products. Van Ittersum et al. argue for a classification as common vs. exclusive products to study differences in the effect sizes of regional indications.

Therefore in this research there is made a distinction between food and electronic products and between utilitarian products (common products) and hedonic products (exclusive products). Dhar and Wertenbroch (2000) argue that consumers choices are driven by two considerations; utilitarian and hedonic. Utilitarian products are basically functional products. Dahr and Wertenbroch define utilitarian products as products that are primarily instrumental and functional. Utilitarian products are mainly used in order to complete a particular task and are valued for its instrumental character (Dhar & Wertenbroch, 2000). Examples of utilitarian products are garbage bags and microwaves. Hedonic products are products that provide more experiential consumption, fun, pleasure, excitement and are more exclusive. Examples of hedonic product are perfumes and luxury watches.

It seems that the effectiveness of ROO cues differs across hedonic and utilitarian products. In literature there is no agreement for which product category ROO cues are more effective. To investigate for which kind of products ROO cues have a stronger positive influence on the evaluation of products the main question to address in this study is:

*For which product categories, food or electronic, and utilitarian or hedonic, region-of-origin cues are having a stronger positive influence on the product evaluation of consumers?*

### **1.3 Goal of the research**

The goal of this research is to study differences in the effect size of the use of ROO cues for different product categories. By examining the effects of the use of ROO cues for different product categories it will become clear for which products using the region is valuable and effective. This will clarify whether the ROO is perhaps also effective in combination with electronic products and not only in combination with food products. It is also important to gain a better understanding of the role ROO product cues play in consumers' evaluation for different product categories.

### **1.4 Outline**

The study starts with an overview of relevant research on this particular topic. Hereby, we will use research involving the effects of COO. Also other relevant research will be discussed in this section. Based on the relevant literature hypotheses will be formulated. Hereafter the research method and design will be discussed followed by the data and results. Based on the results conclusion and marketing implications are presented. Finally limitations of this study and opportunities for future research are discussed.

## **2. Theory and hypotheses**

This section discusses relevant theory about the region-of-origin (ROO), will clarify important concepts and will discuss eventually earlier research on the topic of ROO. Based on this research and literature at the end of this section hypotheses will be formulated.

As said the effects of the ROO are barely studied. The influence of using a certain place in advertising and the effects on the evaluation of a product has mainly been studied from a country-of-origin (COO) perspective. Since there is a lot of valuable literature about the effects of COO, this literature will be an important part of the literature frame.

### **2.1 The role of country-of-origin in consumer product evaluation**

COO research sees the COO cue mainly as cognitive cue. Therefore a COO cue can be an informational stimulus of a product that is used by consumers to derive beliefs regarding product attributes such as quality (Bilkey & Nes, 1982; Steenkamp, 1990 as cited in Verlegh & Steenkamp, 1999). In that sense COO can be compared with cues like price, brand name and retailer reputation (Verlegh & Steenkamp, 1999). Srinivisan, Jain and Sikand (2004) argue that COO is an extrinsic cue and therefore COO has not a big influence on the evaluation of products from consumers. Intrinsic cues are the most important cues for evaluating products (Srinivisan, et al., 2004). A COO cue has a smaller influence on product evaluations and purchase likelihood than product cues about intrinsic quality. Srinivisan et al. argue therefore that focusing on intrinsic quality has the biggest payoff for marketers.

There are also studies showing that COO is not only a cognitive cue and that therefore the effects of COO cannot be explained entirely by a quality signaling process. COO has symbolic and emotional meaning to consumers (Verlegh & Steenkamp, 1999). COO may associate a product with an image of a country, like status (Verlegh & Steenkamp, 1999). It links a product to the image of a country which may consist of sensory, affective and ritual connotations (Askegaard & Ger, 1998). Fournier (1998) argues that COO relates a product to national identity, which can result in that consumers feel strongly emotionally attached to brands and products. When consumers are strongly attached to a country, because they were born and raised in this country for example, consumers could be strongly attached to products of this country. Consumers link COO not only to product quality but also to feelings of national pride and memories of past vacations. This indicates that COO is not only a cognitive cue but also relates to emotions, identity, pride and autobiographical memories (Verlegh &

Steenkamp, 1999). Obermiller and Spangenberg (1989) distinguish three ways on how the COO cue could be processed; cognitive, affective and normative.

### *2.1.1 Cognitive aspects of the country-of-origin effect*

Country-of-origin can be seen as a cue for consumers to collect information from. The use of a cue is determined by consumer's perception of its predictive value (Verlegh & Steenkamp, 1999). This refers to the perceived strength between a cue and the attribute that is to be judged. This theoretical relationship is largely influenced by product-country images. Verlegh and Steenkamp (1999) describe product-country images as "mental representations of a country's people, products, culture and national symbols" (p. 525). Product country images exist out of widely shared cultural stereotypes, general impressions of countries and idiosyncratic beliefs about a country's product, which consumers have formed in direct or indirect product experiences (Verlegh & Steenkamp, 1999). According to Roth and Romeo (1992), consumers prefer country X as an origin for specific products when they believe that there is a match between the perceived "strengths" of a country X and the skills that are needed for manufacturing the product or important features of the product. A match between a product and country should occur when important dimensions for a product category are also associated with a country's image (Roth & Romeo, 1992). In other words, it is important that there is a match between the product and the country. When consumers don't associate important dimensions of a product category with a country's image, a mismatch between the product and the country should exist. Examples of good matches between a product and a country are Swiss watches, Japanese electronics and German automobiles (Agrawal & Kamakura, 1999). If consumers hold a positive product-country image for a given product and country, this image could cause a positive evaluation and a positive attitude towards the brand and product (Agrawal & Kamakura, 1999). So the image of a country, and probably also a region plays an important role.

### *2.1.2 Affective aspects of the country-of-origin effect*

Also emotions can play an important role in the case of the COO effect. Countries have strong emotional and affective connotations, that may be formed in direct experiences, holidays or encounters with foreigners for example, but also in indirect experiences for example through mass media (Verlegh & Steenkamp, 1999). These connotations may influence consumers product or brand attitude. Consumers link COO to autobiographical memories, to national identities and to feelings of status or pride (Verlegh & Steenkamp, 1999). Therefore COO could also act as an expressive or image attribute. Image attributes is about how product use

associates consumers with a group, role or self-image (Lefkoff-Hagius & Mason, 1993 as cited in Verlegh & Steenkamp, 1999).

### *2.1.3 Normative aspects of the country-of-origin effect*

Verlegh and Steenkamp (1999) argue that purchasing a country's product is a way of supporting its economy, and that purchasing products from countries involved in reprehensible activities can be seen as an a-moral action. Buying or not buying a country's product can be seen as consumers voting pro or contra the policies and practices of its government (Verlegh & Steenkamp, 1999). Probably this does not play an important role when consumers are buying products from domestic regions.

Bilkey and Nes (1982) argue that also a negative attitude towards people of a certain country may cause that consumers have lower evaluations from products of that country. Which also plays a role is the norm of consumers to buy domestic. Consumers may consider it morally appropriate to buy products that are produced or grown in their own country (Shimp & Sharma, 1987). Verlegh and Steenkamp (1999) state that "consumers' ethnocentrism serves as an important motivation for the decision to purchase domestic products" (p. 527). Shimp and Sharma argue that consumer's ethnocentrism has a positive relation with consumers' preference for domestic products and a negative relationship with the preference for foreign products. Bilkey and Nes also argue that there is a tendency for consumers to evaluate their own country's products relatively more positive than do foreigners. Sumner (1906, as cited in Shimp & Sharma, 1987) introduced the concept of consumer ethnocentrism. Consumer ethnocentrism can be described as "the beliefs consumers hold by the appropriateness, indeed morality, of purchasing foreign made products" (Shimp & Sharma, 1982, p. 280).

Ethnocentric consumers see buying of foreign made products as wrong because it hurts the domestic economy, is bad for employment and foreign products are objects of contempt. The phenomenon of ethnocentrism occurs also on a regional level called regioncentrism. Consumers can have a strong sense of belonging to a region and may develop ethnocentric feelings towards the region and its inhabitants (Lantz & Loeb, 1996). Van Ittersum (2002) argues that "regioncentric feelings begin playing a role when consumers perceive themselves as member of the regional group and attach value to this membership" (p. 41). As with ethnocentrism, regioncentrism has a positive influence on consumer's attitude towards the regional products and for products made in their own region (Van Ittersum, 2002).

It should be noted that the boundaries between the cognitive, affective and normative aspects are vague, and that COO effects are often caused by interplay of cognitive, affective and normative aspects (Verlegh & Steenkamp, 1999).

## **2.2 The effects of country-of-origin**

There is no doubt in the literature, that COO influences consumers. The literature provides some important insights regarding the possible effects of COO.

### *2.2.1 The effects of single cue studies*

Until the 1990s many studies used country-of-origin as the only information cue. In these studies COO is presented as an isolated, so the only, cue while in real life consumers make evaluations and purchase decisions on the basis of several product characteristics (Srinivasan, Jain & Sikand, 2004). Different studies show that the effects of COO are smaller in multi-cue studies than in single cue studies (Agrawal & Kamakura, 1999; Peterson & Jolibert, 1995). Wall, Liefeld and Heslop (1991) found a stronger COO effect on product quality ratings when COO was the only cue as compared to multi a cue setting. They noted a stronger COO effect on product quality ratings when the COO cue was presented without other cues like price and brand name (Wall et al., 1991). According to Srinivasan et al. to improve validity, reduce bias, and test the sensitivity of COO effect, information on other product attributes need to be presented simultaneously to consumers.

### *2.2.2 The effects of different cues*

Srinivasan et al. conducted also a research into the effects of the use of different kind of cues. They made a distinction between intrinsic cues and extrinsic cues. Each cue provides consumers with a basis for evaluating a product (Bilkey & nes, 1982).

Srinivisan, Jain and Sikand (2004) describe intrinsic product cues as “product attributes that cannot be changed or experimentally manipulated without changing the physical characteristics of the product” (p.66). Intrinsic cues of cars would be size of engine and performance. Extrinsic cues are non-physical characteristics of products. Extrinsic cues of a car would be price and cues referring to the COO. In contrast to intrinsic cues, if extrinsic cues are experimentally manipulated the physical characteristics of the product need not necessarily change (Olson & Jacoby, 1972).

Srinivasan et al. (2004) conducted a study to find out whether extrinsic cues like COO or intrinsic cues are most important for evaluating products. Results of their study show that

COO, an extrinsic cue, has a smaller influence on product evaluation and purchase likelihood than intrinsic cues. But similar to many other studies Srinivasan et al. (2004) also show that COO has an effect on consumer's product evaluation.

Agrawal and Kamakura (1999) however argue that extrinsic cues begin to play a more significant role when the decision process for consumers becomes more complex. In their attempt to save cognitive capacity consumers switch to simplifying heuristics and use an extrinsic cue like COO in complex decision making environments (Agrawal & Kamakura, 1999). In this situation extrinsic cues can be used to give information about the quality of the brand. Consumers use COO as a summary construct representing their knowledge about brands from different countries (Agrawal & Kamakura, 1999). COO is used to eliminate brands and develop an evoked set, a group of relevant brands and products, rather than make inferences about quality. This saves consumers from evaluating intrinsic attributes of a brand extensively (Agrawal and Kamakura, 1999). This research shows that intrinsic cues do not always have a more powerful effect upon judgments of quality than do extrinsic cues and that in some cases extrinsic cues can have a stronger effect than intrinsic cues.

### *2.2.3 The influence on different stages of consumer behavior*

There is also a difference in the role of COO influencing different stages of consumer behavior. It is clear that COO influences the product evaluations of consumers, but when consumers are moving closer to the actual purchase, this effect tends to become weaker (Agrawal & Kamakura, 1999). When consumers go from perception of product quality to attitude formation and to behavioral intention the COO effect becomes weaker (Agrawal & Kamakura, 1999). Agrawal and Kamakura argue therefore that "COO has significantly lesser impact as consumers move closer to the actual purchase situation from product evaluation about the relative quality of the brands" (p. 256). The effect of COO for quality/reliability perceptions has been significantly stronger than the effect of COO for purchase intentions (Peterson & Jolibert, 1995).

The reason for this is that the purchase decisions consumers make in their daily lives carry greater potential risks and benefits (Agrawal & Kamakura, 1999). Consumers must not only incur the cost of a product but also live with the consequence of the choice decision. Agrawal and Kamakura (1999) also expect that consumers are willing to invest more processing effort in a real life decision than in a hypothetical scenario and will invest more of their cognitive resources.

## **2.3 The effects of region-of-origin**

Despite the fact there has not been done a lot of research into the effects of the region-of-origin (ROO) there is some useful and valuable research (Van Ittersum, Candel & Meulenbergh, 2003; Van Ittersum 2002).

### *2.3.1 Product-specific regional image*

Van Ittersum et al. (2003) and Van Ittersum (2002) showed that similar to COO there is also a product-specific regional image/belief that influences the product attribute perception. This means that “consumers inferred the quality of the product attributes based on the perceived capacity of a region for producing those product attributes” (Van Ittersum et al., 2003, p. 223). It is important that the product and region are matching and if this is the case then the regional image positively influences the evaluation of a product. According to Van Ittersum the product-specific regional belief is multidimensional consisting out of a human, a natural environment and a climatic dimension.

The human dimension relates to if the region has enough knowledge, the right people and enough expertise to produce a certain product. The second dimension, the natural environment dimension concerns if the region has a suitable natural environment and the appropriate type of soil. The climatic dimension is about if a region has the appropriate type of sun and the appropriate amount of precipitation (Van Ittersum, 2002).

Van Ittersum (2002) shows that the product-specific regional image has a substantial effect on consumer’s attitude towards regional products. This effect is primarily formed through product attribute perception. Based on the product-specific regional beliefs, consumers judge about the attributes of a certain product.

Van Ittersum argues that the effects of the regional image on consumers’ attitude towards regional products, through product attribute perception, depends on whether the product is a low-added value product or a high-added value product. The human dimension of the product-specific regional image is bigger for high-added value products (beer for example) than for low-added value products (potatoes for example). This means that for high-added value regional products promoting on human expertise present in the regions seems more valuable than promoting with an emphasis on local nature environment factors (Van Ittersum, 2002). The other way around, this means that promoting low-added value regional products

based on local nature environment factors is more valuable than emphasizing on human factors.

### *2.3.2 Advantages of a region compared to a brand name*

According to Van Ittersum et al. (2003) a region might work similar as a brand name but a region has some advantages compared to introducing a brand name.

Creating a new brand is often a long and difficult process. A brand should evoke some associations, which still have to be created. When brands use the region, and the regions specific characteristics, these associations do not have to be created, because consumers have some associations with the region already (Van Ittersum et al., 2003). Not only mentioning the region, but also explain why the region is capable to manufacture the product in a good way might magnify the ROO effect in a positive way (Van Ittersum et al., 2003).

## **2.4 Motives for consumers to buy regional products**

Van Ittersum (2002) shows that there are four motives why consumers are buying regional products.

### *2.4.1 Functional value*

The first reason is because regional products have functional value. Functional value can be defined as “the perceived utility acquired from an alternative’s capacity for the functional, utilitarian or physical performance. An alternative acquires functional value through the possession of salient functional, utilitarian, or physical attributes” (Sheth, Newmann & Gross, 1991, p. 160). Regional products provide consumers with attributes that match consumer's goals such as a desire for high quality and healthiness (Van Ittersum, 2002). So consumers buy regional product because of the intrinsic quality of the regional products (taste, color etc.). Also when a consumer has no associations with a region, consumers think that regional products must have something extra (Van Ittersum, 2002).

### *2.4.2 Social value*

Regional products could also provide social value to consumers. Consumers’ purchase intention of regional products is positively influenced by their sense of belonging to the product’s region of origin (Van Ittersum, 2002). It increases with consumer regioncentrism when the product is also from the own region of consumers. When the regional product is perceived as significant part of the regional culture and inheritance, the effect of sense of belonging and regioncentrism is larger (Van Ittersum, 2002). Through regional products

consumers could satisfy their desire to belong to the regional group and show their sense of belonging (Van Ittersum, 2002).

#### *2.4.3 Emotional value*

Because regional products are having the ability to evoke affective feelings that match consumers desire for pleasure and happiness, regional products could provide consumers also with emotional value (Van Ittersum, 2002). When regional products are associated with specific feelings or when they facilitate or perpetuate feelings they obtain emotional value (Sheth et al., 1991). These feelings do not have to be positive, but could also be negative feelings like anger, and sadness. Then these feelings have a negative influence on the purchase intention of these products. The emotions that are evoked by the ROO are having a strong influence on the purchase intention of regional products.

#### *2.4.4 Epistemic value*

Finally there is small evidence showing that consumers are buying regional products because regional products are able to provide consumers with something new and different. Regional products could arouse curiosity and provide novelty (Van Ittersum, 2002). This is called the epistemic value of a product. Sheth et al. (1991) define epistemic value as: “the perceived utility acquired from an alternative’s capacity to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge” (p.162). Regional products do not directly differ from other new or different products with providing epistemic value except at one point; the perceived match between a product and the ROO. When a product and region are not matching this may cause arousal (Van Ittersum, 2002). A wine from Sweden for example may cause arousal because consumers normally don’t link Sweden to the production of wine. This may arouse curiosity among consumers and maybe consumers want to learn something about wine from Sweden. For epistemic value it is important that consumers perceive the product to be different during the first acquaintance. If this is the case some epistemic value is expected (Van Ittersum, 2002).

What van Ittersum (2002) does not mention but what also could be a reason for consumers to buy regional products is because of their environmental point of view. A reason for consumers to buy regional products could be because of the smaller food chain, which is better for the environment (KVK, 2010). A lot of energy is needed for the production and transport of products so buying products as close as possible to home helps conserve natural resources. However, there is assumed here that the region is close to the consumer in this

case. The increasing globalization has also led to the situation that the food chain becomes less transparent. A smaller food chain, in contrast, makes it more transparent for the consumer where the food comes from (KVK, 2010).

#### *2.4.5 Authenticity motives*

Another reason for consumers to buy regional products is because consumers may perceive regional products as authentic. Beverland and Farrelly (2009), state that consumers have a desire for authenticity; a desire for the real, true, and genuine. Arnould and Price (2000, as cited in Beverland & Farrelly, 2009) argue that consumers become active and adept in appropriating authenticity. Reason for this is the loss of traditional sources of meaning and self-identity related to postmodern market characteristics like globalization, deterritorialization and hyper reality (Beverland & Farrelly, 1999). Consumers may perceive products authentic when these products gave unbroken commitments to tradition and place of origin; a continued connection to the place of founding (Beverland, Lindgreen & Vink, 2008). Also Groves (2001) argues that the place of production and the origin of ingredients influence the authenticity of products. According to Groves, perceptions of authenticity are stronger where there is the presence of an authority and that the region can act as such an authority cue. In this line the concept of authenticity is relevant within this research into the effects of ROO cues.

What is also important within this research into the effects of ROO cues, is that authenticity could lead to a feeling of connection (Beverland & Farrelly, 1999). “ It is a feeling of being connected to important others, to community, place, culture, or to society in general” (Beverland & Farrelly, 2010, p. 843). When consumers are searching for connections, consumers look for situations that put them in close proximity to others. In this sense when brands use regional cues in advertising and consumers have a connection with this region this could lead to a more positive evaluation of the brand or product. This corresponds to Lantz and Loeb (1996), stating that a strong sense of belonging to a region may develop ethnocentric feelings towards a region and its inhabitants. According to van Ittersum et al. (2003) regioncentric feelings begin playing a role when consumers perceive themselves as member of the regional group and attach value to this membership. Regioncentrism positively influences consumer’s attitude towards the regional products and consumers’ evaluations for products made in their own region (Van Ittersum et al., 2003).

#### *2.4.6 Conveying brand authenticity and the effects*

Brands wanted to be authentic just claiming to be authentic is not going to make a brand successful in terms of positioning itself as authentic. “Authenticity needs to be demonstrated as central to the brand” (Napoli, Dickinson, Beverland & Farrelly, 2014, p. 1096). According to Napoli et al. cues conveying authenticity are quality commitment, sincerity and heritage. These cues are having the biggest influence on the authenticity. Referring to place, tradition and non-commercial clause is very important for brands to position itself as authentic (Napoli et al., 2014). Brands with a sense of history and connection with traditional cultures, customs, regions and beliefs give brands a distinctive identity and nostalgic aura that will increase the perception of authenticity (Napoli et al., 2014). Napoli et al. argue that it is important for brands to have clearly defined values that reflect where they have come from and who they are today. Acting in line with their values and being consistent in their action to reflect their values and core beliefs is also crucial (Napoli et al., 2014).

Being authentic as brand is having positive effects. The higher the authenticity rating for a brand the more likely it is a brand will be perceived as being reliable and acting with the right intentions, resulting in that a brand will have more credibility in the marketplace (Napoli et al., 2014). Napoli et al. (2014) also show that brand authenticity is a significant predictor of purchase intention.

#### **2.5 Hedonic and utilitarian products**

Unfortunately the research concerning the effects of the use of ROO most of the time focusses on food products. Therefore in this study also non-food products will be included. Another distinction that will be made in products is between utilitarian and hedonic products. Van Ittersum et al. (2003) also argue for a distinction between standard food products and exclusive products and van Ittersum (2002) argues that future research examine if the use of ROO cues can be extended beyond food products into industrial products (e.g., computers from Silicon Valley).

Products could be divided in many different categories. One of these categories is to divide products in utilitarian and hedonic products. Dhar and Wertenbroch (2000) argue that consumer choices are driven by two considerations and there are two goals consumers want to achieve when buying products; utilitarian and hedonic goals. In literature there is a disagreement about for which product the ROO is more effective.

First is explained what the differences are between utilitarian and hedonic products and next what this could mean for the effectiveness of the use of the ROO as product cue.

### *2.5.1 Utilitarian products*

A utilitarian product is basically a functional product. Dahr and Wertenbroch (2000) argue that utilitarian products are primarily instrumental and functional. Examples are microwaves, personal computers and minivans. A utilitarian product is mainly used in order to complete a particular task and has an instrumental character (Dhar & Wertenbroch, 2000). Utilitarian products can be seen as basic products purchased because of functional and rational motives. Sloot, Verhoef and Franses (2005) argue that the brand loyalty for utilitarian products is lower than for a hedonic product. Reason for this could be that utilitarian products are purchased because of their product function and not because of a symbolic or emotional motive. Therefore consumers have less connection with the product and therefore consumers are more likely to buy another brand.

### *2.5.2 Hedonic products*

Dahr and Wertenbroch (2000) describe hedonic products as goods that provide more experiential consumption, fun, pleasure, excitement and are more exclusive. By the decision to buy a hedonic product emotional evaluation prevails (Sloot et al., 2008). Sloot et al. also argue that brand loyalty for hedonic products is higher than for utilitarian products since hedonic products are purchased because of emotional and symbolic motives. The consumer will therefore have more binding with a hedonic product and is less likely to change brands. Examples of hedonic goods are designer clothes, sports cars, luxury watches and ice cream.

It is also possible that a product is utilitarian hedonic. For example when consumers are buying a car, they may care about utilitarian features (gas mileage) as well as about hedonic attributes (sporty design).

### *2.5.3 The effects of the region-of-origin and country-of-origin*

It seems that the effectiveness of the use of COO and ROO as product cue depends on whether it is in combination with a hedonic or utilitarian product.

Van Ittersum et al. (2003) argue that the product involvement of consumers for luxury (hedonic) products is higher than for example standard food products. For functional products the involvement of consumers is lower. When the product involvement is high this positively influences the motivation to process information about the product (Van Ittersum et al., 2003).

Because the regional image may be part of the information a consumer process about the product ROO cues play a larger role in the product evaluation for high involvement products (Van Ittersum et al., 2003).

Research on the COO already shows that the COO effect becomes more critical when consumers are evaluating high involvement, high status or highly specialized items such as designer clothing or prestige cars (Veale, 2007). The influence of the COO was smaller for low involvement, low price products such as toothpaste and tee shirts. Veale (2007) also found that COO had a stronger influence on perceptions of the quality/desirability of a luxury product than of a necessary product.

Contradictory to this are the statements of De Pelsmacker, Geuens and van den Berg (2010). They argue that consumers use country stereotypes as a heuristic to simplify the decision making process. A reference to the country in which the product is made spontaneously activates country stereotypes and this influences the evaluation of the product. This occurs even when consumers do not intend to use this kind of information for an evaluation of the brand or product (De Pelsmacker et al., 2010). When MAO factors are low COO plays a bigger role in the judgment of a brand than when the MAO factors are high. MAO stands for motivation/involvement, ability and opportunity. By motivations is meant the willingness to engage in behavior, make decisions, pay attention, process information etc. (De Pelsmacker et al., 2010). Motivation is to a large extent influenced by the consumer needs and goals; functional, symbolic or hedonic (De Pelsmacker et al., 2010). Ability is referring to resources needed to achieve a particular goal (De Pelsmacker et al., 2010). A consumer might be motivated to process a message but when consumers could not understand the message the consumer is not able to process the message. Opportunity relates to which the situation enables a person to obtain his goals (De Pelsmacker, et al., 2010). If a consumer wants to buy a product but the product is sold out the consumer has not the opportunity to buy the product and cannot obtain his goal.

What is important is that De Pelsmacker et al. (2010) state that when the MAO factors are low, the COO cue plays a bigger role in the judgment of brands than when the MAO factors are high. This means that when consumer's involvement is low they expect that COO is playing a bigger role then when consumers are highly involved. This is clearly contradictory with the research of Veale (2007) and Van Ittersum et al. (2003) who are stating when consumers are highly involved COO and ROO plays a bigger role.

## 2.6 Hypotheses

The main goal of this study is to gain a better understanding of the role ROO cues plays in consumers' evaluation for different product categories. But it is also interesting to look what the effect is of the use of ROO cues in common. As discussed in the literature frame using the COO has often a positive effect on the product evaluation of consumers. Therefore it is expected that the ROO has a positive effect on product attitude, purchase intention, recommendation likelihood and attitude towards the ad. The first hypotheses are therefore.

H1a: Regional advertisements will have a stronger positive influence on product attitude than non-regional advertisements

H1b: Regional advertisements will have a stronger positive influence on purchase intention than non-regional advertisements

H1c: Regional advertisements will have a stronger positive influence on recommendation likelihood than non-regional advertisements

H1d: Regional advertisements will have a stronger positive influence on attitude towards the advertisements than non-regional advertisements

Consumers may perceive products authentic when these products gave unbroken commitments to tradition and place of origin; a continued connection to the place of founding (Beverland, Lindgreen & Vink, 2008). Also Groves (2001) argue that the place of production and the origin of ingredients influence the authenticity of the product. According to Groves, perceptions of authenticity are stronger where there is the presence of an authority and that the region can serve as such an authority. To investigate if the use of ROO cues has a significant effect on the perceived authenticity of products the following hypothesis is formulated.

H1e: Products in regional advertisements score significantly higher on authenticity than products in non-regional advertisements

A distinction is made within this research between food and electronic products. In practice the region-of-origin is often used in combination with a food product and not in combination with an electronic product. Also the ROO research only focused on food products and shows that the use of ROO cues is valuable and effective for food products. Because nearly all brands only use the ROO in combination with food products it seems that the ROO is only effective for food products and not for electronic products. To study if the use of ROO is also

valuable and effective in combination with an electronic product the following hypotheses are formulated:

H2a: The use of region-of-origin cues will have a stronger positive influence on product attitude in combination with a food product than in combination with an electronic product

H2b: The use of region-of-origin cues will have a stronger positive influence on purchase intention in combination with a food product than in combination with an electronic product

H2c: The use of region-of-origin cues will have a stronger positive influence on recommendation likelihood in combination with a food product than in combination with an electronic product

H2d: The use of region-of-origin cues will have a stronger positive influence on attitude towards the advertisement in combination with a food product than in combination with an electronic product

H2e: The use of region-of-origin cues will have a stronger positive influence on authenticity in combination with a food product than in combination with an electronic product

In literature there is contradiction on the effectiveness of ROO cues for hedonic and utilitarian products. Some scholars argue that COO and ROO are more effective in combination with a hedonic product. This because for hedonic products consumers are high-involved which positively influences the motivation to process information about the product. Other scholars (De Pelsmacker et al., 2010) argue that the COO is more effective for low-involvement products and argue that COO and ROO are used as a heuristic to simplify the decision making process. Most scholars however expect that ROO cues will have a stronger influence on hedonic products. Therefore the following hypotheses are formulated:

H3a: The use of region-of-origin cues will have a stronger positive influence on product attitude in combination with a hedonic product than in combination with a utilitarian product

H3b: The use of region-of-origin cues will have a stronger positive influence on purchase intention in combination with a hedonic product than in combination with a utilitarian product

H3c: The use of region-of-origin cues will have a stronger positive influence on recommendation likelihood in combination with a hedonic product than in combination with a utilitarian product

H3d: The use of region-of-origin cues will have a stronger positive influence on attitude towards the advertisement in combination with a hedonic product than in combination with a utilitarian product

H3e: The use of region-of-origin cues will have a stronger positive influence on authenticity in combination with a hedonic product than in combination with a utilitarian product

Hypothesis 4a to hypothesis 4e studies if the effectiveness of the use of ROO cues for food and electronic products depends on whether it is in combination with a utilitarian or hedonic product. In literature most scholars argue that for hedonic products the ROO is more effective. Therefore it is expected that for food and electronic products the ROO is more effective in combination with a hedonic product than in combination with a utilitarian product. Therefore the following hypotheses are formulated:

H4a: The use of region-of-origin cues for food or electronic products will have a stronger positive influence on product attitude in combination with a hedonic product than in combination with a utilitarian product

H4b The use of region-of-origin cues for food or electronic products will have a stronger positive influence on purchase intention in combination with a hedonic product than in combination with a utilitarian product

H4c: The use of region-of-origin cues for food or electronic products will have a stronger positive influence on recommendation likelihood in combination with a hedonic than in combination with a utilitarian product

H4d The use of region-of-origin cues for food or electronic products will have a stronger positive influence on attitude towards the advertisement in combination with a hedonic product than in combination with a utilitarian product

H4e The use of region-of-origin cues for food or electronic products will have a stronger positive influence on authenticity in combination with a hedonic product than in combination with a utilitarian product

The following hypotheses are related to consumer's ethnocentrism. Bilkey and Nes (1982) argue that there is a tendency for consumers to evaluate their own country's products relatively more favorable than do foreigners. Sumner (1906, as cited in Shimp & Sharma, 1987) introduced the concept of consumer ethnocentrism. This consumer's ethnocentrism also occurs on regional level called regioncentrism. As with ethnocentrism, regioncentrism has a positive influence on consumer's attitude towards the regional products and for products made in the region of residence. Therefore the last hypotheses are:

H5a: Consumers' sense of belonging to a region positively influences their product attitude for regional products

H5b: Consumers' sense of belonging to a region positively influences their purchase intention for regional products

### **3. Pre-tests**

This section covers the pre-tests that were conducted. In total two pre-test were conducted in order to choose the right products and regions for the stimulus material for the main study. The first pre-test was necessary to make sure that respondents perceive the products used in the main study also as hedonic and utilitarian. This is very important to do reliable and validated statements. If there are found significant differences between the use of ROO cues for different product categories there is certainty that for one of the two products categories ROO cues are more effective. When there is no clarity about how respondents perceive the products, concluding for which product category ROO cues are more effective is not possible.

The second pre-test is important for creating a good fit between the region and the product. If regional cues want to be effective it is important that there is a fit between the region and the product. If a region is linked to a product, but consumers perceive the region not capable to produce that product respondents will evaluate the product less favorable. This could result in no significant differences between regional and non-regional advertisements and the conclusion that regional advertising is not effective. In fact this may also be caused by that there is no fit between the region and the product. Therefore pre-test 2 is very important in order to create a fit between the regions and the products.

#### **3.1 Pre-test 1**

The first pre-test aimed at choosing the right hedonic and utilitarian products.

##### *3.1.1 Respondents pre-test 1*

A total of 25 respondents participated in the pre-test of whom 18 were male respondents and 7 were female respondents.

##### *3.1.2 Instrument pre-test 1*

The research method was quantitative. An online questionnaire was realized with the online questionnaire software 'qualtrics.com'. Each participant was provided with and URL that led the respondents to the questionnaire.

The design of the questionnaire was based on 8 products. The products were retrieved from literature. In advance was chosen to include 4 utilitarian products and 4 hedonic products. For both categories two food and two electronic products were included. To measure the utilitarian and hedonic product values the scale from Batra and Athola (1991) is used. Based

on eight items this scale is measuring the hedonic and utilitarian value of a product. Respondents give answer on a seven point semantic differential scale on questions like this product is “useful-useless”.

### 3.1.3 Results pre-test 1

The hedonic and utilitarian product values were measured by summing up the score on the four items and dividing it by four. The higher the mean score the more utilitarian or hedonic the product is. The table below shows that ice cream is the most hedonic food product since it has the highest score on hedonic product value (M= 5.41, SD= 1.05). Margarine has the highest score on utilitarian product value (M= 4.28, SD=1.16). Looking at the electronic products a tablet scores the highest on hedonic product value (M= 5.56, SD= 1.26). Disadvantage is however, that a tablet scores also pretty high on utilitarian product value. A personal computer scores the highest on utilitarian product value (M= 5.97, SD= .81) but the utilitarian product value of a laptop differs almost nothing (M= 5.94, SD= .90). Also here the disadvantage is that a personal computer and a laptop are scoring also pretty high on hedonic product value.

**Table 1**  
**Utilitarian and hedonic product values**

Products	Utilitarian product value	Hedonic product value
Milk	5.58	4.97
Margarine	4.28	3.64
Ice cream	3.78	5.41
Chocolate	4.02	5.32
Personal computer	5.97	5.50
Photo camera	5.22	5.13
Tablet	5.07	5.56
Laptop	5.94	5.41

### 3.2 Pre-test 2

The second pre-test aimed at linking the right region to a product. For the regions Twente and Eindhoven the appropriateness to manufacture the products used in pre-test 1 was asked to respondents.

### *3.2.1 Respondents pre-test 2*

A total of 19 respondents participated in the second pre-test of whom 14 were male respondents and 5 were female respondents.

### *3.2.2 Instrument pre-test 2*

The research method in the second pre-test is also quantitative. An online questionnaire was realized with the online questionnaire software 'qualtrics.com'. Each participant was provided with an URL that led the respondents to the questionnaire.

The design of the pre-test was based on 8 products and 2 regions. The choice was made to choose for the regions Twente and Eindhoven. It was expected that the region Twente should score high on the food products and that Eindhoven should score high on the electronic products. Eindhoven was chosen because Eindhoven is seen as the "Silicon valley of the Netherlands" and as one of the smartest regions in the world (Intelligent community forum, 2011).

To measure if respondents perceive a region as suitable to produce a certain product the product-specific regional image (Van Ittersum, 2001) was measured. 12 items were measuring the product-specific regional image for food products and 7 items the product-specific regional image for electronic products. On a five point likert scale respondents answer questions like "for the production of milk the region Twente has enough quality".

### *3.2.3 Results pre-test 2*

The results were in line with the expectations. Twente scored higher on the food products and Eindhoven scored higher on the electronic products. The only food product for which the region Eindhoven ( $M = 3.31$ ,  $SD = .77$ ) scores higher than the region Twente ( $M = 3.13$ ,  $SD = .51$ ) is chocolate. This could be due to the fact that the region Eindhoven is close to Belgium, famous for its chocolates. For the rest of the products the differences between the regions are quite large every time, indicating that respondents perceive one region to be much better capable producing a certain product than the other region.

---

**Table 2****Product-specific regional image for Twente and Eindhoven per product**

---

<b>Product</b>	<b>Image Twente</b>	<b>Image Eindhoven</b>
Milk	4.20	3.14
Margarine	4.03	3.24
Ice cream	3.88	3.33
Chocolate	3.13	3.31
Personal computer	3.16	4.04
Photo camera	3.11	4.04
Tablet	2.99	4.06
Laptop	3.07	4.11

---

### 3.3 Conclusion pre-tests

Based on the first pre-test four products are selected. As hedonic food product ice cream is chosen, because ice cream scored the highest on hedonic product value and scored low on utilitarian product value. The utilitarian product food that is included in this study is margarine. Margarine scored pretty high on utilitarian product value while the score on hedonic value was considerably lower. Important is that ice cream and margarine are on the same price level, so that if significant differences are found this is not because differences in price.

As utilitarian electronic product a personal computer is selected, because a personal computer scored the highest on utilitarian product value. As hedonic electronic product a tablet is chosen, because the tablet scored the highest on hedonic product value. Also the electronic products are on the same price level for the same reason as explained before.

The second pre-test aimed at linking the right region to the products. The results show that for the food products respondents perceive Twente as much more suitable to produce these products as Eindhoven. For the electronic products the results show the opposite. Respondents see Eindhoven as much more suitable to produce electronic products as Twente. Therefore for the food products Twente is used as region-of-origin, while for the electronic products Eindhoven is used as the region-of-origin.

## **4. Main study**

In this chapter the methodology used to answer the main question and test the hypotheses is explained. First the research design is discussed after which the procedure, manipulation, the dependent variables and respondents are explained. Because within this research two different product categories are studied (food versus electronic products and utilitarian versus hedonic products) confusion might exist which product category is discussed. Therefore each independent variable is labelled. For electronic and food products the label is type of product. For utilitarian and hedonic products the label is consumer goal, because as discussed in the literature study, there are mainly two goals consumers want to achieve when they buy products. For regional and non-regional advertisements the label is type of advertisement.

### **4.1 Design**

The research method within this research is quantitative. Through questionnaires quantitative data are gathered. The research design is a 2 (type of advertisement: regional vs. non-regional) x2 (type of product: food products vs. electronic products) x2 (consumer goal: hedonic vs. utilitarian) between subjects design. This is resulting in a total of eight different conditions. Stimulus material is demonstrated to respondents consisting out of a hedonic food product, a utilitarian food product, a hedonic electronic product and a utilitarian electronic product in combination with a regional and non-regional advertisement. Sampling has been done by distributing the questionnaire among family, friends and colleagues and by distributing the questionnaire on facebook and linkedin. With the data gathered from the questionnaire eventually significant differences in score on the regional advertisements and non-regional advertisements for different product categories could be discovered.

### **4.2 Procedure**

Each participant was provided with an URL that led the respondents to the questionnaire, which was constructed with the online questionnaire software “qualtrics”. Respondents were randomly assigned to one of the eight stimulus conditions. A welcome message was shown to the respondents. Hereafter one of the eight advertisements was shown to the respondents. After this the respondents had to fill in the rest of the questionnaire. Which variables are measured within this questionnaire is explained in paragraph 4.4.

### 4.3 Manipulation

In paragraph 3.3 is discussed which products are included in the stimulus material.

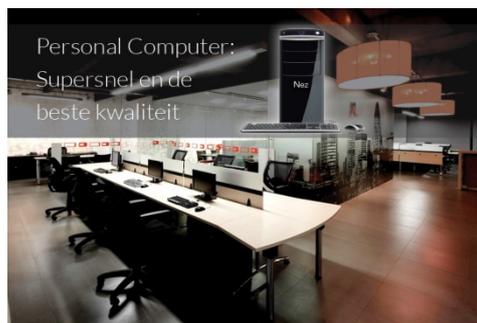
Three independent variables were included in the stimulus material; type of advertisement, type of product and consumer goal. Therefore there are eight different conditions and so there are eight different stimuli realized.

It was decided to add each time two cues referring to the region-of-origin in the regional advertisements. One cue refers directly to the region of origin by naming the region of origin directly. The other cue is an image of the region on the background. For Eindhoven was chosen for an image of the city and to add an adapted billboard with the word Eindhoven on a building. For Twente was chosen for an image of grassland with cows, referring to the more country side image of Twente. Concerning the non-regional advertisements for electronic products, an image of an office on the background was added. This because a tablet and a personal computer are products often used in an office setting and an office is pretty neutral. For the non-regional advertisements for the food products an image of a kitchen was added on the background. This because an image of kitchen is often associated with food and a kitchen is also pretty neutral. The brand name for the electronic products and the food products were the same to prevent that the use of different brand names influences the scores on the dependent variables. The brand names were also fictional. By doing so respondents are not affected by prior knowledge of the product or have already built a certain attitude towards the brand in question.

Condition 1 (PC, regional)



Condition 2 (PC, non-regional)



Condition 3 (Tablet, regional)



Condition 4 (Tablet, non-regional)



Condition 5 (Margarine, regional)



Condition 6 (Margarine, non-regional)



Condition 7 (Ice cream, regional)



Condition 8 (Ice cream, non-regional)



Figure 3. Advertisements used as stimuli in the main study

#### 4.4 Variables

Several dependent variables were used to measure eventually significant differences in the use of regional and non-regional advertisements for different product categories.

##### *Attitude towards the product*

Attitude towards the product is used to measure consumers' general evaluation of a product. Because in this research, food products and electronic products are included the intention was to use two different scales; one for the food products and one for the electronic products. In this way the items of the scales were very suitable to measure the product evaluation of the

particular products. However, in this research the scores for the different products need to be compared and when using two different scales the scores could not be compared with each other. The scale of Arias-Bolzmann, Chakraborty and Mowen (2000) designed for measuring the product evaluation for food and beverage products within the context of an advertisement and the scale of Roehm and Sternthal (2001) designed for measuring the evaluation of high-tech products are therefore combined. Only items suited for measuring both types of products are used in this combined scale. Finally 12 items were used and respondents can respond on a seven point semantic differential scale

#### *Purchase intention*

To measure if respondents after they have seen the advertisement also plan to buy the product the purchase intention of the respondents is measured. To measure purchase intention a scale is used including 5 items. Respondents gave answers on seven-point likert-scales with the end poles totally disagree-totally agree.

#### *Recommendation Likelihood*

This variable is measuring the likelihood that a respondent recommends the advertised product to a colleague or friend. This variable could offer extra insights in how respondents assess the advertised product. A respondent could score low on purchase intention because the respondent has not enough money to buy a tablet for example. This seems to indicate that the respondent is evaluating the product bad, but in fact it is due to financial considerations. Therefore it is important to include the variable recommendation likelihood. To measure this variable the scale of Keiningham, Cooil, Aksoy, Andreassen and Weiner (2007) is used. Respondents were asked to give answer to the following question: How likely would you be to recommend (Company or Brand X) to friends and colleagues? Respondent could answer on a five-point scale: definitely would not recommend them, probably would not recommend them, might or might not recommend them, probably would recommend them, definitely would recommend them.

#### *Attitude towards the ad*

To measure the attitude towards the ad the scale of Lee and Mason (1999) is used. Respondents will be asked on a five-point Likert-scale how they evaluate the advertisement. Five items are included in this scale. Respondents are giving answers on questions like, "I like the ad" and "the ad is interesting to me".

### *Authenticity*

In the literature frame is discussed that when the region is linked to a product this can reinforce the authenticity of a product. To investigate if this is also true within this study the extent to which the respondents perceive the advertised product as authentic is measured. The regional and the non-regional advertisements could be compared in order to estimate if the advertised products in the regional advertisements are really perceived as more authentic. To measure authenticity 5 items of the scale of Napoli, Dickinson, Beverland and Farrelly (2014) are used. Respondents could respond on a seven-point Likert-scale on questions like “The brand exudes a sense of tradition”.

### *Utilitarian and hedonic product values*

The first pre-test aimed at measuring the hedonic and utilitarian product attitudes for eight different products. Based on the results of the first pre-test four products were selected. To check if respondents in the main study also rate the products the same as the respondents in the pre-test, in the main study the hedonic and utilitarian product values are also measured. Therefore the scale from Batra and Athola (1991) is used. Based on eight items this scale is measuring the hedonic and utilitarian value of a product. Respondents give answer on a seven point semantic differential scale on questions like this product is “useful-useless”.

### *Product- Specific regional image*

The second pre-test was designed to measure if respondents perceived a region as suitable to produce a certain product. On this way in the main study a region can be linked to the right products. To check if respondents in the main study perceive the region the same as in the pre-test, also in the main-study the product-specific regional image (Van Ittersum, 2001) is measured. 12 items are measuring the product-specific regional image for food products and 7 items the product-specific regional image for electronic products. On a five point Likert-scale respondents answer questions like “for the production of margarine the region Twente has enough quality”.

### *Sense of belonging to a region*

When consumers have the feeling that they belong to a region this may influence the evaluation of products from that region. To investigate whether this also applies within this research the sense of belonging to a region is measured. Some items of the scale from van Ittersum (2002) are used to measure sense of belonging to a region. Respondents can respond on a 5 point Likert-scale with the end poles ‘totally disagree’ – ‘totally agree’. Some items

were deleted because these items were not suited for measuring sense of belonging to a region within this research. For example the item ‘no matter what happens, I will always keep on living in region’ was deleted, because this item indicates that a respondent lives in the region used in the advertisement. This does not have to be the case. Finally 3 items are measuring the consumer’s sense of belonging to a region. Items, included in the scale are for example ‘I feel especially attached to (region)’.

To measure the internal consistency between the items of the constructs, cronbach’s alpha is measured for all the constructs. For all the items cronbach’s alpha was good to excellent. The exact values can be found in table 2.

**Table 3**  
**Cronbach’s Alpha of the constructs**

Construct	Items	$\alpha$
Attitude towards the product	12	.86
Purchase intention	5	.95
Attitude towards the ad	5	.93
Authenticity	5	.82
Utilitarian product value	4	.86
Hedonic product value	4	.80
Specific-regional image (Eindhoven tablet)	7	.94
Specific-regional image (Twente tablet)	7	.96
Specific-regional image (Twente margarine)	12	.97
Specific-regional image (Eindhoven margarine)	12	.96
Specific-regional image (Eindhoven pc)	7	.96
Specific-regional image (Twente pc)	7	.95
Specific-regional image (Twente roomijs)	12	.96
Specific-regional image (Eindhoven roomijs)	12	.93
Sense of belonging to a region	3	.93

#### 4.5 Respondents

A total of 240 respondents participated in the main study of whom 125 were female and 114 were male (one respondent didn’t fill in the demographics) with an average age of 37.46 (SD = 14.44). 49.40% of the respondents have or attending a University. There were 34.30% of

the respondents that have a HBO education and 12.1% are educated MBO. 7.5% of the respondents have a high school education (4.20% VWO, 2.9% HAVO and 0.4% VMBO).

**Table 4**  
**Demographics characteristics of the sample per condition**

	<b>Non-regional</b>				<b>Regional</b>			
	Hedonic		Utilitarian		Hedonic		Utilitarian	
	Food	Electronic	Food	Electronic	Food	Electronic	Food	Electronic
<b><i>n</i></b>	30	30	30	30	30	30	30	30
<b>Age</b>	39.47	39.34	35.97	37.00	38.83	37.63	37.70	33.83
<b>Gender</b>								
Male	13	16	13	12	14	17	16	13
Female	17	13	17	18	16	13	14	17
<b>Level of education</b>								
VMBO	1	0	0	0	0	0	0	0
HAVO	0	1	0	0	2	0	2	1
VWO	1	0	1	0	0	0	1	0
MBO	3	2	3	4	4	6	1	6
HBO	10	12	12	12	7	11	10	8
WO	15	14	14	14	17	13	16	15

## 5. Results

This section covers the results. First, it is checked whether the manipulation was successful. Therefore the hedonic and utilitarian product values and the product-specific regional image will be examined. Hereafter is tested if there are significant main and interaction effects through a multivariate analysis of variance. Through a regression analysis is tested if consumer's sense of belonging to a region positively influences their product evaluation and purchase intention of regional products.

### 5.1 Manipulation check

**Table 5**  
**Utilitarian and hedonic product values**

Products	Utilitarian value	Hedonic value	t	p
Margarine	4.24 (SD = .98)	3.79 (SD = .99)	-4.30	<.001
Ice cream	3.88 (SD = 1.10)	4.75 (SD = 1.28)	6.14	<.001
Personal computer	4.67 (SD = .73)	4.50 (SD = .95)	-1.57	.12
Tablet	4.30 (SD = 1.36)	4.86 (SD = 1.07)	2.83	.006

As can be seen in table 5 the hedonic products (ice cream and a tablet) scored higher on hedonic product value than on utilitarian product value. The difference between utilitarian product value and hedonic product value for ice cream was significant,  $t(59) = 6.14$ ,  $p < .001$ . The difference between the utilitarian product value and hedonic product value for a tablet was also significant,  $t(59) = 2.83$ ,  $p = .006$ . The utilitarian products (personal computer and margarine) also scored higher on utilitarian product value than on hedonic product value. The difference between the utilitarian product value and hedonic product value for margarine was significant,  $t(59) = -4.30$ ,  $p < .001$ . As can be seen in table 5 the difference between the utilitarian product value and hedonic product value for a personal computer was not significant,  $t(59) = -1.57$ ,  $p = .12$ . Because this difference is not significant, statements and conclusions regarding the effectiveness of ROO across utilitarian and hedonic electronic products will be done with caution.

When the food products are compared ice cream scored higher on hedonic product value than margarine and margarine scored higher on utilitarian product value than ice cream. Although

the differences are smaller for the electronic products than for the food products a personal computer scored higher on utilitarian product value than a tablet and a tablet scored higher on hedonic product value than a personal computer. So the manipulation of the different product categories was largely successful. Only the manipulation of the personal computer regarding hedonic and utilitarian product value was not completely successful.

**Table 6**  
**Product-specific regional image for Twente and Eindhoven per product**

<b>Product</b>	<b>Image Twente</b>	<b>Image Eindhoven</b>	<b>t</b>	<b>P</b>
Margarine	3.57 (SD = .73)	3.39 (SD = .67)	-1.79	.086
Ice cream	3.88 (SD = .77)	3.49 (SD = 3.49)	-3.50	.002
Personal computer	3.67 (SD = .80)	3.82 (SD = .78)	1.20	.240
Tablet	3.51 (SD = 1.01)	3.82 (SD = .85)	1.78	.085

As can be seen in table 6 the region Eindhoven scored higher on the electronic products than on food products. Twente scored higher on food product than on electronic products. This means the regions that are expected to score higher on the product-specific regional image in comparison with the other regions actually scored higher. The differences between the regions are not very large and the only significant difference between Twente and Eindhoven is the difference on product-specific regional for ice cream.

Unfortunately the most differences are not significant but the regions used for the products in the stimuli are all scoring pretty high on product-specific regional image. This indicates that respondents have perceived the regions used in the stimuli pretty capable of producing the products.

## 5.2 Hypotheses testing

In this paragraph the effects of the independent variables (Type of advertisement, type of product and consumer goal) on the dependent variables will be discussed. As explained in chapter four to avoid confusion each independent variable is labelled. For regional and non-regional advertisements the label is type of advertisement. For electronic and food products the label is type of product and for utilitarian and hedonic products the label is consumer goal. A multivariate analysis of variance (MANOVA) was performed to test if there were significant main and interaction effects. The multivariate analysis showed that there was a

significant main effect for type of advertisement ( $F(5, 227) = 2.99, p = .012.$ , Wilks'  $\lambda = .938, \eta^2 = .062$ ). Also the main effect of type of product was significant ( $F(5, 227) = 10.74, p = <.001.$ , Wilks'  $\lambda = .809, \eta^2 = .19$ ). The main effect of consumer goal was significant ( $F(5, 227) = 2.78, p = .019.$ , Wilks'  $\lambda = .942, \eta^2 = .058$ ).

### 5.2.1 Main effects

To study the main effects in more detail, separate univariate tests are done so the effects of type of advertisements, type of product and consumer goal on the different dependent variables can be studied. Means and standard deviations can be found in table 7. Hypotheses 1a, 1b, 1c, 1d and 1e all concern the effects of regional advertisements versus non-regional advertisements without type of product and consumer goal taken into account. Therefore only the main effect of type of advertisement is studied.

**Table 7. Means and standard deviations of the dependent variables**

Type of ad	Consumer goal	Type of product	Product Attitude			Purchase intention			Recommend Likelihood			Attitude towards the ad			Authenticity		
			M	SD	N	M	SD	N	M	SD	N	M	SD	N	M	SD	N
Non-regional	Utilitarian	Food	3.16	0.88	30	1.85	0.95	30	1.73	0.69	30	1.86	0.93	30	2.47	0.96	30
		Electronic	4.16	1.02	30	2.63	1.46	30	2.30	1.06	30	2.43	1.15	30	2.58	0.73	30
		Total	3.67	1.07	60	2.24	1.28	60	2.02	0.93	60	2.15	1.08	60	2.53	0.85	60
	Hedonic	Food	4.01	1.14	30	2.86	1.78	30	2.27	1.08	30	2.23	1.10	30	2.66	0.97	30
		Electronic	4.36	1.12	30	2.80	1.59	30	2.70	1.18	30	2.73	1.19	30	2.61	0.87	30
		Total	4.18	1.14	60	2.83	1.67	60	2.48	1.14	60	2.48	1.16	60	2.63	0.92	60
Regional	Utilitarian	Food	4.28	1.08	30	3.33	1.66	30	2.70	0.88	30	2.90	1.01	30	3.27	0.87	30
		Electronic	4.41	0.88	30	2.34	1.22	30	2.23	0.97	30	2.59	1.05	30	2.60	0.92	30
		Total	4.34	0.98	60	2.83	1.53	60	2.47	0.95	60	2.75	1.03	60	2.93	0.95	60
	Hedonic	Food	4.24	1.63	30	3.11	1.66	30	2.50	0.97	30	2.46	1.03	30	3.01	0.90	30
		Electronic	4.71	0.78	30	3.25	1.27	30	2.97	1.03	30	3.33	0.90	30	2.74	0.73	30
		Total	4.48	1.29	60	3.18	1.46	60	2.73	1.02	60	2.89	1.05	60	2.88	0.82	60

### Product attitude

There was a main effect of type of advertisement on product attitude,  $F(1, 232) = 11.71, p = .001, \eta^2 = .048$ , with the regional advertisements ( $M = 4.41, SD = 1.14$ ) scoring significantly higher on product attitude than non-regional advertisements ( $M = 3.93, SD = 1.13$ ). Based on these results it can be concluded that hypothesis 1a can be confirmed. H1a: Regional

advertisements will have a stronger positive influence on product attitude than non-regional advertisements.

#### *Purchase intention*

Also the main effect of type of advertisement on purchase intention was statistically significant,  $F(1, 232) = 6.25, p = .013, \eta^2 = .026$ . The regional advertisements ( $M = 3.01, SD = 1.50$ ) scored significantly higher than the non-regional advertisements ( $M = 2.53, SD = 1.52$ ). Therefore also H1b can be confirmed. H1b: Regional advertisements will have a stronger positive influence on purchase intention than non-regional advertisements.

#### *Recommendation likelihood*

The main effect of type of advertisement on recommendation likelihood was statistically significant,  $F(1, 232) = 7.47, p = .007, \eta^2 = .031$ . Regional advertisements ( $M = 2.6, SD = .99$ ) scored significantly higher than non-regional advertisements ( $M = 2.25, SD = 1.14$ ). Based on these results hypothesis 1c can be confirmed. H1c: Regional advertisements will have a stronger positive influence on recommendation likelihood than non-regional advertisements.

#### *Attitude towards the ad*

The main effect of type of advertisement on attitude towards the advertisement was also statistically significant,  $F(1, 232) = 13.94, p = <.001, \eta^2 = .057$ . Results show that the regional advertisements ( $M = 2.82, SD = 1.04$ ) scored significantly higher than the non-regional advertisements ( $M = 2.32, SD = 1.13$ ). This means that respondents have a more positive attitude towards regional advertisements than to non-regional advertisements. Therefore H1d can be confirmed. H1d: Regional advertisements will have a stronger positive influence on attitude towards the advertisements than non-regional advertisements.

#### *Authenticity*

Authenticity was measured to investigate if products, when they are linked to a region, are perceived as more authentic. The main effect of type of advertisements on authenticity was statistically significant,  $F(1, 232) = 8.31, p = .004, \eta^2 = .035$ . Results show that products in the regional advertisements scored significantly higher on authenticity ( $M = 2.91, SD = .89$ ) than the products in the non-regional advertisements ( $M = 2.58, SD = .88$ ). Therefore H1e can be confirmed. H1e: Products in regional advertisements score significantly higher on authenticity than products in non-regional advertisements

### 5.2.2 Interaction effects

The multivariate analysis of variance did not find any significant interaction effects. To test the hypotheses separate between subjects analysis of variance are performed. Because no significant interaction effects were found with the multivariate analysis, the findings of the univariate tests could be the result of chance. Therefore the results of the univariate analysis will be examined with caution.

#### *Product attitude*

There was no interaction effect between type of advertisements and type of product and no interaction effect between type of advertisement and consumer goal and no three way interaction. Therefore hypotheses 2a, 3a and 4a are rejected. H2a: The use of region-of-origin cues will have a stronger positive influence on product attitude in combination with a food product than in combination with an electronic product. H3a: The use of region-of-origin cues will have a stronger positive influence on product attitude in combination with a hedonic product than in combination with a utilitarian product. H4a: The use of region-of-origin cues for food or electronic products will have a stronger positive influence on product attitude in combination with a hedonic product than in combination with a utilitarian product.

#### *Purchase intention*

A statistically significant interaction indicated that the effect of type of advertisement on purchase intention depends on whether it is in combination with a food or electronic product (type of product),  $F(1, 232) = 4.25, p = .04, \eta^2 = .018$ . The pairwise comparisons showed that for food products the regional advertisements ( $M = 3.22, SD = 1.65$ ) resulted in a higher purchase intention than the non-regional advertisements ( $M = 2.36, SD = 1.50$ ),  $F(1, 232) = 10.40, p = .001, \eta^2 = .043$ . For electronic products the difference between regional ( $M = 2.80, SD = 1.32$ ) advertisements and non-regional advertisements ( $M = 2.71, SD = 1.52$ ) was not significant,  $F(1, 232) = .096, p = .76, \eta^2 = <.001$ . Therefore hypothesis H2b is accepted. H2b: The use of region-of-origin cues will have a stronger positive influence on purchase intention in combination with a food product than in combination with an electronic product

The interaction effect between type of advertisement and consumer goal was not significant. Therefore H3b is rejected. H3b: The use of region-of-origin cues will have a stronger positive influence on purchase intention in combination with a hedonic product than in combination with a utilitarian product

There was also found a three way interaction between type of advertisement, type of product and consumer goal on purchase intention,  $F(1, 232) = 6.70, p = .01, \eta^2 = .028$ . So the interaction effect between type of advertisement and type of product differs across a third variable; consumer goal. The nature of this three-way interaction can be found in figure 4.

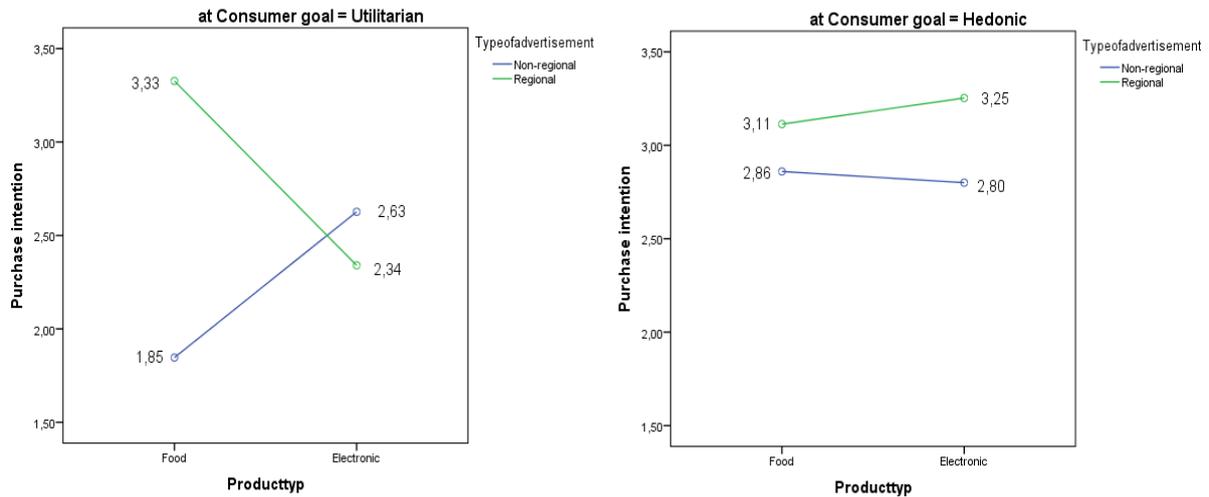


Figure 4: Three-way interaction of purchase intention

The pairwise comparisons shows that for consumer with a utilitarian consumer goal food products in regional advertisements ( $M = 3.33, SD = 1.66$ ) scored significantly higher than food products in non-regional advertisements ( $M = 1.85, SD = .95$ ),  $F(1, 232) = 15.17, p < .001, \eta^2 = .061$ . This effect was non-significant for electronic products.

For consumers with a hedonic consumer goal, the differences for food and electronic products remain non-significant, regardless of type of advertisement.

The first interaction effect showed that regional advertisements were more effective in combination with a food product than in combination with an electronic product. The three-way interaction showed that there is a big difference in the magnitude of the effect of regional advertisements for food products across utilitarian and hedonic products. Pairwise comparisons show that the use of regional advertisements for food products is more effective in combination with utilitarian products than in combination with hedonic products. Because it was expected that ROO cues for food and electronic product were more effective in combination with a hedonic product hypothesis 4b is rejected: The use of region-of-origin cues for food or electronic products will have a stronger positive influence on purchase

intention in combination with a hedonic product than in combination with a utilitarian product.

### *Recommendation likelihood*

For recommendation likelihood no interaction was found between type of advertisements and type of product and between type of advertisement and consumer goal. Therefore hypotheses 2c and 3c are rejected. H2c: The use of region-of-origin cues will have a stronger positive influence on recommendation likelihood in combination with a food product than in combination with an electronic product H3c: The use of region-of-origin cues will have a stronger positive influence on recommendation likelihood in combination with a hedonic product than in combination with a utilitarian product.

Although there were no significant two-way interactions a three way interaction between type of advertisement, type of product and consumer goal was found,  $F(1, 232) = 4.33, p = .038, \eta^2 = .018$ . The interaction effect is displayed in figure 5.

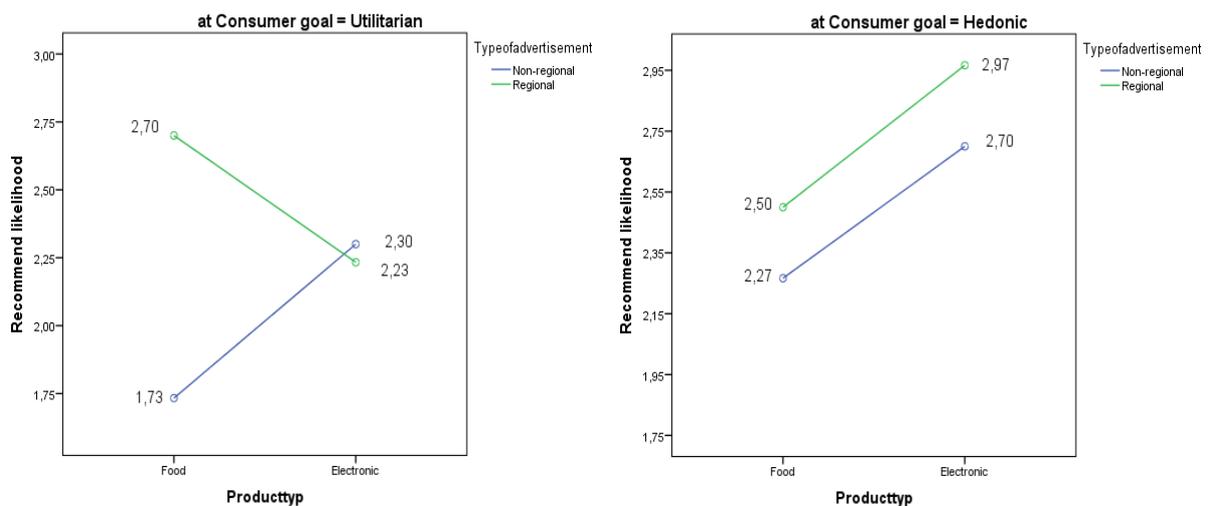


Figure 5: Three-way interaction of recommendation likelihood

Pairwise comparisons shows that for consumers with a utilitarian consumer goal food products in regional advertisements ( $M = 2.70, SD = .88$ ) scored significantly higher than food products in non-regional advertisement ( $M = 1.73, SD = .69$ ),  $F(1, 232) = 14.23, p < .001, \eta^2 = .058$ . This effect was non-significant for electronic products.

For consumers with a hedonic consumer goal, the differences for food and electronic products remain non-significant, regardless of type of advertisement.

Therefore hypothesis H4c is rejected: The use of region-of-origin cues for food or electronic products will have a stronger positive influence on recommendation likelihood in combination with a hedonic product than in combination with a utilitarian product.

#### *Attitude towards the ad*

For attitude towards the ad no significant interaction effect between type of advertisement and type of product and between type of advertisement and consumer goal appeared. So hypotheses 2d and 3d are rejected. H2d: The use of region-of-origin cues will have a stronger positive influence on attitude towards the advertisement in combination with a food product than in combination with an electronic product. H3d: The use of region-of-origin cues will have a stronger positive influence on attitude towards the advertisement in combination with a hedonic product than in combination with a utilitarian product.

However, there was again a three-way interaction between type of advertisement, type of product and consumer goal on attitude towards the ad,  $F(1, 232) = 5.31, p = .022, \eta^2 = .022$ .

The nature of the interaction effect can be found in figure 6.

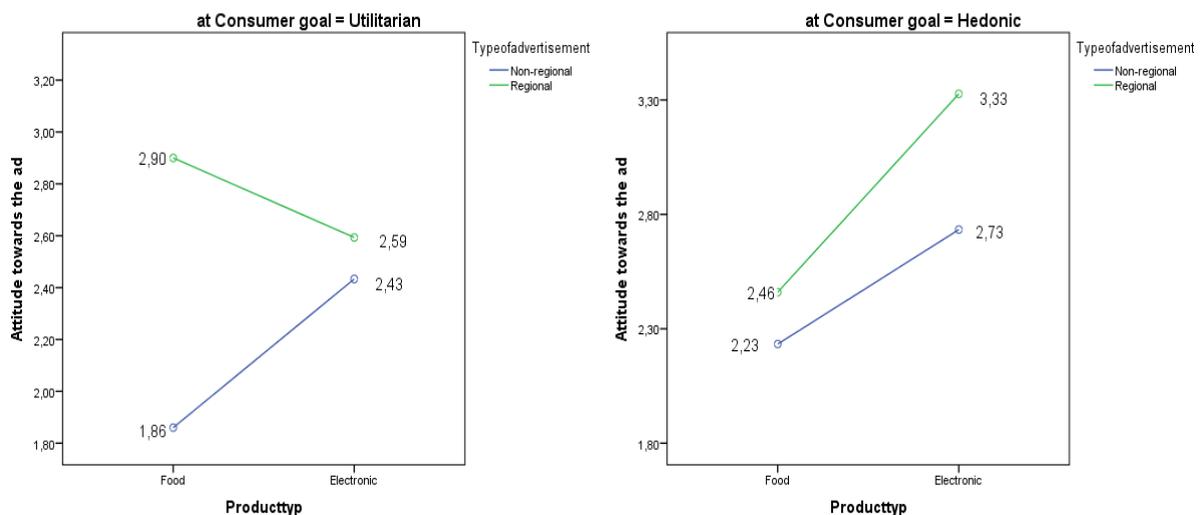


Figure 6: Three way interaction effect of attitude towards the ad

As can be seen in figure 5 for consumers with a utilitarian consumer goal food products in combination with a regional advertisement ( $M = 2.9, SD = 1.01$ ) scored significantly higher than food products in combination with a non-regional advertisement ( $M = 1.86, SD = .93$ ),  $F(1, 232) = 14.78, p < .001, \eta^2 = .06$ . For electronic product the difference was much smaller and not significant.

In contrast to utilitarian products, for hedonic products the opposite holds true. Electronic products in combination with a regional advertisement ( $M = 3.33$ ,  $SD = .90$ ) scored significantly higher on attitude towards the ad than in combination with a non-regional advertisement ( $M = 2.73$ ,  $SD = 1.19$ ),  $F(1, 232) = 4.81$ ,  $p = .029$ ,  $\eta^2 = .02$ . For hedonic food products the difference between regional and non-regional advertisements was very small and not significant. Therefore hypothesis 4d is accepted: The use of region-of-origin cues for food or electronic products will have a stronger positive influence on attitude towards the advertisement in combination with a hedonic product than in combination with a utilitarian product.

### Authenticity

For authenticity there was found a significant interaction effect between type of advertisement and type of product  $F(1, 232) = 4.84$ ,  $p = .029$ ,  $\eta^2 = .020$ . The nature of this interaction is illustrated in figure 7.

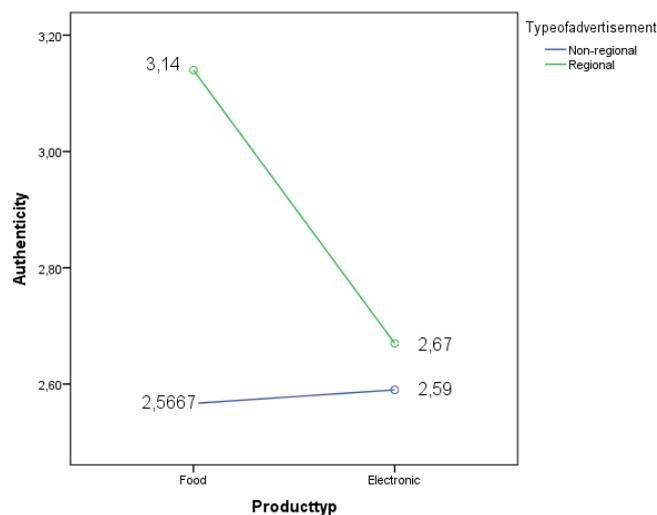


Figure 7: Interaction of type of advertisement and type of product on authenticity

Pairwise comparisons showed that food products in a regional advertisement scored significantly higher on authenticity ( $M = 3.14$ ,  $SD = .89$ ) than food products in non-regional advertisements ( $M = 2.57$ ,  $SD = .96$ ),  $F(1, 232) = 12.91$ ,  $p < .001$ ,  $\eta^2 = .053$ . Type of advertisement does not influence authenticity when it is combined with an electronic product. So the use of regional advertisement is more effective for food products than for electronic products regarding authenticity. There are no other interaction effects. Therefore hypothesis

2e is accepted and hypothesis 3e is rejected. H2e: The use of region-of-origin cues will have a stronger positive influence on authenticity in combination with a food product than in combination with an electronic product. H3e: The use of region-of-origin cues will have a stronger positive influence on authenticity in combination with a hedonic product than in combination with a utilitarian product. Also there was no three-way interaction. Therefore hypothesis H4e is rejected: The use of region-of-origin cues for food or electronic products will have a stronger positive influence on authenticity in combination with a hedonic product than in combination with a utilitarian product.

### 5.2.3 Regression analysis

To test if consumer's sense of belonging to a region positively influences their product evaluation and purchase intention a linear regression was performed. On this way can be examined if the sense of belonging to a region is a significant predictor of product attitude and purchase intention.

The first regression analysis aimed at the relation between sense of belonging to a region and product attitude. Sense of belonging to a region appeared to be no significant predictor of product attitude ( $\beta = .089$ ;  $t = 1.07$ ,  $p = .27$ ). Sense of belonging to a region explained 1% of the variance on the score of product attitude,  $F(1, 118) = 1.15$ ,  $p = .27$ .

**Table 8**

**Regression analysis sense of belonging to a region as predictor for product attitude**

Variable	$\beta$	t	Sig.
Sense of belonging to a region	.089	1.07	.27
R2	0.01		

Therefore hypothesis 5a is rejected: Consumers' sense of belonging to a region positively influences their product evaluation for regional products.

The second regression analysis aimed at the relation between sense of belonging to a region and purchase intention. In contrast to product evaluation sense of belonging to a region is a significant predictor of purchase intention ( $\beta = .38$ ;  $t = 3.68$ ,  $p = <.001$ ). Sense of belonging to a region explained 10.3% of the variance on the score of purchase intention  $F(1, 118) =$

13.57,  $p = <.001$ . This means that H5b is accepted: Consumers' sense of belonging to a region positively influences their purchase intention for regional products.

**Table 9**

**Regression analysis sense of belonging to a region as predictor for purchase intention**

Variable	$\beta$	t	Sig.
Sense of belonging to a region	.38	3.68	<.001
R2	0.103		

*5.2.4 Overview of all accepted and rejected hypotheses*

**Table 10:**

**Overview of all accepted and rejected hypotheses**

Hypotheses	Result
H1a: Regional advertisements will have a stronger positive influence on product attitude than non-regional advertisements	Accepted
H1b: Regional advertisements will have a stronger positive influence on purchase intention than non-regional advertisements	Accepted
H1c: Regional advertisements will have a stronger positive influence on recommendation likelihood than non-regional advertisements	Accepted
H1d: Regional advertisements will have a stronger positive influence on attitude towards the advertisements than non-regional advertisements	Accepted
H1e: Products in regional advertisements score significantly higher on authenticity than products in non-regional advertisements	Accepted
H2a: The use of region-of-origin cues will have a stronger positive influence on product attitude in combination with a food product than in combination with an electronic product	Rejected

---

H2b: The use of region-of-origin cues will have a stronger positive influence on purchase intention in combination with a food product than in combination with an electronic product	Accepted
H2c: The use of region-of-origin cues will have a stronger positive influence on recommendation likelihood in combination with a food product than in combination with an electronic product	Rejected
H2d: The use of region-of-origin cues will have a stronger positive influence on attitude towards the advertisement in combination with a food product than in combination with an electronic product	Rejected
H2e: The use of region-of-origin cues will have a stronger positive influence on authenticity in combination with a food product than in combination with an electronic product	Accepted
H3a: The use of region-of-origin cues will have a stronger positive influence on product attitude in combination with a hedonic product than in combination with a utilitarian product	Rejected
H3b: The use of region-of-origin cues will have a stronger positive influence on purchase intention in combination with a hedonic product than in combination with utilitarian product	Rejected
H3c: The use of region-of-origin cues will have a stronger positive influence on recommendation likelihood in combination with a hedonic product than in combination with a utilitarian product	Rejected
H3d: The use of region-of-origin cues will have a stronger positive influence on attitude towards the advertisement in combination with a hedonic product than in combination with a utilitarian product	Rejected
H3e: The use of region-of-origin cues will have a stronger positive influence on authenticity in combination with a hedonic product than in combination with a utilitarian product	Rejected

---

---

H4a: The use of region-of-origin cues for food or electronic products will have a stronger positive influence on product attitude in combination with a hedonic product than in combination with a utilitarian product	Rejected
H4b: The use of region-of-origin cues for food or electronic products will have a stronger positive influence on purchase intention in combination with a hedonic product than in combination with a utilitarian product	Rejected
H4c: The use of region-of-origin cues for food or electronic products will have a stronger positive influence on recommendation likelihood in combination with a hedonic product than in combination with a utilitarian product	Rejected
H4d: The use of region-of-origin cues for food or electronic products will have a stronger positive influence on attitude towards the advertisement in combination with a hedonic product than in combination with a utilitarian product	Accepted
H4e: The use of region-of-origin cues for food or electronic products will have a stronger positive influence on authenticity in combination with a hedonic product than in combination with a utilitarian product	Rejected
H5a: Consumers' sense of belonging to a region positively influences their product evaluation for regional products.	Rejected
H5b: Consumers' sense of belonging to a region positively influences their purchase intention for regional products	Accepted

---

## 6. Conclusion and Discussion

This chapter provides a conclusion and discussion of the findings from this study. First major conclusion of the findings will be done. Hereafter the results of this study are discussed in greater detail. Findings of this study will be linked to existing literature. Also limitations and opportunities for future research are presented. Finally marketing implications are discussed.

### 6.1 Conclusion

This study was designed to study differences in the effect size of the use of region-of-origin (ROO) cues for different product categories and to gain a better understanding of the role ROO cues plays in consumers' evaluation for different product categories.

So far the effects of ROO cues have not been intensively studied. The influence of using a place of origin in advertising and the effects on the evaluation of a product has mainly been studied from a country-of-origin (COO) perspective. The research that has been done so far into the effects of the use of ROO cues has the limitation that these studies only investigate food products. The research into the effects of ROO cues should be extended beyond food products into industrial products or van Ittersum et al. (2003) argue for a classification as common vs. exclusive. To investigate if ROO cues could also be effective for other products than food products this study examines the effects of the use of ROO cues for electronic products. Also a distinction is made between utilitarian and hedonic products and whether the effects of the ROO cue differ across these products.

The effect of ROO cues was examined on different dependent variables; attitude towards the product, purchase intention, recommendation likelihood, attitude towards the ad and authenticity. Also sense of belonging to a region was measured to test if consumer's sense of belonging to a region positively influences their product evaluation and purchase intention of regional products.

Findings show that for all the dependent variables regional advertisements score significantly higher than non-regional advertisements. The scores on several scales show that the effect of ROO cues is significantly stronger for food products than for electronic products. For food products the difference between regional and non-regional advertising is quite large while for electronic products the difference between regional and non-regional advertising is small. This indicates that the use of ROO cues is more effective for food products than for electronic products. A three-way interaction shows that the effectiveness of ROO cues for foods product

differs across consumer goal; hedonic or utilitarian. The scores on several scales show that regional advertising is significantly more effective for utilitarian food products than for hedonic food products.

Furthermore a significant relationship between sense of belonging to a region and purchase intention showed that sense of belonging to a region is a significant predictor of purchase intention for regional products. No significant relationship was discovered between sense of belonging to a region and the product attitude of regional products.

### *Regional versus non regional*

Results show that for all the dependent variables regional advertisements score significantly higher than non-regional advertisements. Consumers have a stronger positive attitude towards the product and the advertisement when ROO cues are added. For purchase intention regional advertisements also score higher than non-regional advertisements showing that consumers are more likely to buy products presented in regional advertisements. In line with purchase intention the score on recommendation likelihood also shows that consumers are more likely to recommend products in regional advertisements than products in non-regional advertisements.

Products in regional advertisements score significantly higher on authenticity than products in non-regional advertisements. This is in line with Beverland et al. (2008) stating that consumers may perceive products authentic when these products gave unbroken commitments to tradition and place of origin; a continued connection to the place of founding.

Also Groves (2003) states that the place of production and the origin of ingredients influence product authenticity. Groves argues that perceptions of authenticity are stronger where there is a presence of an authority and that the region can act as an authority. When brands want to convey authenticity it is crucial to refer, for example in product cues, to a place-of-origin or to heritage (Napoli et al. 2014). Brands having a connection with a region will provide brands with a distinctive identity and image that reinforce the authenticity. Findings show that adding ROO cues to advertisements indeed reinforce perceptions of authenticity of the products in the advertisements.

Considering the significant differences between regional and non-regional advertisements regional advertising in common seems to be valuable and effective.

### *Effectiveness of ROO across food and electronic products*

Unfortunately the multivariate analysis of variance did not find a significant interaction effect between the type of advertisement and food or electronic products. Therefore univariate tests were done to look at the separate interaction effects and to test the hypotheses. The results of these tests show that the use of ROO cues is often more effective in combination with a food product than in combination with an electronic product.

For product attitude and attitude towards the advertisement the effectiveness of ROO cues differs not significantly across food and electronic products. Also for recommendation likelihood results did not show a significant interaction effect between type of advertisements and food or electronic products. Noteworthy is that, despite the fact that the interaction effect was not significant, it was tending to be significant. This almost significant interaction effect shows that the difference between regional and non-regional advertising is much larger for food products than for electronic products.

For purchase intention the effect of ROO cues is significantly stronger for food products than for electronic products. Also the effect of the use of ROO cues on authenticity is significantly stronger for food products than for electronic products.

Despite the MANOVA revealed no interaction effect between type of advertisements and food or electronic products, separate ANOVAS showed some significant interaction effects indicating that ROO cues are more effective in combination with a food product. It seems that for electronic products consumers are not affected by ROO cues and use other cues to evaluate the product. An explanation might be that electronic products are high-tech products and consumers are familiar with a lot of functional characteristics and product features. Therefore in advertisements consumers are perhaps more influenced by intrinsic product cues than for example ROO cues; an extrinsic product cue. Or as Verlegh and Steenkamp (1999) argue, the use of a cue is determined by consumer's perception of its predictive value. When using ROO cues for electronic products the perception of its predictive value for consumers is low.

For food products consumers are probably less familiar and aware of functional characteristics and product features and therefore consumers are more influenced by extrinsic product cues like the ROO. This might explain why ROO cues often have a stronger positive influence on for example purchase intention in combination with a food product than in combination with an electronic product.

Also important within this research is the product-specific regional image that influences the product attribute perception (Van Ittersum, 2002). This means that consumers inferred the quality of the product attributes based on the perceived capacity of a region for producing those product attributes. Van Ittersum argues that it is important that the product and the region are matching and if this is the case the regional image positively influences the evaluation of a product. Within this research the pre-tests and manipulation check revealed that there was a match between Eindhoven and the electronic products as well between Twente and the food products. Results of this study show that, despite the match between Eindhoven and the electronic products, for electronic products the differences between regional and non-regional advertising are very small. This shows that for electronic products the product-specific regional image has almost no influence on for example purchase intention and recommendation likelihood. As previously explained this is probably due to that consumers don't use ROO cues for the evaluation of electronic products. For food products in contrast, it looks like the product-specific regional image positively influences the product evaluation of the regional products.

#### *Effectiveness ROO across utilitarian and hedonic product*

In literature there is disagreement about the effectiveness of COO and ROO as product cue for utilitarian and hedonic products. Some scholars (Veale, 2007; Van ittersum et al, 2003) argue that ROO cues will have a stronger positive influence on hedonic product than on utilitarian products. This because the product involvement for hedonic products is higher than for functional/utilitarian products and this positively influences the motivation to process information about the product. Since the regional image may be part of the knowledge consumers process about the product ROO cues plays a larger role in product evaluation for hedonic and high involvement products than for utilitarian products. De Pelsmacker et al. (2010) argue that consumers use COO cues as a heuristic to simplify the decision making process. When consumers are low involved with the product COO plays a bigger role in the judgment of a brand.

Results show (without taken interaction effects into account) no evidence that the effectiveness of the use of ROO cues differs across utilitarian and hedonic products. For both products regional advertisements scored higher than non-regional advertisements on every scale.

#### *Effectiveness ROO for food and electronic products differing across consumer goal*

Some interactions effect showed that the effectiveness of the use of ROO cues is more

effective for food products than for electronic products. A MANOVA showed no three-way interactions. Separate ANOVAS however revealed a number of three-way interactions showing that the effectiveness of the use of ROO cues for food products is more effective in combination with a utilitarian product than in combination with a hedonic product. In the previous paragraph was explained that the effectiveness of ROO cues differ not across utilitarian and hedonic products in common, but several three way interactions showed that for food products it matters whether a utilitarian product or a hedonic product is used. There was a three-way interaction of purchase intention, recommendation likelihood and attitude towards the ad.

Therefore, for food products, the influence of ROO cues for hedonic/high-involvement products seems to be smaller. For the utilitarian/low-involvement food products the influence of ROO is much larger. These results are in line with De Pelsmacker et al. (2010) stating that the influence of COO cues is larger for low involvement products or when one or more MAO factors are low. As discussed previously MAO stand for motivation, ability and opportunity. Probably in this case only the motivation factor was low, because the advertisements used in this study were quite simple and contained no difficult information. Therefore all respondents were able and had the opportunity to process and understand the information in the advertisements.

A reason for the stronger influence of ROO cues for low involvement products could be that consumers don't want to invest much of their cognitive capacity and therefore switch to simplifying heuristics. This is contradictory with Agrawal and Kamakura (1999) who argue that extrinsic cues, like ROO, begin to play a more significant role when the decision process for consumers becomes more complex. In this situation consumers want to conserve cognitive capacity and use simplifying heuristic to make decisions. It is possible that also, in very simple decision making processes consumers don't want to invest much of their cognitive capacity and therefore switch to simplifying heuristics.

Coming back on the MAO factors probably when the other factors, ability and opportunity, are low ROO cues also have a stronger positive influence on product evaluation. De Pelsmacker et al. (2010) argue that if one of the MAO factors is low consumer will use simplifying heuristics. So when the ability of consumers is low, because consumers are not able to understand the message for example, they will also switch to simplifying heuristics like ROO cues.

Van Ittersum et al. (2003) argue that for hedonic products consumers are highly involved and therefore will process more information about the product. Since the regional image may be part of the information a consumers will process ROO cues play a stronger role for hedonic products than for utilitarian products. Because of the high-involvement level, which positively influences the information consumers want to process, it could be that other cues also play a more important role. This because consumers evaluate other product cues also intensively and in more detail whereby the effect of ROO cues for high-involvement products is overrated.

#### *Belonging to a region as predictor for product attitude and purchase intention*

When consumers have the feeling that they belong to a region this may influence the evaluation of products from that region. Within this research the relation between belonging to a region and product attitude and the relationship between belonging to a region and purchase intention was studied.

Sense of belonging to a region was no significant predictor of product attitude for regional products but sense of belonging to a region is a significant predictor of purchase intention for regional products. So sense of belonging to a region has not a significant effect on the attitude of regional products but enhances consumers' intention to purchase regional products.

Based on literature it was expected that sense of belonging to a region was a significant predictor of both product attitude and purchase intention for regional products. The not significant relationship between belonging to a region and product attitude indicates that when consumers are attached to a region they do not necessarily evaluate products from that region more positive. Despite this relationship was not significant the significant relationship between sense of belonging to a region and purchase intention does show that when consumers are attached to a region they are more likely to buy products from that region. It appears that "regioncentric" consumers not evaluate products from their region more positive but are more likely to purchase locally produced products to reassure their own identity and to preserve their cultural boundaries (Belk, 1996 as cited in Van Ittersum, 2002). Fournier (1998) found that COO relates a product to national identity, which can result in a strong emotional attachment to certain brands and products. This COO effect could also explain that when consumers feel attached to a region this will enhance their purchase intention. Because consumers are proud of their region they will buy products originating from that region. Through regional products consumers could also satisfy their desire to belong to the regional group and show their sense of belonging.

Lantz and Loeb (1996) discuss regioncentrism; consumers having a strong sense of belonging to a region and develop ethnocentric feelings towards the region and its inhabitants.

“Regioncentric feelings begin playing a role when consumers perceive themselves as member of the regional group and attach value to this membership” (van Ittersum, 2002, p.41). Van Ittersum et al. (2003) also argue that regioncentrism has a positive influence on consumer’s attitude towards the regional products and for products made in the region of residence. As discussed no evidence was obtained for this positive relationship. Beverland and Farelly (2010) are looking at regioncentrism from an authenticity perspective. They claim that one of the goals consumers want to achieve by authenticity is connection. Consumers want to be connected to important others, to community, place, culture or to society in general (Beverland & Farrelly, 2010). When seeking connections, consumers often sought situations that put them in close proximity to others and consumers may therefore buy regional product from a region to which they feel connected. This might also explain why consumers with a sense of belonging to a region buy products from that region.

## **6.2 Limitations**

This research is offering some important insights in the effects ROO cues play in consumers’ evaluations for different product categories, but has also some limitations.

First this study used online questionnaires to dig deeper into the effects of ROO cues and was therefore a hypothetical scenario. According to Agrawal and Kamakura (1999) consumers are willing to allocate more processing effort and will invest more of their cognitive resources in a real life decision than in hypothetical scenario. This could have influenced the results of this study.

Another limitation of this study is that not all the manipulations were completely successful. For a personal computer the difference between utilitarian product value and hedonic product value was not significant. This may be due to that a personal computer is perceived utilitarian and hedonic as well. Consumers might buy a personal computer for example for work related activities, but others might buy a personal computer to play games. This could have affected the not-significant interaction effect between the type of advertisements and consumer goal. But taken in consideration that all the other manipulations on product value were successful and the differences between regional and non-regional advertisements are very small probably with a succeeded manipulation also no significant results would have been found.

Also the manipulation of the product-specific regional image for Twente and Eindhoven has not succeeded. Only for ice cream the difference between Twente and Eindhoven was significant. Although the most differences were not significant, taken into account the link made in the advertisements between the region and the products the scores of the product-specific regional images look fine. The regions used in the advertisements all score pretty high on product-specific regional image. In fact, this is more important than getting significant differences. When all the scores on product-specific regional image were low for example, but the difference between Twente and Eindhoven were significant, this means respondents do not perceive the regions as capable of producing the products. In this case, most differences are not significant, but the high scores on product-specific regional image indicate that the respondents have perceived the regions as capable to produce the products used in the stimuli.

A further limitation of this study is that the amount of high-educated respondents (almost 84%) was very high which may limit the generalization of the results. Therefore future research should try to get more balance in the field of education. The rest of the sample was well balanced on demographic characteristics.

### **6.3 Opportunities for future research**

Scholars (Van Ittersum, 2002; Van Ittersum et al., 2003) expected that ROO cues are having a greater influence on natural products than on industrial products but so far no research had been done into the effects of ROO cues for industrial products. Findings of this study do show that ROO cues are having a stronger positive influence on food products than on electronic products. However, no clear explanation exists why ROO have a stronger influence for food products than for electronic products. Probably this is due that for electronic products consumers are more influenced by intrinsic product features and that for food product consumers are more influenced by extrinsic product features like the ROO. Unfortunately this study shows now clear evidence for this explanation. Therefore future research should focus more on why ROO cues are having a greater influence on natural products than on industrial products.

Also the research into the effects of ROO cues could be extended to other products like furniture, cars, clothing etc. May results of these studies show that the effectiveness of the use of ROO cues differs across these products than it is also important to investigate why ROO cues are having a stronger influence on some products.

It would be also interesting to study the difference between the use of COO cues and ROO cues. Perhaps there are differences between the effectiveness of COO cues and ROO cues for different products. This study shows that for electronic products ROO has a small impact on product evaluations so maybe for electronic products COO cues are more effective than ROO cues.

Finally it would be interesting to study if regional products could also have a positive effect on the region. This research focused on the effects of ROO cues on the evaluation of products. The use of regions in advertisements could also work the other way around. Perhaps a regional product also influences the image of a region. Future research should therefore examine what the effects of regional products are on the image of a region and if a regional product could influence the image of a region in a positive or negative way.

#### **6.4 Marketing implications**

Brands making use of the region in their advertisement appears to be a very valuable way of advertising. For food products and especially for utilitarian food products using region-of-origin cues in advertisements is a valuable way of advertising and enhances the likelihood to buy those products. For brands with a lot of competitors and it is difficult to differentiate on functional elements using ROO could be very effective. For electronic products the use of ROO is found to be much less effective and brands should therefore cautious with using ROO cues in their advertisements for electronic products.

For food products, wanted to be authentic, using ROO cues is very effective to position their products as authentic. According to Napoli et al. (2014) the higher the authenticity rating for a brand the more likely it is a brand will be perceived as being reliable and acting with the right intentions. So for food products, positioning on authenticity could be very effective and using ROO cues could contribute to this largely.

Finally for brands using ROO cues it is important to realize that when consumers have a sense of belonging to a region this positively influences their purchase intention of products originating from that region. Brands adapting their advertisements and products on regional level for every single region could benefit excellent from the sense of belonging to a region of consumers.

## References

- Agrawal, J., & Kamakura, A. (1999) Country of origin: A competitive advantage? *International Journal of Research in Marketing*, 16(4), 255-267
- Arias-Bolzman, L., Chakraborty, G., & Mowen, J.C. (2000). Effects of absurdity in advertising: The moderating role of product category attitude and the mediating role of cognitive responses. *JA*, 29(1), 35-48
- Askegaard, A., & Ger, G. (1991). Product-Country Images: Towards a ontexualized approach. *European Advances in Consumers Research*, 3, 50-58
- Batra, R., & Athola, O.T. (1991). Measuring the hedonic and utilitarian sources of consumer attitudes. *Marketing Letters*, 2(2), 159-170
- Beverland, M,B., & Farrelly, F,J. (2010). The quest for authenticity in consumption: Consumers' purposive choice of authenticity cues to shape experienced outcomes. *Journal of Consumer Research*, 36(6), 838-856
- Beverland, M,B., & Lindgreen, A., & Vink M (2008). Projecting authenticity through advertising: Consumer judgments of advertisers claims. *Journal of Advertising* 37(1):5-15
- Bilkey, W.J., & Nes, E. (1982). Country-of-origin effects on product evaluations. *Journal of International Business Studies*, 13, 89-99.
- De Pelsmacker, P., Geuens, M., & van den Berg, J. (2010). *Marketing Communications: An European Perspective*. Essex, England: Pearson
- Dhar, R., & Wertenbroch, K. (2000, February). Consumer choice between hedonic and utilitarian goods. *Journal of Marketing Research*, 22, 60-71

- Dumitrescu, L., & Vinerean, M. (2010). The glocal strategy of global brands. *Studies in Business and Economics*, 147- 155
- Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24, 343-373.
- Groves, A. M. (2001). Authentic British food products: a review of consumer perceptions. *International Journal of Consumer Studies*, 25(3), 246-254.
- Intelligent Community Forum. (2011). ICF Names Eindhoven Region of the Netherlands as its Intelligent Community of the Year. Retrieved 12 January 2014, from: <http://www.intelligentcommunity.org/index.php?src=news&refno=629>
- Ittersum, van, K. (2002). *The Role of Region of Origin in Consumer Decision-Making and choice*. [Proefschrift]. Wageningen, Mansholt Graduate School.
- Ittersum, van, K., Candel, M.J.J.M., & Meulenbergh, M.T.G. (2003). "The influence of the image of a product's region of origin on product evaluation." . *Journal of Business Research*, 53, 215-226.
- Kamer van koophandel. (2011). *Vers uit de Regio: Een Onderzoek naar de Potentie van Streekproducten in Noordwest-Holland*. Alkmaar: Author.
- Keiningham, T.L., Cooil, B., Lerzan, A., Andreassen, W., & Weiner., J. (2007). The value of different customer satisfaction and loyalty metrics in predicting customer retention, recommendation, and share-of-wallet. *Managing service quality*, 17(4), 361-384.
- Lambooy, J.G. (1999) Regionale Identiteit als Waarde en als 'Belang', *OSMOSE* , 4, 12-17.

- Lantz, G. & Loeb, S. (1996). Country of Origin and Ethnocentrism: an Analysis of Canadian and American Preferences Using Social Identity Theory: *Advances in Consumer Research*, 23, 374-378.
- Larsson, T. (2001). *The Race to the Top: The Real Story of Globalization*, US: Cato Institute.
- Lee, Y., & Mason, C. (1999). Responses to information incongruence in advertising: The role of expectancy, relevancy, and humor. *Journal of Consumer Research*, 26, 156-169
- Levitt, Th. (1983). *The Globalization of Markets*, Boston: Harvard Business Review.
- Mikael, A., & Olof, B.P. (2006). *Place of Origin Effects: A Conceptual Framework on an Literature Review*. Stockholm, Sweden: University School of Business.
- Napoli, J., Dickinson, S.J., Beverland, M.B., & Farrelly, F. (2014). Measuring Consumer-based Brand Authenticity. *Journal of Business Research*, 67, 1090-1098.
- Nayef, R.F. Al-Rodhan., Stoudmann, G. (2006). *Definitions of Globalization: A Comprehensive Overview and a Proposed Definition: Program on the Geopolitical Implications of Globalization and Transnational Security* [single paper] retrieved on 3 december 2013, from: <http://www.sustainablehistory.com/articles/definitions-of-globalization.pdf>.
- Noordman, D. (2005). Gezicht op Delft. Identiteit, symboliek en stadsmarketing. *Agora*, 21, 27-29.
- Obermiller, C., & Spangenberg, E. (1989). Exploring the effects of country-of-origin labels: An information processing framework. *Advances in Consumer Research*, 16, 454-459.

- Olson, J. C., & J. Jacoby, 1972. Cue utilization in the quality perception process. In: M. Venkatesan (Ed.), Proceedings of the Third Annual Conference of the Association for Consumer Research, 167-179. Association for Consumer Research, Iowa City.
- Peterson, R.A., & Alain, J. P. Jolibert. (1995), "A meta-analysis of country-of-origin effects", *Journal of International Business Studies*, 26(4), 883-900.
- Ridner, W.J. (1999). De Identiteit van Nederland, *OSMOSE*, 4, 5-11.
- Roehm, M.L., & Sternthal, B. (2001). The moderating effect of knowledge and resources on the persuasive impact of analogies. *JCF*, 28(September), 257-272
- Roth, M.S., & Romeo, J.B. (1992). Matching product category and country image perceptions: a framework for managing country-of-origin effects. *Journal of International Business Studies*, 23, 477-497.
- Schooler, R. D. (1965). Product bias in the central American common market. *Journal of Marketing Research*, 2, 394-397.
- Sheth, J.N., Newman, B.I., & Gross, B.L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22, 159-170.
- Shimp, T. A., & Sharma, S. (1987). Consumer ethnocentrism: Construction and validation of the CETSCALE. *Journal of Marketing Research*, 24, 280-289.
- Slinger, N.C., (2013). *Van pers- naar krantenbericht: Globalisering contra Lokalisering? Igitur*, [Master thesis] Universiteits bibliotheek: Utrecht: Universiteit Utrecht.

- Sloot, M.L., Verhoef, P.C., & Franses, P.H. (2005). The impact of brand equity on the hedonic level of products on consumer stock-out reactions. *Journal of Retailing*, 81(1), 15-34.
- Srinivasan, N., Jain, S.C., & Sikand, K. (2004). An experimental study of two dimensions of country-of-origin (manufacturing country and branding country) using intrinsic and extrinsic cues. *International Business Review*. 13, 65-82.
- Tregear, A., Kuznesof, S., & Moxey, A. (1998). Policy initiatives for regional foods: some insights from consumer research. *Food Policy*, 23(5), 383-395.
- Veale, R. (2007, July). Investigating the simultaneous influence of intrinsic and extrinsic cues: An examination of the interaction between country of origin, price and selected sensory variables. [Proefschrift]. The University of Adelaide Australia: Adelaide
- Verlegh, P.W.J., & Steenkamp, J.B.E.M. (1999). A review and meta-analysis of country-of-origin research. *Journal of Economic Psychology*, 20, 521-546.
- Wall, M., Liefeld, J., & Heslop, A. (1991). Impact of country-of-origin cues on consumer judgments in multi-cue situations: a covariance analysis. *Journal of the Academy of Marketing Science*, 19(2), 105-113.

## Appendix A: Online questionnaire pre-test 1

Beste deelnemer.

In het kader van de opleiding Communicatiewetenschappen voor ik een onderzoek uit aan de hand van een vragenlijst.

Het invullen van de vragenlijst duurt maximaal tien minuten en de gegevens worden anoniem verwerkt. U krijgt straks voor acht producten een aantal vragen en stellingen voorgelegd. Probeer deze vragen en stellingen zo goed mogelijk te beantwoorden.

Alvast bedankt voor uw deelname!  
Ruben Klumpers

*For eight products the utilitarian and hedonic product values were measured. In the example below the utilitarian and hedonic product was measured for a tablet. The same was done for milk, margarine, ice cream, chocolate, a personal computer, a photo camera and a laptop.*

Het product in de advertentie is

Nutteloos	<input type="radio"/>	Nuttig						
Waardeloos	<input type="radio"/>	Waardevol						
Nadelig	<input type="radio"/>	Voordelig						
Niet verstandig om te gebruiken	<input type="radio"/>	Verstandig om te gebruiken						
Onplezierig	<input type="radio"/>	Plezierig						
Lelijk	<input type="radio"/>	Mooi						
Onaangenaam	<input type="radio"/>	Aangenaam						
Van een tablet word ik niet blij	<input type="radio"/>	Van een tablet word ik blij						

## Appendix B: Online questionnaire pre-test 2

Beste deelnemer.

In het kader van de opleiding Communicatiewetenschappen voer ik een onderzoek uit aan de hand van een vragenlijst.

Het invullen van de vragenlijst duurt maximaal tien minuten en de gegevens worden anoniem verwerkt. Er wordt u straks gevraagd om voor acht producten de geschiktheid van de regio's Twente en Eindhoven om deze acht producten te produceren te beoordelen. Probeer de regio's zo goed mogelijk te beoordelen.

Alvast bedankt voor uw deelname!  
Ruben Klumpers

*For four food products the specific regional product image for Eindhoven and Twente was measured. In the example below the product-specific regionale image of margarine was measured. The same was done for milk, ice cream and chocolate.*

Om margarine te produceren heeft de regio Eindhoven:

	Helemaal mee oneens		Niet mee eens en ook niet mee oneens		Helemaal mee eens
Genoeg kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg kennis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste mensen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg traditie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste atmosfeer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een geschikte cultuur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een geschikte natuurlijke omgeving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een voldoende schoon milieu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het juiste bodemtype	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste hoeveelheid zon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste hoeveel neerslag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Om margarine te produceren heeft de regio Twente:

	Helemaal mee oneens		Niet mee eens en ook niet mee oneens		Helemaal mee eens	
Genoeg kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg kennis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste mensen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg traditie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste atmosfeer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een geschikte cultuur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een geschikte natuurlijke omgeving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een voldoende schoon milieu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het juiste bodemtype	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste hoeveelheid zon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste hoeveel neerslag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

***For four electronic products the specific regional product image of Eindhoven and Twente was measured. In the example below the product-specific regionale image of a tablet was measured. The same was done for a personal computer, a photo camera and a laptop.***

Om een tablet te produceren heeft de regio Eindhoven:

	Helemaal mee oneens		Niet mee eens en ook niet mee oneens		Helemaal mee eens	
Genoeg kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg kennis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste mensen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg traditie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste atmosfeer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een geschikte cultuur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Om een tablet te produceren heeft de regio Twente

	Helemaal mee oneens		Niet mee eens en ook niet mee oneens		Helemaal mee eens	
Genoeg kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg kennis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste mensen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg traditie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste atmosfeer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een geschikte cultuur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Appendix C: Online questionnaire main study

Beste deelnemer,

In het kader van de afronding van mijn opleiding Communicatiewetenschappen voer ik een onderzoek uit aan de hand van een vragenlijst.

Het invullen van de vragenlijst duurt maximaal 10 minuten en de gegevens worden anoniem verwerkt. Binnen deze vragenlijst krijgt u straks een advertentie te zien. Na het zien van deze advertentie worden u een aantal vragen en stellingen voorgelegd. Probeer deze vragen en stellingen zo goed mogelijk te beantwoorden.

Mocht u nog vragen of opmerkingen hebben naar aanleiding van de vragenlijst dan kunt u mailen naar: [r.klumpers@hotmail.com](mailto:r.klumpers@hotmail.com)

Alvast heel erg bedankt voor uw deelname!  
Ruben Klumpers

**Consumer saw here one of the eight advertisements. Like the one below.**



Geef aan in hoeverre u het met de volgende stellingen eens bent.  
Het product in de advertentie is:

Onaangenaam	<input type="radio"/>	Aangenaam						
Een product waar ik ontevreden mee zal zijn	<input type="radio"/>	Een product waar ik tevreden mee zal zijn						
Roept negatieve gevoelens op	<input type="radio"/>	Roept positieve gevoelens op						
Saai	<input type="radio"/>	Spannend						
Onromantisch	<input type="radio"/>	Romantisch						
Zwak	<input type="radio"/>	Krachtig						
Niet sociaal	<input type="radio"/>	Sociaal						
Goedkoop	<input type="radio"/>	Duur						
Slecht	<input type="radio"/>	Goed						
Niet bruikbaar	<input type="radio"/>	Bruikbaar						
Van lage kwaliteit	<input type="radio"/>	Van hoge kwaliteit						
Niet waardevol	<input type="radio"/>	Waardevol						

Geef aan in hoeverre u het met de volgende stellingen eens bent.

	Helemaal mee oneens		Niet mee eens en ook niet mee oneens		Helemaal mee eens
De advertentie is mooi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De advertentie spreekt mij aan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De advertentie is aantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De advertentie is interessant voor mij	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De advertentie is goed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Geef aan in hoeverre u het met de volgende stellingen eens bent

	Helemaal mee oneens		Niet mee eens en ook niet mee oneens		Helemaal mee eens
Ik ben zeer benieuwd naar dit product naar aanleiding van deze advertentie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben van plan om dit product uit te proberen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben van plan dit product te kopen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het is waarschijnlijk dat ik dit product ga kopen zodra het beschikbaar is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou overwegen dit product te kopen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Geef aan in hoeverre u het met de volgende stellingen eens bent

	Helemaal mee oneens		Niet mee eens en ook niet mee oneens		Helemaal mee eens
Kwaliteit staat centraal bij dit product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alleen de beste ingrediënten/materialen worden gebruikt bij de vervaardiging van dit product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het product straalt een gevoel van traditie uit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het product heeft een sterke band met het verleden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het product vertegenwoordigt bepaalde waarden en principes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Het product in de advertentie is

Nutteloos	<input type="radio"/>	Nuttig					
Waardeloos	<input type="radio"/>	Waardevol					
Nadelig	<input type="radio"/>	Voordelig					
Niet verstandig om te gebruiken	<input type="radio"/>	Verstandig om te gebruiken					
Onplezierig	<input type="radio"/>	Plezierig					
Lelijk	<input type="radio"/>	Mooi					
Onaangenaam	<input type="radio"/>	Aangenaam					
Van een tablet word ik niet blij	<input type="radio"/>	Van een tablet word ik blij					

***The sense of belonging to a region was only measured in the regional advertisements. For the regional advertisements of Eindhoven the sense of belonging to a region for Eindhoven was measured. For the regional advertisements of Twente the sense of belonging to a region for Twente was measured.***

Geef aan in hoeverre u het met de volgende stellingen eens bent

	Helemaal mee oneens		Niet mee eens en ook niet mee oneens		Helemaal mee eens
Ik hou van de regio Eindhoven	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn hart ligt bij de regio Eindhoven	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik voel me speciaal verbonden met de regio Eindhoven	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Geef aan in hoeverre u het met de volgende stellingen eens bent

	Helemaal mee oneens		Niet mee eens en ook niet mee oneens		Helemaal mee eens
Ik hou van de regio Twente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn hart ligt bij de regio Twente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik voel me speciaal verbonden met de regio Twente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**For the all the food products, margarine and ice cream, the product-specific regional images were measured for Twente and Eindhoven. An example of margarine is displayed below. If respondents saw an advertisement about margarine the product-specific regional image of margarine was measured if respondents saw an advertisement about ice cream the product-specific regional image for ice cream was measured.**

Om margarine te produceren heeft de regio Eindhoven:

	Helemaal mee oneens		Niet mee eens en ook niet mee oneens		Helemaal mee eens
Genoeg kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg kennis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste mensen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg traditie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste atmosfeer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een geschikte cultuur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een geschikte natuurlijke omgeving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een voldoende schoon milieu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het juiste bodemtype	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste hoeveelheid zon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste hoeveel neerslag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Om margarine te produceren heeft de regio Twente:

	Helemaal mee oneens		Niet mee eens en ook niet mee oneens		Helemaal mee eens
Genoeg kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg kennis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste mensen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg traditie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste atmosfeer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een geschikte cultuur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een geschikte natuurlijke omgeving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een voldoende schoon milieu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het juiste bodemtype	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste hoeveelheid zon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste hoeveel neerslag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**For the all the electronic products, a pc and tablet, the product-specific regional images were measured for Eindhoven and Twente. An example of a tablet is displayed below. If respondents saw an advertisement about a tablet the product-specific regional image of a tablet was measured**

*if respondents saw an advertisement about a pc the product-specific regional image of a pc was measured.*

Om een tablet te produceren heeft de regio Eindhoven:

	Helemaal mee oneens		Niet mee eens en ook niet mee oneens		Helemaal mee eens	
Genoeg kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg kennis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste mensen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg traditie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste atmosfeer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een geschikte cultuur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Om een tablet te produceren heeft de regio Twente

	Helemaal mee oneens		Niet mee eens en ook niet mee oneens		Helemaal mee eens	
Genoeg kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg kennis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste mensen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genoeg traditie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De juiste atmosfeer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een geschikte cultuur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Wat is uw geslacht?

- Man
- Vrouw

Wat is uw leeftijd?

Wat is uw hoogst genoten opleiding?

- VMBO
- HAVO
- VWO
- MBO
- HBO
- WO





