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### Does country of origin affect brand associations? The case of Italian brands in China

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## Does country of origin affect brand associations? The case of Italian brands in China

### 原产地能否影响品牌联想？以在中国的意大利品牌为例

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Findings related to how country of origin affects consumers' product evaluations are still not consistent. Previous studies are mainly based on experiments and the results related to consumer judgements come from the elaboration of scores given to semantic scale items. Considering that brand image consists of a network of associations, the aim of this research is to evaluate how country of origin affects this entire network. An experiment was conducted involving 301 Chinese subjects to test the hypothesis that country stereotypes can be transferred to brands.

**Keywords:** branding; international marketing; China, country of origin; Italy

在营销领域里原产地已经不是一个新概念，但是它如何影响消费者对产品评估的结论仍不明显。研究结果取决于国家涉入（原产地与评估原产地的国民），同样取决于产品/品牌，学术范围决定研究原产地的影响。

原产地能够间接生成对品牌及属性的联想，所以联想与信念与国家联系在一起能够转换到品牌本身 (Pappu et al., 2006; Keller 2003a; Aaker, 1991)。一些学术研究开始了解是否对原产地的影响估计过高，研究轻信原产地或使它作为一个独立的线索扩展重要性。

试图弥补这个空缺，本研究目的在于理解“生产于”的意识在没有被消费者预先定义属性的情况下如何影响品牌联想，研究关注以意大利为原产地的例子。很多之前的研究都关注与特殊的属性，例如质量 (Insch & McBride, 2004) 或者特殊的联想，例如享乐主义 (Leclerc, Schmitt, & Dubé, 1994)，并且通过一系列的属性或语义差别测量项目进行测试 (Papadopoulos, Heslop, & Bamossy, 1990; Nagashima, 1970)。虽然联想会因消费者对品牌与国家而有很多与很高的变化。因此我们设计一个实验来验证两个假设：假设1：独立品牌联想取决于对原产地的了解；假设2：当消费者了解原产地时，独立品牌联想更多关系到国家的刻板印象。

在实验中我们对301位浙江大学（中国 杭州）的本科生进行了提问来判断品牌产品。尤其是我们让他们去自由联想产品/品牌的属性，通过卡片向他们展示产品的外形（带有翻译的品牌名称，图片与简要说明）。研究共涉及六个产品，他们的品牌与分类都是不同的，以此来保证样本的多样性不被具体的翻译方法，品牌名称及产品分类影响。通过观察每一个刺激因素，每个学生表达他/她对两个品牌/产品的意见（1 比较生活消费品与1科技工业品）。一些参与者了解分析的产品为意大利生产（59%），另一些参与者没有被告知产品的原产地。

运用对应分析 (Benzécri, 1973; Greenacre, 1984) 与卡方检验来评估自发品牌联想取决于

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对原产地的了解。假设1与假设2都没有被支持。研究结果建议消费者并不受到“生产于”信息的影响,因为在他们思维中的联想网络并不会因为他们知道品牌的原产地而受到改变。

研究结果的理由由两部分组成:第一,应答者或许不具备对意大利或意大利特征的了解;第二,我们要求的独立品牌联想代替记录一系列属性,并且在我们的了解,之前并没有类似的研究。

研究结果支持最近的观点,以往的研究过多原产地信息的影响 (Samie et al. 2005) 也取决于一些研究方法的偏好。我们建议营销者不得不仔细考虑他们要在哪个国家运营来决定使用原产地作为品牌鉴定的要素。在新兴(变化)的国家人口往往不了解外国的经济、社会与生活方式,所以对原产地并没有间接的了解。这个案例以宏观范围(例如欧洲或美国)为首选。

**关键词:** 品牌; 国际市场营销; 中国; 原产地; 意大利

## 1. Introduction

Country of origin (COO) is not a new concept in the marketing literature, but the findings related to how it affects consumers' product evaluations are still not clear. Research results depend on the countries involved in the studies (both the country of origin and the country of populations that evaluate it), as well as on the product/brand the scholars decided to investigate and the "country of origin" of the consumers called to judge the product/brand.

COO needs to be further investigated, especially in eastern emerging economies. In those countries, the evaluations should be affected both by different culture paradigms and by the fact that consumers, when considering an equivalent item, probably judge the foreign product as having higher quality in comparison to the equivalent from their home country (Batra et al., 2000). As Bhaskaran & Sukumaran (2007) pointed out, previous studies reveal that COO is considered important for some populations but not for others. As a result, COO beliefs cannot be generalized and they must be evaluated for each single country. Godey et al. (2012) have also confirmed this result and found that when COO was used as a decision criterion for purchasing luxury goods, it assumed different levels of importance among the seven countries involved in the survey.

Considering the growth rate of China's economy, which has provided a great opportunity for western companies to expand their markets, there is a lack of research focusing on Chinese perceptions of European products and on the effect of COO on the evaluation of European brands. With a focus on Italian brands in the Chinese market, this research is designed to investigate how COO affects Italian brand associations in Chinese consumers' minds. This paper contributes to the existing COO literature in two ways: first, it analyses whether the use as origin of products a well known Country in the West for that kind of products, affects the brand associations of its products in the East, and in particular in China; second, a new way of mapping the brand associations has been used. In particular, we tested whether brand associations depend on COO knowledge by asking consumers for unaided or spontaneous judgements; other research has usually adopted pre-defined items, giving consumers no chance to explain what they really associate with brands. In fact, as Samiee et al. (2005) pointed out, past research has inflated the influence that COO information has on consumers' product judgements and behaviour due to the research methods used.

The paper is organized as follows. First, we present a review of the literature related to the COO and how it affects consumers' evaluations. Next, we describe the

research methodology, providing details about the experiment we carried out. Finally, the results are discussed and some managerial implications are provided.

## 2. Literature review

Country image refers to the stereotypes that consumers hold about a particular country in terms of its economic development, political stability and cultural environment (Salciuviene et al., 2010). It is the representation, reputation or stereotype of a specific country that consumers associate with the products from it (Nagashima, 1970, 1977). Country image is reflected in the product's COO; in fact, in accordance with Janda and Rao (1997, p. 690), the product's country of origin could be defined as "a form of image variable that influences the customer's perception of the quality of the product under consideration".

The COO effect refers to how consumers perceive products emanating from a particular country. In the purchasing process, this factor can at times be more important than price or other brand information. Several studies have examined the effect of COO, but the findings have been ambiguous. As highlighted by Bhaskaran & Sukumaran (2007), these contradictions could depend on the different contexts and methodologies that scholars have used in their studies. Recent research reveals that COO effects may not be as extensive as prior research has assumed (Magnusson et al., 2011). This result could depend both by the brand origin confusion and by the methodology. In fact most of the traditional COO research is based on experiment where the Country of Origin is represented in explicit form and sometimes is the only cue to evaluate the product. In this way the COO information is readily available for respondents, and this could create a bias since they are "forced" to evaluate the products based on the right COO, while in the reality the COO is not always explicit and known by consumer; neither is the only product's cue.

Moreover, some scholars have analysed the effect of COO by decomposing the construct (Insch & McBride, 2004) analysing the effect of COO in consumer product perception regarding country of product design (COD), country of assembly (COA) and country of parts manufacture (COP).

Much research considers COO as an extrinsic cue of a product or a brand, particularly affecting consumers' evaluation when consumers are not familiar with the brand name. In fact, COO influences product evaluations because it is able to create intangible assets and to lead to new associations in consumers' minds (Kim & Chung, 1997). Since brand image is the perception of a brand as reflected by a network of brand associations in the consumer's memory, changing, linking or adding associations from secondary sources can change it, and consequently change the product evaluation.

Aaker (1991) and Keller (2003a) highlighted that COO generates secondary associations for brands and attributes, so that associations and beliefs related to the country can be transferred to the brand itself (Keller, 2003b). In a study asking consumers to evaluate five brand (and organizational) associations, Pappu et al. (2006) found that COO did influence their brand associations, confirming previous findings. Thus COO can affect brand consumers' evaluation, because people attach stereotypical perceptions about a country to the products, and this influences first their perception and then, as a consequence, their purchase and consumption behaviour.

Since evaluation depends on stereotypes, scholars also investigate their structure. In fact, stereotypes could be seen in terms of a hierarchical structure comprising different levels of specificity (Janda & Rao, 1997). Stereotypes can be very generic (such as those related to a country or a broader region, such as South East Asia) to a less generic level.

Therefore, consumers can attach to products beliefs related to the specific country, but also more general associations related to the region or the geographic area (Schweiger, Haubl, & Friederes, 1995). Some researchers have pointed out that country stereotypes can have a high level of specificity, and can also be related to a class of product made in a certain country (Liu & Johnson, 2005).

Moreover, as well as influencing consumers' evaluations of products, the origin of the brand can also affect consumer purchase intentions (Papadopoulos, 1993). This influence is even stronger in emerging economies (Batra et al., 2000) because of the positive symbolic meanings, such as modernity and high social status, which are associated with foreign brands (Zhou & Belk, 2004). On the contrary, it has to be noted that some studies reveal a weak effect of COO on the choice of a product (Etterson, Wagner, & Gaeth, 1988; Lim, Darley, & Summers, 1994). Companies that export products have to be aware of the effects of COO on their brands and understand the kinds of stereotypes that are related to their country and that can be transferred to their products.

### 3. Research hypothesis

Previous studies have revealed that COO can affect product perception and knowledge related to a country can be transferred to a brand (Keller, 2003b). Most of these studies are focused on specific attributes, such as quality (Insch & McBride, 2004), or specific associations, such as hedonism (Leclerc, Schmitt, & Dubé, 1994), which they test through a list of attributes or on semantic differential scale items (Nagashima, 1970; Papadopoulos, Heslop, & Bamossy, 1990). However, the associations could be numerous and hold high variability, depending on consumers' knowledge about the brand and the country. Even if consumers are not provided with specific associations related to the product, awareness that products are "made in" a specific country can affect their judgements. Thus, we can state:

*H1: Unaided brand associations depend on knowledge of COO.*

Representative products of a country are associated with the "made in" concept of that country (Nagashima, 1970). So, since people attach stereotypical perceptions about a country to its products, the brand image – that is, a network of associations in the consumer's memory – could also depend on consumer knowledge about the origin of the product. We can therefore state:

*H2: Unaided brand associations refer more to country stereotypes when COO is known by consumers.*

In our research related to Italian brands in the Chinese market, we expect to find associations relating to fashion, design and style, since Italy and its products are often identified with fashion among foreign consumers in general (Bhaskaran & Sukumaran, 2007), as well as among Chinese consumers (Marino & Mainolfi, 2011). Findings from research carried out by KPMG<sup>1</sup> reveal that "made in Italy" values which people mention include aesthetics/beauty, luxury and comfort, passion, creativity and quality. Considering only Chinese people, haute couture has been found to be one of the main associations made when they think about Italy (Fondazione Altagamma, 2009) and fashion/accessories and food/wine are the most associated sectors (data from ISPO, 2011).<sup>2</sup> However, as stereotypes may be more generic and related to area or region, as highlighted in the literature review, we can also look at associations related to western or foreign countries, and not only related to Italy. In China, foreign western brands represent status,

cosmopolitanism and modernity (Zhou & Belk, 2004). Chinese people can see Italian products as related to Italian stereotypes, but also as western products.

## 4. Method

### 4.1 Experiment description

As the success of a product and brand depends on name as well as other marketing mix variables, some studies have tried to investigate whether a brand name and its relation to a country can affect consumer evaluations. Many of them are based on experiments (Leclerc et al., 1994; Lowrey & Shrum, 2007; Maheswaran, 1994), so we use this methodology in order to verify our hypotheses.

In this experiment we asked 301 undergraduate students from Zhejiang University (Hangzhou, China) to judge branded products. Students are chosen as the category for our sample both for convenience purposes and because young people represent a demographic group that is becoming more culturally adapted to both China and the west (Zhang & Shavitt, 2003), representing one of the most interesting targets for many foreign brands. Societal, political and economic changes mean they are well placed to be more influenced by Chinese modernization and provide more opportunities for exposure to other cultures, increasing their knowledge of other countries' features, lifestyles and typical products. In China, as in other newly developed countries, there is a large generational gap whereby new generations have different values and buying patterns, so studies aiming to analyse the relations among consumers' behaviour and international brands should consider these differences and focus their sample in specific generations in order to obtain homogeneous and unbiased answers. Moreover, the use of students in the sample for this type of experiment is well known and accepted in the marketing literature (Kocher, Czellar, & Usunier, 2006; Lowrey & Shrum, 2007; Maheswaran, 1994; Pan & Lehmann, 1993).

In all, six products are considered in this study. They differ both in brand name (the original brand name was translated in three different ways, since sometimes brand names substitute for COO (Bhaskaran & Sukumaran, 2007) and in category, in order to ensure a heterogeneous sample that is not affected by the specific translation method, brand name or type of product. Moreover, since strong brand names can reduce the strength of COO beliefs (Bhaskaran & Sukumaran, 2007), we identified six brands that are not so famous in the Chinese market. The brands used as stimuli are: Giuliana Teso (fashion apparel), Inglesina (baby prams), Paluani (cakes), Pasta Zara (food), Microline (control testing equipment) and Idrobase (pressure washers). We decided to use real brands in order to provide to our sample real photos and a realistic and consistent positioning of the brands. This is also consistent with other previous research into COO effects (Ahmed et al., 2004; Magnusson et al., 2011). Furthermore, as stereotypes could be related to specific product categories, we chose three main categories and both typical and untypical Italian products: mass food products (Paluani and Pasta Zara), durable products (Giuliana Teso and Inglesina) and industrial products (Microline and Idrobase). We asked 301 undergraduate Chinese students to associate attributes freely with the brand/product presented to them in the form of a product card (with the brand name, a photo and a brief description).

Previous studies have focused on investigations that asked respondents to evaluate products or brands based on a list of given items or attributes, but a brand image is a network of associations and consumer knowledge can depend on that. In this experiment we wished to analyse how associations can change thanks to COO awareness, without



giving lists of items to the subjects involved in the experiment. As is well known, this is a risky option, as spontaneous associations can be numerous and similar terms can be interpreted incorrectly by researchers; however, it is also a way to provide a comprehensive network of brand associations in consumers' minds. Each student expressed his/her opinions on two brands/products (one in the consumer goods category and one in technical–industrial goods) after viewing each stimulus. The total number of products evaluated was 602.

Only some of the participants knew that the analysed products were “made in Italy” (59%); the others had no information about the COO.

#### 4.2 Sample description

The undergraduate students of our sample are mainly female (58%) and aged 20 years on average. The sample is heterogeneous regarding the students' majors: 39% are studying international trade or international business; 21% finance or economics; 18% social sciences (i.e. humanities, languages, advertising, environment, arts); 11% administration and 11% other fields. The majority of the interviewees (62%) have bought international brands in the past.

The researchers analysed each brand association and grouped terms that are similar in meaning (i.e. “clear” and “clear brand” are grouped in “clear”) or that are related to a broader category (i.e. “positive associations with brand” contains associations such as “famous brand”, “good image”, “smart”, and so on). Brand associations that were mentioned only once and found for only one brand, or brand associations that could not be collated with any other category, were deleted. When possible, opposite categories for associations were created, for example “low price” and “high price”.

After this elaboration, 2515 brand associations were collected which could be useful for the analysis. “High price”, “quality”, “elegant”, “fashion”, “beautiful”, and “positive associations with the brand” are the most cited associations (we take as the threshold the 0.95 percentile) and recurred for almost all of the brands. Table 1, in the Appendix, shows the complete list of brand associations used in the data analysis.

### 5. Results

Correspondence analysis (for more details see [Benzécri, 1973](#) and [Greenacre, 1984](#)) and the Chi-square tests were performed in order to evaluate whether the spontaneous brand associations depend upon knowledge of COO (H1). If the dependency was significant, we tested whether these associations were more related to the stereotypes (H2).

Correspondence analysis is a multivariate exploratory method mainly used in order to show the relations between row (i.e. respondents) and column (brand associations) modalities, and to reduce the dimensions of the contingency table. Basically, this technique takes the frequency of co-occurring modalities and converts them into distances. The results can be plotted on different two-dimensional maps depending on the couple of dimensions taken into account, revealing how the modalities are related among them in each map.

In order to verify H1, a correspondence analysis was conducted separately for each brand, using “made in Italy” as a supplementary variable. [Figure 1](#) shows the maps in the first two dimensions for each brand. As we can note from [Figure 1](#), no COO effects seem to be found on brand associations. Therefore, no different spontaneous associations seem to have arisen among the two groups of respondents: the one that knew the origin of the product and the one who was not aware about its origin. The distance between the “made



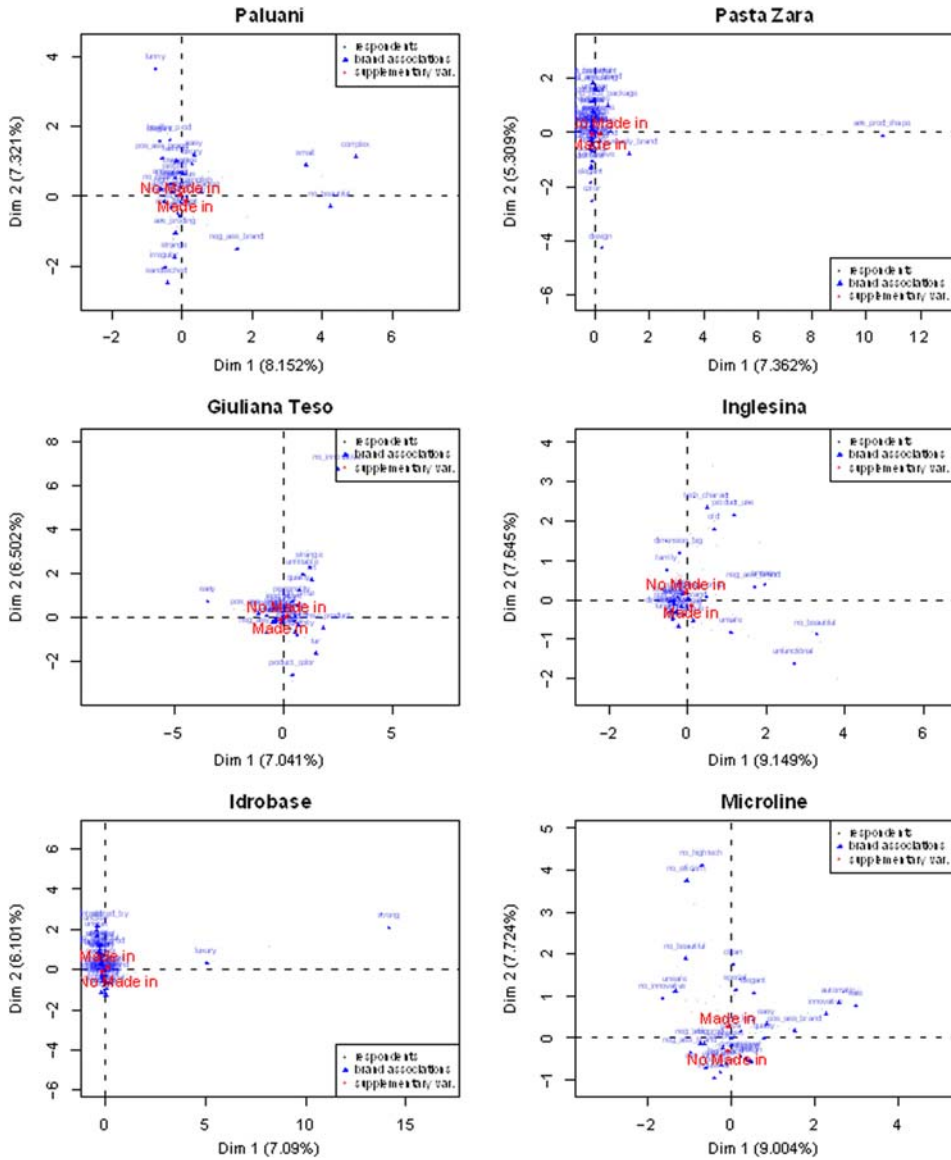


Figure 1. Maps created following the correspondence analysis performed for each brand.

in” and the “not made in” points in the maps reveals that there is no different network of associations in the consumer mind if COO is mentioned.

From this descriptive analysis we can suppose that H1, and consequently H2, should be rejected. It is important to underline that correspondence analysis is not an inferential method and that it is designed only for descriptive and explanatory purposes. With this technique we can find relations among modalities, but we cannot establish their significance or discern their relevance. Furthermore, this technique offers no assurance that the results found are anything more than chance results specific to the sample under observation.

For this reason, we also tested the null hypothesis of independence, using the well-known Chi-square test, between the associations and the “made in Italy” variable for each brand.

The results suggest that the associations are statistically independent from the “made in Italy” variable (each  $p$ -value calculated is greater than 0.05), supporting the result obtained from the correspondence analysis that H1 was not verified. Consequently, neither was H2.

These findings mean that respondents who are aware that products are “made in Italy” do not associate different meanings with the brands, which means that stereotypes related to Italy (i.e. fashion, design) or the west (i.e. modernity, innovation) do not occur any more than is the case when “made in Italy” is not mentioned.

## 6. Discussion and conclusion

This research examined the effect of COO on spontaneous brand associations. The findings suggest that consumers are not affected by “made in” information because the network of associations in their mind does not change if they know the brand’s COO. This result seems inconsistent with Keller’s framework (2003b) but supports the more recent idea that past research has inflated the influence of COO information (Samiee et al., 2005) due to incorrect knowledge about COO and about some biases in research methods.

The reasons for our results may be twofold: first, the respondents may not have any specific knowledge about Italy or Italian typicality; second, we asked respondents to provide unaided brand associations instead of scoring a list of attributes and, to the best of our knowledge, there is no other previous research using this methodology.

Brand knowledge is a multidimensional concept, so an analysis of other elements besides the researcher-developed items could be helpful in verifying the transfer and the condition in which this transfer is activated, as “place” is a secondary source of brand knowledge. By analysing spontaneous associations instead of scores given to a list of attributes, this research contributes to our understanding of COO effects. It shows that the associations consumers attach to a brand are numerous; sometimes they are related to intrinsic and objective features, such as the product’s colour or material, and sometimes they refer to positive or negative judgements about the brand. There is no significant evidence that associations related to Italian stereotypes, such as fashion, design or beauty, are transferred to the brand when COO is known.

Furthermore, a study conducted by Lim et al. (1994), in which a multiple-cues format was adopted, suggested that COO effect is low because when the products were presented on cards with pictures and descriptions, COO is just one of the cues. Godey et al. (2012), in their study regarding luxury goods, found that among eight factors used in evaluation and eventual purchase of products, COO is not so important. Particularly in China, COO is less important than design, brand itself, price and guarantee.

Asking respondents to freely associate attributes and values altered the situation by reducing the focus on COO. The respondents were not forced to judge brands based on a semantic scale related to stereotypes – as was the case in many of the previous studies – and in this way associations linked to Italy, or Europe in general, may not come to mind if not specifically indicated.

Bhaskaran & Sukumaran (2007) highlighted that when consumers have no information about a brand, COO is used to judge the product. This is consistent with Godey et al. (2012), who stated that “the impact of COO is weaker than that of brand”.

Based on these findings, to avoid that the brand knowledge covers up the COO effect, the brands used as stimuli for the experiment are not particularly famous in the Chinese market, both for consumer as well as industrial products. Despite this, the associations are not related in a strong way to stereotypes when the consumers are aware of the product's Italian origin.

As explained in the methodology, some associations were deleted from the analysed data or grouped into wider categories but even if they occurred a few times have to be mentioned because of their meaning. Paluani cake is "symmetrical", "irregular" and "lucky", associations that are related to Chinese culture. Pasta Zara is associated with "plagiarism" and Giuliana Teso is evaluated as "convex" and "easy to copy". An analysis concerning brand associations, in countries with a culture that differs from the western one, has to consider the interpretation rule of the population and the culture itself before using a pre-defined list of attributes or items to test evaluation hypothesis about brand image and associations.

The researchers' decisions about categories of associations could have affected the findings, as could the Chinese-English translations. Moreover, the associations are elaborated without considering the order in which they were written by the consumers. These limitations could affect the research findings, so further research is required to verify whether spontaneous associations are influenced by COO.

However, the main question that seems to arise from the research is whether COO perception is affected by the cultural, geographical, economic and historical distance between the two countries. Maybe we should consider the existence of a "meta COO", the western origin for example, that incorporates, overcomes and annihilates the concept of the "made in" country. Perhaps, in an increasingly globalized world, where macro areas with different homogeneity exist (Europe, USA, China, Far East, etc.), the COO value in the consumers' perception depends both on the macro area and on the traditional countries (i.e. Italy, France, Germany) considered.

Considering consumer knowledge about COO stereotypes, the existence of a hierarchy of COOs should be possible, as has been suggested by some scholars (Janda & Rao, 1997; Liu & Johnson, 2005), and the levels could relate to both geographical specifications and product classes or categories. Our findings are based on different product categories, some of which are strictly related to Italian typical manufacturing products (food and fashion) while others are more generic, but COO effects did not occur in any of those categories. Following the outcomes of this research, a hierarchy of COOs could start from the macro (multi-country areas) and go through the micro (countries) to the nano level (regions, provinces). Further research is suggested. The consumers increase their knowledge and competences regarding the different products and countries linking, the characteristics of a product to a particular place when this place is able to communicate unique resources. Multi-country areas such as Europe could become the new origin for products instead of Italy, but they can also compete with regions or provinces based on the ability to communicate their distinctive positioning and so the knowledge of consumers about this uniqueness. This may happen when the mass markets become niche markets. This could be a hypothesis for further research.

## Notes

1. Findings presented by KPMG during the workshop "Made in Italy Works", Montepulciano, Italy, 7 May 2011. Retrieved from <http://www.kpmg.com/IT/it/IssuesAndInsights/Events/Documents/KPMGFrancoMasera.pdf>
2. Findings presented by Castellano during the workshop "Made in Italy Works", Montepulciano, Italy, 7 May 2011. Retrieved from <http://www.kpmg.com/IT/it/IssuesAndInsights/Events/Documents/SACE-Alessandro-Castellano.pdf>

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## Appendix

Table 1. Frequency of brand associations for each brand.

Brand associations	Idrobase	Giuliana Teso	Inglesina	Pasta Zara	Paluani	Microline
Appealing				9	10	
Art		2				
Associations related to good taste					74	
Associations related to packaging					28	
Associations related to product category					16	
Associations related to product ingredient					23	
Associations related to product shape				3		
Associations related to product features	12	3				7
Automatic						5
Beautiful	5	46	18	18	33	
Big	11					19
Big dimension			4			
Classic		2				
Clean	2			2		2
Clear				2		
Colour	2	6		7		
Comfort	7		66			
Complex	26				2	48
Consistent				3		
Crisp				8		
Delicate				4		
Delicious				44		
Design	16	5	39	2		2
Easy	25	9	21	2	4	6
Easy to use				8		
Efficient	12					4
Elegant		93	25	4	4	1
English					3	
Experimental stuff						3
Family			6			
Fashion	5	95	17	4	2	
Fat				1		
Fittable		13				
Food				12		
Foreign	2			13	11	
Functional	28		23			
Funny					1	
Fur		3				
Generous		13				
Healthy				11		
Healthy product					2	
High price	48	22	14	26	23	16
High variety				33		
High-tech	18					35
Industrial	2		9			12
Innovative	12	14		6	5	8

(Continued)

Table 1 – *continued*

Brand associations	Idrobase	Giuliana Teso	Inglesina	Pasta Zara	Paluani	Microline
Irregular					3	
Light	3					
Like a ...	10					
Low price	24		28	11	1	1
Luxury	4	35	14	9	9	5
Many	3			30		
Mature		21				
Modernity	2	1	23			
Natural		3				
Negative associations related to with product Use	7	5	10	2	6	32
Negative associations related to with the brand						1
Nice package				58		
Not appealing				11		
Not beautiful	11		10	1	3	10
Not a healthy product					4	
Not high-tech						2
Not innovative		1		1		4
Not luxury				6		
Not a nice package				13		
Not consistent				2		
Not easy to use				8		
Not efficient	6					2
Not interested in buying	3					
Nutrition				3	2	
Obviously branded				6		
Odd			3			
Old	2		3			
Personality		6				
Popular		2		2		
Positive associations with brand	8	13	35	9	12	3
Precise	2				11	31
Product use			4			
Professional	7	7				15
Quality	26	24	29	23	10	20
Safe	21		34	2		2
Sandwiched					4	
Sexy		52				
Slim		10				
Small	8		10	3	3	
Special				5	7	2
Strange	7	1			1	
Strong	1					
Technical characteristics			25			
Too big				3		
Too small				2		
Unclear	13			15		
Uneasy	38		7			
Unfittable		1				
Unfunctional			7			
Unique	6		4			
Unsafe	1		9			2