



# A COO study towards the Portuguese preference for national food goods

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Dissertation submitted in partial fulfilment of requirements for the MSc in Management with Specialization in Strategic Marketing, at the Católica Lisbon School of Business and Economics

January of 2020

## **Abstract**

**Title:** A COO study towards the Portuguese preference for national food goods

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**Keywords:** Country of Origin, Portuguese food, Stereotype, Bias, Heuristics, Patriotism, Time constraint, Preference and Purchase Intention.

**Summary:** Country of Origin (COO) has become a highly discussed topic, since consumers are constantly exposed to products from different countries due to the wide-ranging effects of globalization. COO image is a powerful tool that can be used to gain competitive advantage and change consumers attitude. For this matter, stereotypical bias may change perceived quality ratings once consumers are well aware that good chocolate usually comes from Switzerland or Belgium and good coffee from Brazil or Colombia. COO's heuristic nature, also, saves consumers from extensive product evaluation. The present dissertation aims to identify to which extent Portuguese people prefer to buy domestic food items, what are the main reasons leveraging this choice and under which conditions. An online survey (targeted to Portuguese people) was run gathering 155 valid answers. The results analysis showed that there is a significant difference for preference on Portuguese food depending on its stereotype. Specifically, Portuguese revealed to have a higher preference and purchase intention for domestic food goods when these are stereotypically Portuguese or when they do not carry any stereotype. When a certain food product is stereotypically better to be foreign, Portuguese lean towards this option. The preference for Portuguese food in each of these three scenarios is leveraged by the consumers Patriotism and leveraged by COO image only for stereotypically Portuguese food. Different levels of time constraint did not show relevant differences in the participants attitudes.

## **Resumo**

**Título:** Um estudo do impacto do país de origem na preferência dos portugueses por bens alimentares nacionais

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**Palavras-chave:** País de origem, comida portuguesa, estereótipo, tendência, heurística, patriotismo, restrição de tempo, preferência e intenção de compra.

**Resumo:** O país de origem (PDO) tornou-se um tema altamente abordado, especialmente numa altura em que os consumidores são constantemente expostos a produtos de diferentes países graças aos efeitos da globalização. A imagem do PDO é uma ferramenta poderosa que pode ser utilizada para obter vantagem competitiva e mudar a atitude do consumidor. Nesse sentido, o estereótipo pode alterar as classificações de qualidade percebidas, sendo que os consumidores acreditam que um bom chocolate, geralmente, provém da Suíça ou da Bélgica e um bom café do Brasil ou da Colômbia. A natureza heurística do PDO permite, também, evitar uma extensa avaliação dos produtos por parte dos consumidores. A presente dissertação visa identificar em que medida os portugueses preferem comprar alimentos nacionais, quais são os principais motivos por detrás dessa decisão e sob que condições. Foi realizado um questionário online (direcionado à população portuguesa), reunindo 155 respostas válidas. Os resultados mostram que existe uma diferença significativa para a preferência por alimentos portugueses, dependendo do seu estereótipo. Especificamente, os portugueses revelaram ter uma maior preferência e intenção de compra por alimentos nacionais quando estes são considerados tipicamente portugueses ou quando não possuem nenhum estereótipo. Quando um determinado alimento é estereotipicamente associado a um país estrangeiro, os portugueses tendem a escolher essa opção. A preferência por alimentos portugueses em cada um destes três cenários é impulsionada pelo patriotismo dos consumidores e pela imagem do PDO apenas por alimentos estereotipicamente portugueses. Diferentes níveis de restrição de tempo não mostraram diferenças relevantes nas atitudes dos participantes.

## **Acknowledgements**

This thesis was brought to life with the support of several people present in my life. For this reason, I would like to extend my sincere appreciation to all of them.

First and foremost, I would like to gratefully acknowledge my entire family for their unconditional support during my entire academic journey, specially throughout my master's degree.

In this regard, I would like to highlight my parents aid, who always stood by my side during my studies and helped me to overcome challenges I faced during my academic path. They have encouraged me to broaden my horizons and strive for the best, by always inspiring me to go as further as possible in my studies and to be ambitious. Their words of encouragement were pivotal to this stage.

I would also like to express my deep gratitude for my boyfriend Guilherme, the one who encouraged me the most during this period. He was my constant source of motivation, always keeping me focused in my work balanced with some moments of leisure when I needed the most. He was always eager in helping me to achieve my goals and standing by my side.

In addition, I would like to thank all my incredible friends who cheered me and supported during the most stressful times. A special recognition to my dear master colleagues, who accompanied me during this journey, their compelling help and cooperation throughout our studies was very much needed.

Lastly, I would like to express my deepest appreciation for my mentor and advisor, João Niza Braga, for all his guidance and prompt feedback during the writing of my thesis. I would have not been able to do it without him.

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## **Chapter 1: Introduction**

### **1.1. Topic Presentation- COO and the Portuguese Food Industry**

Nowadays consumers are constantly exposed to products, that have similar features, from different countries. Since people make inferences from that information Country of Origin (COO) has been a highly debated and relevant topic. The manner that consumers evaluate certain products according to COO cues is of extreme importance for the managerial and marketing field. Furthermore, because countries face a growing number of competitors in their efforts to attract scarce capital, understanding why and how a country's image affects consumer evaluation is becoming increasingly important to investors (Kotler et al., 1993). Mindful of these insights, it is also relevant to explore under which circumstances COO as an attribute should become more salient, vivid or advertised too the consumers' eye.

Despite a numerous amount of studies regarding COO effects on consumers' perception of quality and purchase intention, that show a clear correlation between these variables, very little is known about consumer behavior, their motives and under what circumstances they're more prone to resort to COO cues (Kosh et al., 2011). Accordingly, it is of extreme importance to approach the fact that COO studies usually contain conflicting results, since past research may have been hindered because of a big emphasis placed on generalizing truths regarding multiple products and COO effects. For this reason, there is a need for continuous research in this field, across different cultures, industries and situations. COO needs to be examined on a product-by-product basis, once an overall generalizable theory for all products and all countries may not be feasible. Furthermore, it is critical to acknowledge that COO image is volatile, and a newly liberalized society might exert different results compared to past research. (Insch & McBride, 2002). All these motives unleashed the need to address the Portuguese consumers purchase intentions regarding their preferences only, for national food products.

The impact that globalization has had on the Portuguese industry is undeniable, opening doors for greater imports of foreign products. According to INE (The Portuguese Statistics National Institute) from the 1990s to the present day, the volume of imports of foreign products has increased at a compound annual growth rate of 5.4%, registering only three periods of time when imports decreased (from 2001 to 2003, from 2008 to 2009 and from 2011 to 2012). The trend in the food industry is similar to that of the whole industry, considering that



the compound annual growth rate was 5.6%, and the weight of food imports on the total was always in-between 11% to 16% during the above years.

	Total	Food	Food (%)
1993	20 205,7	2 815,4	14%
1994	23 513,0	3 391,7	14%
1995	25 837,5	3 603,2	14%
1996	28 133,1	3 918,2	14%
1997	32 098,8	4 103,1	13%
1998	36 264,1	4 711,9	13%
1999	39 649,5	4 998,0	13%
2000	45 705,8	5 227,9	11%
2001	46 560,0	5 719,7	12%
2002	45 079,9	5 726,2	13%
2003	44 441,3	5 723,1	13%
2004	49 259,7	6 084,0	12%
2005	51 379,2	6 115,3	12%
2006	56 294,6	6 669,2	12%
2007	59 926,5	7 551,0	13%
2008	64 193,9	8 269,2	13%
2009	51 378,5	7 632,4	15%
2010	58 647,4	8 182,4	14%
2011	59 551,4	8 931,7	15%
2012	56 374,1	8 724,5	15%
2013	57 012,8	9 062,5	16%
2014	59 032,1	8 876,2	15%
2015	60 344,8	9 331,3	15%
2016	61 424,0	9 694,3	16%
2017	69 688,6	10 658,5	15%
2018	Pro 75 363,9	Pro 11 042,5	15%

Table 1 – Imports of total goods and food in Portugal



Graphic 1 – Imports of total goods and food in Portugal



Graphic 2 – Percentage of imports of food over total goods

From a study on the Portuguese consumption habits of Portuguese-origin products, elaborated in 2018, important conclusions can be drawn about the importance that Portuguese consumers place on products of Portuguese origin, the importance of engaging in such a behavior and the categories of such products that the Portuguese buy most. According to the study, there is a significant importance placed by Portuguese consumers on Portuguese products, given that 72.2% either always try to buy Portuguese products or just for some type of products (36.9% and 35.3% respectively). Reportedly, 68.8% of participants consider it important or very important the consumption of Portuguese products and 85.1% are satisfied or very satisfied with the Portuguese products they buy. When asked about the categories of Portuguese-origin products that the Portuguese buy the most, the five top results are within the food industry - fruits and vegetables (89.8%), bread and pastries (85.4%), olive oil (83.6%), dairy products (71.4%), and fish, meat and meat products ( 67.8%) - showcasing the preponderance that the Portuguese food industry has over the preference of Portuguese consumers (Moreira & Vale, 2018).

In line with the previous findings, a big question is raised: Do Portuguese people prefer to buy domestic food over international options? Furtherly, how far do their purchase intentions go? And, under what circumstances? And, finally, what is causing their preference?

Aiming to answer these previous questions, this study settles to better understand what is driving Portuguese consumers to have a preference for domestic products. Is this related to the fact that they are patriotic in general? Does it have to do with patriotism? Or it is just because the country's image is seen highly by Portuguese people?

The current investigation also approaches the fact that consumers are exposed to an abundance of cognitively demanding situations in every daily life. People talk when driving, think while watching TV, go shopping with nagging children. Because product evaluations are likely to be formed when participants are under different time constraint, it is important to explore how variations in levels of time constraint affect purchase decisions (Chang, 2004), particularly the COO effect.

As it is further analyzed, limited time or capacity for processing information that is relevant to the decision problem (e.g. time pressure) often leads to overweighting some relevant variables at the expense of others (Kosh et al., 2011), for instance COO as a product attribute.

## **1.2 Problem Statement**

In Portugal there is an old popular saying: “O que é Nacional é bom!”, meaning “What is national is good!”. This research aims to explore to what extent Portuguese people prefer to buy domestic food items and what are the main reasons leveraging this choice.

Research Question 1: Do Portuguese consumers always prefer domestic food products over foreign alternatives or simply when they are stereotypically better?

Research Question 2: Do Portuguese people prefer domestic food products because, for them, Portugal has a better COO image?

Research Question 3: Is their preference for domestic food products related with the fact that they're patriotic?

Research Question 4: Are Portuguese consumers going to resort more to COO as a heuristic cue if they claim to have higher time constraints while shopping?

## **Chapter 2: Literature Review**

This chapter intends to do a critical review on previous research that is relevant to this field of study. The following theoretical exposure will showcase the importance of this topic and lead towards the understanding of the research questions undertaken.

### **2.1 Understanding of the COO**

There has been a growing importance about the importance of COO issues. With the rise of globalization and international business, people are having ongoing access and exposure to international products from all over the world (Bilkey, 1993). Thus, the COO phenomenon has been emerging alongside the international markets' complexity and dynamics.

“COO means the country that a manufacturer's product or brand is associated with”, also known as “the home country” (Saeed, 1994). Subsequently, the study of COO effects seeks to understand how consumers perceive and evaluate products originated from a certain country (Romeo & Ross, 1992; Chang, 2004). Previous studies have shown that COO affects consumers' perceptions of quality and purchase intent (Baugh & Yaprak, 1993), others have also demonstrated a difference in product-specific effects (Japanese cars vs. Japanese designer dresses), which will be addressed later.

COO can also exert different effects cross-culturally, meaning that products with different nationalities might originate distinct consumers' opinions and perceptions, (Incsh & Mac bride, 2002). Overall, it's pivotal to acknowledge that beliefs germane to evaluation of product quality, a product's individual attributes and behavioral intention diverge significantly by country of origin. (Agrawaal & Kamakura, 1999).

#### **2.1.1 COO image**

COO image was, firstly, approached by Nagashima in 1970 who defines it as a picture, reputation or stereotype that a consumer has towards a product from a specific country. This image has multidimensional factors. Simplifying, it represents the conscience for product quality from a specific country (Bilkey & Nes, 1982; Han, 1989).

Consumers have a perception about a product from a particular country based on their previous perceptions about a country's production and marketing strengths or weaknesses. Hence, COO image plays a major role when assessing certain products. (Romeo & Ross, 1993).

As stated by Listiana (2015), COO image can be divided into two levels, General and Specific COO image. General COO Image illustrates a macro context, encompassing several variables like economy, politics, historical events, relation with other countries, tradition, industrialization level and technology advancement (Zeugner et al., 2008). Likewise, Specific COO image represents a micro context, where one's judgement is based on the capability of a country producing a certain product category (Pecothich & Rosenthal 2001).

This last statement is in accordance with Roth and Romeo's (1992), Product-Country Image approach. This concept focuses on the general perception of product's quality from a certain country. For example, consumers tend to think highly about Columbian coffee, Swiss watches, US appliances, Japanese electronics and German cars. Consequently, in many product categories, the COO image is the main actor in decision-making (Kotabe & Helson, 2011).

COO image is also a powerful tool that can be used to gain competitive advantage and enhance brand equity (Parameswaran & Pisharodi, 2013; Listiana, 2015). For instance, when a COO image is negative, marketers may want to downplay this information whereas if positive they may highlight it (Incsh & Mac Bride, 2002). Pricing may also change according to COO image, firms originating in countries with better product-country image should be able to charge premium prices and discount prices should be applied in the opposite situation.

Besides, country of origin image is not static, in fact it's quite volatile (Nagashima, 1970; Papadopoulos et al., 1987). To illustrate, in the 1950s Japan was associated with cheap and fake products, yet from the 90s onwards the country's image has changed into a country of high-quality products (Pappu et al., 2007; Yassin et al., 2007).

In brief, COO affects the judgement of perceived quality and has significant influence on a consumer's preference level. Moreover, it affects their information search intention, purchase intention and post-purchase behavior (loyalty), (Lin & Chen, 2006).

### **2.1.2 COO as a Bias**

After addressing COO image it's critical to determine whether "these perceptions" are valid or if they're merely a stereotype and bias on consumers' minds.

According to several authors such as Chao (1993), COO can be a stereotypical bias that affects perceived quality ratings. Agrawaal and Kamakura (1999) took it a step further inferring that assessment of quality for products originating from different countries might be based on factual information, such as their own experiences or information obtained through consumers' own knowledge. Despite this, it can't be also disregarded that COO can be also a perceptual bias.

The central question is whether observed perceptual differences in product quality associated with COO are due to some halo effect indicating cognitive bias or due to actual differences in objective quality. The answer is both! The halo effect is the possibility that the evaluation of a product, under some bias, interferes with the judgment on other important factors, creating a sound impact on the final result. More specifically, suggests that consumers use COO image to make conclusions about product attributes, affecting the attitude towards the product in general. As Shapiro (1982) noted, consumers feel the need to use COO image in product evaluation because they're usually unable to detect the true quality of a country's products before purchase. Awareness of the halo effect, however, does not make it easy to avoid its influence on consumers' decisions (Salkind & Rasmussen, 2008).

Deshpandé, (2010) calls the COO bias "the Provenance Paradox" explaining that countries that are not perceived to be good in one product struggle to make their way and rise up in the market. For instance, chocolate El Rey is a Venezuelan company that produces some of the best cacao beans in the world bought by prestigious chocolate houses in Switzerland and Belgium. Consumers have been accustomed to believing that great chocolate comes from Europe, not South America, although Venezuela produces the world's best cacao. Thus, it's not considered a legitimate source of great chocolate and consumers perceive it to lacking authenticity.

"Made in Brazil", also, implies high-quality coffee but not high-quality aircraft. It's a hurdle for companies to overcome this, sometimes, taking decades to change consumers judgements. This bias engraved in consumers' minds is a true Marketing and Branding challenge.

Finally, it is important to denote that heuristics are often correct, because they turn out to be a mental short cut using very little information which is highly diagnostic and has high logical validity. However, this information is not necessarily flawless and, therefore, relying only on that solely may lead to non-optimal decisions. This error that results from the use of a heuristic is called a cognitive bias.

## **2.2 An overview on Heuristics**

Information processing time and ability are limited, therefore humans often use mental shortcuts or rules of thumb. This is the reason why simplifying heuristics are so appealing, (Arkes, 1991). According to Gigerenzer and Gaissmaier (2011) “A heuristic is a strategy that ignores part of the information, with the goal of making decisions more quickly, frugally, and/or accurately than more complex methods.” Subsequently, extra effort required to use a more sophisticated strategy is seen as a burden by individuals.

The heuristic–systematic model assumes that people are cognitive misers (Maheswaran & Chaiken, 1991). People avoid elaborative processing unless they are motivated and have the cognitive ability to engage in it. In situations in which individuals are not motivated to elaborate on messages methodically, they rely on heuristic cues to develop their attitudes, whereas, under conditions in which individuals are motivated to develop accurate judgments, systematic processing will prevail (Chaiken & Eagly, 1983). When a heuristic mode of processing is adopted, message perceivers exert relatively less cognitive effort whereas, if a systematic mode of processing is adopted, message perceivers exert a considerable amount of cognitive effort.

This model proposes that heuristic and systematic processing can co-occur and generate interactive effects on judgments (Eagly & Chaiken, 1993). In a real-life context there are several situations in which people are more prone to using simplifying strategies. Those occasions in which product information is ambiguous and uncertainty is high, prevailing cues lead consumers to make inferences about the quality of the product, resulting in an overall biased evaluation of the advertised product, when product information is clearer, thus unambiguous the opposite effect takes place.

Despite prominent claims stating the contrary, the human mind is not worse than rational, may often be better than rational (Cosmides & Tooby 1994). In fact, heuristics can be beneficial for the decision-maker. Psychologists have identified decision rules that produce “less-is- more”

effects (Lee, 2010; Smithson, 2010). That is, heuristics that save effort and promote efficiency can also improve predictive accuracy (Brighton & Gigerenzer, 2012). Nevertheless, heuristics can also bias the decision-making process by decreasing accuracy, but they are able to yield reductions in time and effort that justify their use.

### **2.2.1 COO as a Heuristic Cue**

In their attempt to conserve cognitive capacity, consumers are known to adopt simplifying heuristic cues as the decision-making environment becomes more complex (Bettman, 1979). As reported by Liefeld (1993), there are two types of product cues: intrinsic, part of the physical composition of the product; and extrinsic, in other way related to the product, such as price or COO. COO has been found to be an important extrinsic cue (Klein et al., 1998), especially when buyers have less familiarity with the products (Han & Terpstra, 1988). Thus, consumers might use COO as a summary construct representing their knowledge about a product's quality from different countries (Han, 1989).

COO is used to eliminate brands and develop an evoked set, saving consumers from extensive evaluation of intrinsic attributes (Agrawal & Kamakura, 1999). When experience or knowledge about a product is limited, consumers will call upon COO cues in order to evaluate products (Maheswaran, 1994). Greater product knowledge usually means additional and stronger cues into the decision process, which reduces the strength of COO cues. Heslop et al., (1987), also noted that as purchase frequency increases, the consumer's ability to form judgments is enhanced, hence the consumer will not rely as much on COO cues.

The COO effect on product evaluation is smaller for multi-cue studies than for single cue studies, since the COO cue becomes less salient (Verlegh & Steenkamp, 1999). In a real consumer decision-making environment, consumers are likely to be exposed to additional information and access to multiple cues such as the product by itself, brand name, price, nutritional facts etc. In these situations, the impact of one single cue such as COO may diminish significantly (Peterson & Jolibert, 1995).

Recalling the heuristic–systematic model framework, COO beliefs learned through past experiences can serve as heuristic decision rules when individuals are not motivated to process product information, but not when individuals are motivated to do so.

Heuristic cues become more salient or vivid in certain message contexts and, therefore, are more likely to exert significant effects. For example, when messages are ambiguous, heuristic cues may become relatively more salient and vivid, encouraging individuals to engage in heuristic processing, as opposed to unambiguous messages (Chang, 2004).

### **2.2.2 Cognitive load and Time constraint**

Adaptive decisions often need to be made fast, and this may well constrain the type of strategies that are optimal. Evidence from a variety of sources demonstrate that individuals do solve problems differently when under time pressure or when their motivations are reduced (Lemon, 2016). Many every day choices are made while decision-makers are engaged in a range of cognitively demanding tasks. For example, while purchasing items from their shopping list in the grocery store, it is very likely that consumers will also engage in additional tasks, such as a phone conversation or attending to a child that came along for the trip. Drolet, Luce, and Simonson, (2009), suggest that such conditions of cognitive load do not make our choices necessarily worse, but rather increase the importance of externally available information (Kosh et.al, 2011).

Cognitive load theory (Sweller, 1989) is concerned with the manner in which cognitive resources are focused and used during learning and problem solving. Cognitive load has severe effects on consumer decision making. Theories respecting this concept indicate that this negative effect disappears when the load is removed.

Many learning and problem-solving practices conducted in several studies have resulted in students engaging in cognitive activities outlying the plausible goals of the task. Consequently, cognitive load generated by these irrelevant activities can interfere with skill acquisition. Additionally, it has also been shown that consumers avoid deciding during episodes of high cognitive load (Anderson, 2003), preferring sometimes to defer their choice (Dhar, 1996), retarding the customer journey. One of the circumstances that strengthens the most cognitive load is time constraint, especially when the purchase choice faces a low-involvement product.

Most people have experienced time constraint when making a decision. One consequence of time constraint is that individuals often cannot take all the information they would like to into account. Time constraint is a prominent cause of shopping stress and may affect consumers' moods negatively and lead to less favorable product evaluations (Masayo et al., 2007). In



general, customers experiencing moderate to high time pressure will enter the store in a more negative mood than customers in a low stress condition (Baron & Bronfen, 1994). Consequently, time constraint can change individuals' priorities and product rankings, assigning more credibility to best alternatives according only to the gathered information (Wright, 1974).

### **2.3 Purchase intention**

Purchase intention defined as the consumers' willingness to purchase certain products (Alex & Thomas, 2014; Dodds et al., 1991). Purchase intention and purchase behavior are strongly correlated. Since the first leads to the second, purchase intention has been suggested as a key predictive component (Follows & Jobber, 2000; Van Lange et al., 2011).

Purchase intention is positively influenced by a primary factor, perceived value, which mediates the influence of perceived price and perceived quality (Chang & Wildt, 1994). Despite, perceived price and perceived quality, have direct effects on purchase intention, being price used as an indicator of quality. Ahmed et al., (2015) have a similar construct where purchase intention is significantly related with customer satisfaction and perceived product quality. Perceived quality refers to the fact that customers, prior to act of purchasing, have perceptions about the product quality, price and styles. Customer satisfaction consists in a judgment that a product offers a pleasant level of fulfillment, conveying a good or bad feeling after comparing the product presentation perceived with the expected (Zeithaml & Bitner, 1996).

### **2.4 Ethnocentrism and Patriotism**

Ethnocentrism revolves around the notion that individuals tend to perceive their own group or culture as superior (Sumner, 1906). As such, individuals who belong to the same group are considered in-groups and individuals who do not belong to the group are considered out-groups (Ueltschy, 1998).

Consumer ethnocentrism acts as hindrance for purchase decisions (Amre, 2018). Ethnocentric consumers tend to perceive that the quality of local products is superior to the quality of foreign ones (Wang & Chen, 2004). This leads to an unfavorable effect on foreign products' quality, which later, positively affects consumers' purchase intentions and increases likelihood to buy domestic goods (Yoo & Donthu, 2005). Consumer ethnocentrism is considered to have a more

powerful influence on consumer preferences for domestic versus foreign products than demographic or marketing-mix variables. From the perspective of ethnocentric consumers, purchasing imported products is wrong because, according to them, it hurts the domestic economy, causes loss of jobs, and is plainly unpatriotic as it favors the out-groups (Sharpe et al., 2010).

Consumer patriotism has also a significant effect on the purchase intentions of domestic versus foreign products. Therefore, it is expected that patriotic individuals show a bigger preference for domestic goods (Han, 1988). Patriotism refers to strong feelings of attachment, loyalty and devotion to one's own country without being hostile towards other nations (Kosterman & Feshbach, 1989; Adorno et al., 1950; Catton, 1960).

Adorno et al. (1950), illustrates the difference between "healthy patriotism" (love of one's country) and "blind patriotism", a bias against outgroups present in "ethnocentric patriotism". "Blind patriotism" is a "blind attachment to certain national cultural values, uncritical conformity with the prevailing group ways, and rejection of other nations as outgroups" (Adorno et al., 1950). Blind patriotism is positively associated with political disengagement, nationalism and perceptions of foreign threat (Lavine et al., 1999). While patriotism is also related to some of the behaviors associated with nationalistic attitudes (support the right-wing and conservative parties), unlike nationalists, patriots are more moderate and tend to have a more cooperative approach to the world, not relapsing in extremities (Sharma et al., 1995; Feshbach, 1990).

## **2.5 Scope of analysis**

Bearing in mind the theory exposed, it is possible to elaborate the hypotheses furtherly tested in this study. The COO effects allow to understand how consumers behavior change according to products from different countries. Moreover, how it affects consumers perception about quality and their overall preference and purchase intention. Following this reasoning, it came to interest to point out what Portuguese people perceive of their own food.

COO image is also a powerful tool that can be used to gain competitive advantage and change consumers attitude. When thinking about a certain product it is easy to immediately associate countries that are known to be good in producing that same product. Howbeit, when a product is not perceived from a certain country, consumers might not exert positive feelings towards

the item, implying the product might not have good quality, when that is not necessarily the case. This a true hardship for marketeers. After addressing these topics, it becomes critical to unveil whether these perceptions are valid or if they are merely a stereotypical bias on consumers' minds. Afterall, how far does one's bias go? And, is it worth for a certain COO to be presented as determinant attribute?

Withal, consumers are known to engage in simplifying heuristic cues such as COO in order to eliminate brands and develop an evoked set, saving time and effort from an extensive evaluation of other present attributes. When other extra product information is available or purchase frequency increases, the consumer will not resort as strongly to COO cues. Hence it is important to understand how far this mental shortcut goes.

It can also be foreseen that, apart from COO image and stereotype, patriotism might also play a relevant role on the Portuguese people choices, once consumer patriotism has a significant effect on purchase intentions of domestic versus foreign products. Therefore, it is expected that patriotic individuals will show a bigger preference for domestic goods. Patriotism refers to strong feelings of attachment, loyalty and devotion to one's own country but without being hostile, thus it can be anticipated that Portuguese will not engage in ethnocentric choices (implying they will not be blind to stereotypically better foreign alternatives).

Under the topic addressing time constraints it was covered that individuals often cannot take all the information they would like to into account. Additionally, time constraint can change individuals' priorities and product rankings. If Portuguese consumers face high time constraint will it affect and strengthen the COO cue? Or no effect will be extracted since food sometimes entails a low involvement choice?

To close, in parallel with the theoretical background, Portuguese consumers' behavior towards domestic food will be analyzed alongside its main COO. The reasons and circumstances that might be behind their preferences will also be scrutinized.

## **Hypotheses**

**H1:** Portuguese consumers will have a higher preference and purchase intention for domestic food when the product category is from a stereotypical Portuguese industry.

**H2:** Portuguese consumers will have a higher preference and purchase intention for domestic food when there is no stereotype.

**H3:** Portuguese people will have a higher preference and purchase intention for foreign food when this is stereotypically better.

**H4:** Portuguese consumers will have a higher preference for domestic products due to their positive COO image.

**H5:** Portuguese consumers will have a higher preference for domestic products due to their patriotism.

**H6:** Portuguese consumers that claim to have higher time constraints while shopping will have a higher preference for Portuguese food than those with lower time constraints.

The main proposal of this research is to acknowledge if Portuguese people prefer, in fact, national food, in most cases. They will resort to such alternative if it is stereotypically domestic and even if there is no stereotype at all. Despite that, consumers are not blind to international stereotypes and will resort to a foreign alternative if this is stereotypically better. Besides this main focus, it will be explored whether COO image and Patriotism play a part on consumers' preference and whether time constraints will attribute more heuristic power to Portuguese choices.

## **Chapter 3: Methodology and Data Collection**

The present chapter aims to unveil answers to the previously presented research questions, test the hypotheses and evaluate the outcomes. For that matter, by collecting relevant information, this section will encompass the instruments and the methods used for this study. The methods naturally carry some advantages and disadvantages that will be furtherly mentioned.

### **3.1 Research Instruments**

With the intent of collecting data in an efficient, widespread and fast way, the research instrument chosen was an online survey. Apart from the mentioned advantages, this instrument also represents an uncomplicated way to collect a high number of answers, with no costs needed and no geographical constraints. It also carries no interview bias and delivers real time results that allow direct data entry, facilitating the succeeding analysis. Furtherly, makes it possible to use advanced statistical techniques as the Statistical Package for the Social Sciences (SPSS).

Regardless, online surveys also bear some disadvantages such as sample representativeness. Besides, too many digital surveys can become an overload leading to unmotivated participants and interpretation issues. By being provided with no guidance, the respondents independence can also lead to misunderstandings and thoughtless answers. Finally, incurring in wrong interpretations and false evaluations can be the cause of unclear data.

### **3.2 Research Method**

The present dissertation aims to understand to which extent Portuguese people prefer to buy domestic food items, what are the main reasons leveraging this choice and under which conditions.

This experimental study (ES) was shared in several social media platforms, being active from the 9<sup>th</sup> of November until the 20<sup>th</sup> of November. In total 204 answers were collected, in which 155 were valid. The study comprises three different conditions (stereotypically better to be Portuguese, stereotypically better to be foreign and no stereotype associated (neutral)). Each three conditions had three choices to be made, originating in 9 choice scenarios (as it will be explored in greater detail). All the participants had to go through all the choice scenarios (appendix 1).

The targeted audience was, strictly, intended for Portuguese since this study aims to better understand their preferences concerning domestic products. Given this matter, the target range was intended to be as wide as possible including individuals of all genders, ages, political orientations and financial conditions.

### **3.2.1 Materials and Procedure**

Initially, the respondents were presented with an introductory text explaining that the ES was completely anonymous, used for study purposes only and developed within the scope of the Masters program from Católica Lisbon SBE (see appendix 1).

After the introductory text, in order to answer the formulated hypothesis, the participants were exposed to 9 food choice scenarios, each scenario containing two choices (images). The participants were told to consider that in each choice scenario all the products' features were the ones presented on the images and that both products had the same price and quantity. In each choice scenario both products had very similar packaging design and attributes in order to not divert attention from the central point of the study (measuring the COO effect). The only attribute with a major difference in each product was, in fact, the COO. Finally, the goal of this section was to understand the preference between the two set of products (measured in a 9-point bipolar scale) and the purchase intention for each one, separately (measured in a 9-point scale).

In detail, Participants were presented pairs of products from different COOs. The COOs were Portugal, Belgium and No-COO information. The COO pairs were Portuguese vs Belgian, Portuguese vs Neutral and Belgian vs Neutral. Participants saw these pairs for three product categories: Olive Oil - a product category from an industry associated to Portuguese COO image; Chocolate – a product category was associated to Belgium COO image, but not to the Portuguese COO image; and cereals – a product category that was neither associated to the Portuguese neither the Belgian COO image. All of these scenarios yielded a total of 9 pairs. All the products were carefully selected so that the main focus of the research (measure the impact of each COO effect) was not affected. For instance, perishables were not purposefully chosen because of certain conditions like short shelf-life and deep freezing (for meat and fish for example).

The following block was primarily devoted to understanding the respondents' purchasing behavior when buying food in the grocery store, mainly regarding the COO attribute (in this case Portuguese) as a dominant factor. They were asked (using a 9-point scale of agreement) if they could easily understand if a product was Portuguese and whether the Portuguese nationality should be given more salience. Also, considering that food purchasing is mainly considered to be a low-involvement decision, buyers will not be putting as much effort and time in their choices. Moreover, time pressure during a shopping spree may also have a considerable impact on costumers' behaviors (both aforementioned in the literature review). Likewise, the participants were asked about this issue that might affect the overall evaluation due to the product and situation's nature. Specifically, the participants were questioned about their level of agreement for the following statements "I grocery shop out of pleasure, and don't mind the time spent in there" and "I don't take too much time when picking between two choices of food items" (measured on a 9-point scale).

Additionally, two questions were devoted to proving that the preference for national food products was leveraged by the Portuguese patriotism and COO image. Two scales were used, the product country image scale with 11 statements and a patriotism scale with 6 statements adapted from Parameswaran and Pisharodi (2002) and Papadopoulos and Heslop (2003). Subsequently, the participants were directly asked how patriotic they considered themselves (on a 9-point scale) and what was their political orientation (on a 9-point bipolar scale from left/liberal to right/conservative).

The following set of questions aimed to disclose other factors that might be luring consumers to buy Portuguese products besides the country's image and the Portuguese patriotism. These questions were meant to unveil whether the (non-)preference for domestic food had a motive beyond a mere stereotype. Hence, the respondents were asked about the level of importance of the Portuguese food quality, price/quality ratio, support for the national economy. Also, if it made no sense to buy foreign products when Portugal was able to provide it, health factors, trustworthiness, value for tradition and concern about the decrease of national food consumption due to the availability of foreign goods.

Afterwards, respondents had to indicate the level of importance (on a 9-point scale) of several product attributes. Once the theoretical background sustains that the COO cue loses its power when other attributes and information are available, it is relevant to unveil where COO stands next to other important product factors. Following, inquiries were asked to specify the level of

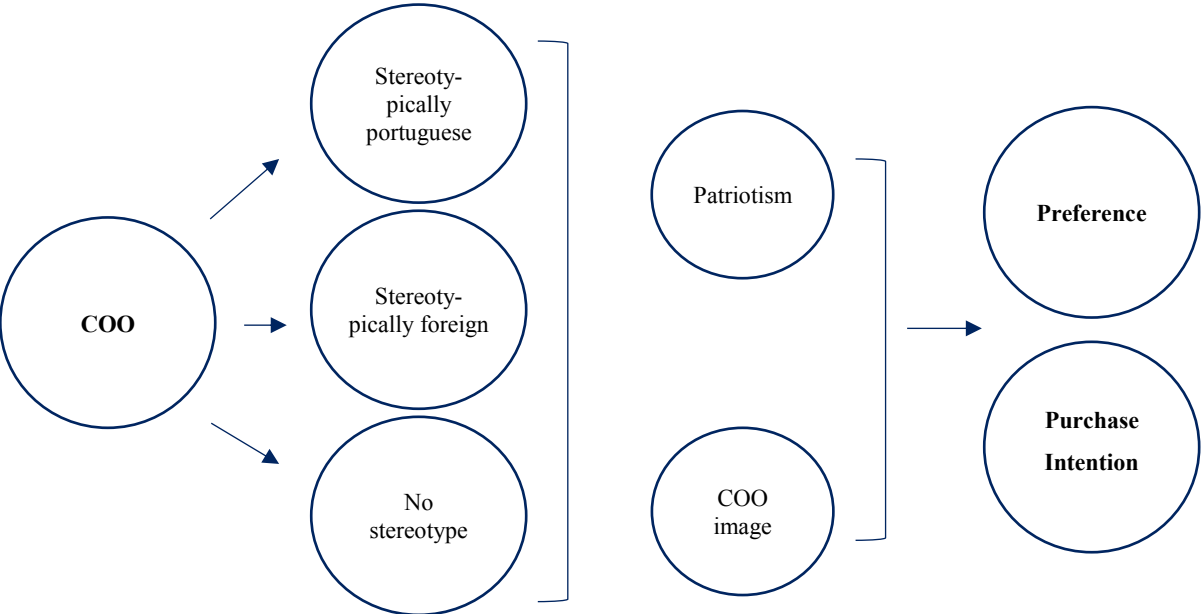
importance (on a 9-point scale) of each of the following: quality, packaging design, price, renowned brand, country of origin, nutrition facts and sustainability.

To conclude, participants were presented with a set of questions regarding demographic data. In particular, concerning the participants’ age, gender, occupation, nationality and income. There was also a “thank you” message for participants that completed the ES in the end.

**3.3.3 Design**

The study conducted in the present dissertation rests in a 3x3 within subjects’ design, one variable is product category (stereotypically Portuguese, stereotypically foreign/Belgian and no stereotype) and the other, COO comprising (Portuguese, foreign/Belgian and No-COO information).

There are two dependent variables (preference and purchase intention), the independent variables are the COO and stereotype interactions. In addition, this study gathers two predictors which impact will be measured on the independent variables. The predictors are the level of patriotism and COO image. The study framework is present in the following graphic.



*Graphic 3 – Study Framework*

The following tables help to understand and demonstrate the set of all the 9 choice scenarios that the participants were presented with. They were not presented in this particular order, to prevent the propensity of collecting biased results.



	Vs	Portuguese	Belgian	Neutral
Portuguese		*	Portuguese olive oil vs Belgian	Portuguese olive oil vs Neutral
Belgian		**	*	Belgian olive oil vs Neutral

**Stereotypically better to be Portuguese – Olive oil**

\* Repeated pair

\*\* Repeated Nationality

*Table 2 - Stereotypically better to be Portuguese scenario*

	Vs	Portuguese	Belgian	Neutral
Portuguese		*	Portuguese chocolate vs Belgian	Portuguese chocolate vs Neutral
Belgian		**	*	Belgian chocolate vs Neutral

**Stereotypically better to be Belgian (foreign) – Chocolate**

\* Repeated pair

\*\* Repeated Nationality

*Table 3 - Stereotypically better to be foreign scenario*

	Vs	Portuguese	Belgian	Neutral
Portuguese		*	Portuguese cereals vs Belgian	Portuguese cereals vs Neutral
Belgian		**	*	Belgian cereals vs Neutral

**No stereotype– Cereals**

\* Repeated pair

\*\* Repeated Nationality

*Table 4 – No stereotype scenario*

## **Chapter 4: Analysis of Results**

The present section will address the conclusions drawn from the ES gathered information. Firstly, this chapter will consist of explaining the data collection, followed by the sample characterization and data reliability. Finally, an in-depth analysis will be developed in order to showcase the results and validate the formulated hypotheses.

### **4.1 Data Collection**

The experimental study was available online for twelve days and 204 questions were collected. From these, 155 were validated and fully completed. Because the ES is a within-subject experimental study, all the inquiries were exposed to the same answers.

### **4.2 Sample Characterization**

From the sample of this study that was possible to quantify, 57% were women and 43% were men - a good proxy for the Portuguese population which is made up of 53% women and 47% man, according to Pordata (2018). Being a study targeted for Portuguese, the outputs of this questionnaire only took into account Portuguese participants' answers.

The quantifiable sample of this study as a range of people aged from 20 to 81 years old. The predominant age range is in-between 15 and 24 years old (79%), followed by age range in-between 25 and 64 years old with (19%). On average, participants were 27 years old with a standard deviation of 11.195.

Regarding last taken degree of studies, respondents had mostly bachelors and masters degree representing 47.74% and 45.81% of the quantifiable sample. With a much lower portion of the sample, there are also individuals that hold a PhD (0.65%), 0.65% have the Professional level of education, 4.52% did the high school and 0.65% did the mandatory school. When asked about their current occupation, most of the respondents were either employed or students, with 51.61% and 45.81%, respectively. There were also retired (1.94%) and unemployed (0.65%) respondents.

To understand the participants' financial conditions, a question was devoted to their monthly household net income. Accordingly, most of the participants reported monthly household net incomes in the ranges 1001€-2000€ (28%), 2001€-3000€ (19%) and 3001€-4000€ (17%).

Participants in this study were also asked to specify their political orientation, in a scale ranging from 1 point (Left-Wing/Liberal) to 9 points (Right-Wing/Conservative). Both the mean, the median and the mode of the answers were 5 points, representing exactly a clear preference for a political central position. Regarding the participants level of patriotism, in a scale from 1 point (not at all) to 9 points (a lot), the average answer was roughly 7 points, the same as the mode (37.34%).

### **4.3 Data Reliability**

Prior to formerly analyze the results it is crucial to test the extracted data reliability, in the absence of reliability it's to impossible to validate the formulated hypotheses. For this matter, the alpha Cronbach test was run so as to both verify and estimate the internal consistency reliability analysis. An acceptable level of internal consistency should display a Cronbach's Alpha > 0.7.

Overall, the results of this test were positive. The patriotism scale showcased an alpha equal to 0.886, which is in accordance to an acceptable level of internal consistency. Also, the COO image scale was within the acceptable range, with an alpha of 0.849.

### **4.4 In depth Analysis**

The following analysis is divided into three sections. Firstly, the preference and purchase intention for domestic products will be analyzed by its own, according to the food choice scenarios presented. Secondly, the Portuguese COO image and patriotism will be analyzed as predictors that might help to predict the consumers' purchase intention and preference. These two variables were analyzed in separate scales, and an average for all the statements was computed. Finally, the influence of time constraint when buying food was examined in order to evaluate whether this aspect provided more heuristic power to the COO attribute.

#### 4.4.1 COO and Stereotype Hypotheses

**H1:** Portuguese consumers will have a higher preference and purchase intention for domestic food when the product category is from a stereotypical Portuguese industry.

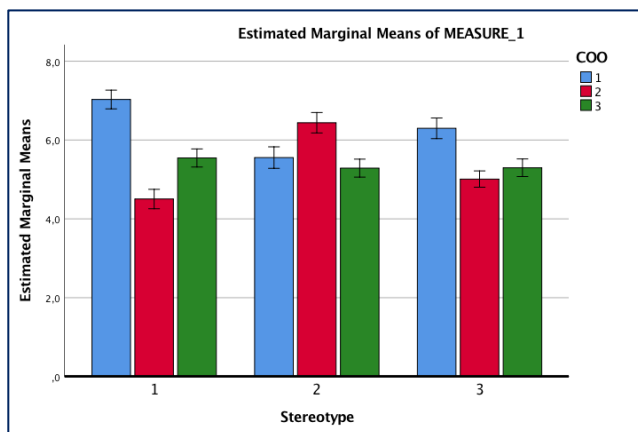
**H2:** Portuguese consumers will have a higher preference and purchase intention for domestic food when there is no stereotype.

**H3:** Portuguese people will have a higher preference and purchase intention for foreign food when this is stereotypically better.

Regarding the preceding hypotheses, the further analysis was conducted to identify which independent variables (COO- Portuguese, COO- Foreign and no COO) exert significant effects on the dependent variables and what are the main results.

##### Dependent Variable: Consumers' purchase intention

A repeated measures Anova was conducted to test the hypotheses. The analysis consisted of two factors (COO, Stereotype) with three levels each, originating the nine food choice scenarios that the participants were presented with. An average of the purchase intention for each of the nine scores of interaction was computed. The descriptive statistics table indicates mean values (for the nine interactions) from 4,503 to 7,029, corresponding, respectively, of Belgian and Portuguese olive oil.



Graphic 4 - Estimated marginal means for consumers purchase intention- Stereotype\*COO

Descriptive Statistics		
	Mean	Std. Deviation
Avg PI for Portuguese Olive Oil	7,029	1,497
Avg PI for Belgian Olive Oil	4,503	1,5589
Avg PI for neutral Olive Oil	5,545	1,4498
Avg PI for Portuguese Chocolate	5,555	1,7241
Avg PI for Belgian Chocolate	6,439	1,628
Avg PI for neutral Chocolate	5,287	1,4324
Avg PI for Portuguese Cereals	6,297	1,6492
Avg PI for Belgian Cereals	5,01	1,2999
Avg PI for neutral Cereals	5,297	1,4173

Table 5 – Descriptive Statistics for consumers purchase intention

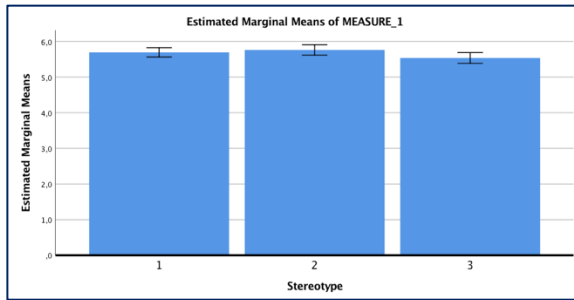
The estimated marginal means chart shows that when the food is stereotypically Portuguese (olive oil=1) and has no stereotype (cereals=3) there will be a higher purchase intention for the Portuguese product (Portuguese COO=1). But when the product is stereotypically foreign (chocolate=2) there won't be a higher preference for Portuguese anymore, but for foreign (Belgian COO=2). It can be observed a general bias to prefer Portuguese food. Even though, there is a boundary condition meaning that the heuristic "What is National is better" doesn't apply to all cases, in particular to Belgian chocolate that is stereotypically better, and Portuguese people do not seem to be blind to this fact, as it can be witnessed in the chart.

The results of the multivariate table indicated a significant effect on product category, COO and for the interaction between product category and COO. For stereotype the Wilks' Lambda was 0,955,  $F(2,153) = 3,574$ ,  $p = 0,30$  and  $\eta^2 = 0,045$ . For COO the Wilks' Lambda was 0,719,  $F(2,153) = 29,911$ ,  $p < 0,001$   $\eta^2 = 0,28$ . For the factors' interaction (Stereotype\*COO) the Wilks' Lambda was 0,455,  $F(4,151) = 45,290$ ,  $p < 0,001$  and  $\eta^2 = 0,545$ . The multivariate test analyzes whether or not there are statistically significant results between the set of scores ( $p < 0,05$ ).

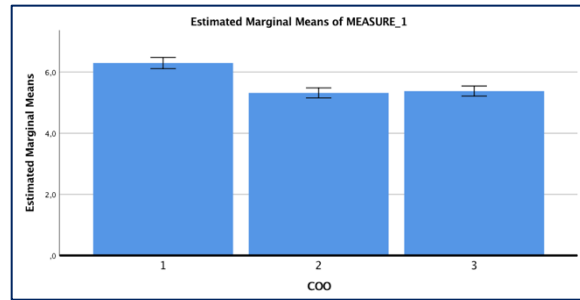
Additionally, the Anova table allowed, once more, to reject the null hypothesis (assuming that means of all types of COO are equal, means of all types of stereotype are equal and that there is no interaction effect). For stereotype the within-subjects effects test disclosed  $F = 4,307$ ,  $p = 0,014$  and  $\eta^2 = 0,27$ . For COO the values were  $F = 42,343$ ,  $p < 0,001$  and  $\eta^2 = 0,216$ . Finally, for Stereotype\*COO the values were  $F = 68,604$ ,  $p < 0,001$  and  $\eta^2 = 0,308$ . The manipulation of stereotype, COO and Stereotype\*COO is significant. Consequently, there are significant differences between each type of product.

The previous values suggest that there is a change in purchase intention across the different groups, but it does not tell in detail which differ from one another. Therefore, a T-test between the variables will be furtherly analyzed.

Despite the main focus being analyzing the interaction between COO and Stereotype it can be seen in the Estimate Marginal means charts that there is not a higher purchase intention for a certain stereotypical product (this is, olive oil, chocolate and cereals), as it could be expected. Despite, if the product type is ignored there is a main effect for the Portuguese COO, as it can be seen a significant difference in the marginal means graph. Despite the product, Portuguese people tend to like domestic food. Accordingly, the test of between-subjects effect for COO alone shows a  $F = 42,343$ ,  $p < 0,001$  and  $\eta^2 = 0,216$ .



Graphic 5 - Estimated marginal means for Stereotype



Graphic 6 - Estimated marginal means for COO

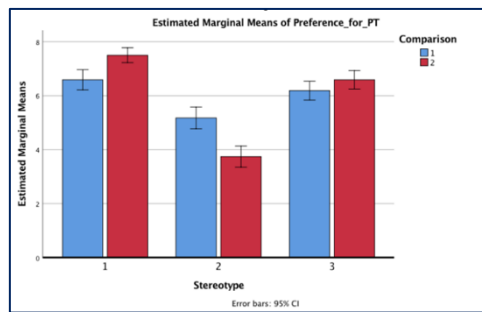
The Paired Samples T-test will once again do a comparison between means, determining whether there is statistical evidence that the mean difference between paired observations on a particular scenario is significant.

Concerning the stereotypically Portuguese product olive oil, the paired-sample T-test shows that inquires exert a higher level of purchase intention for Portuguese oil than for neutral nationality, a higher level for Portuguese olive oil than for Belgian and a higher for neutral than Belgian (all comparison showed a  $p < 0,001$ ). Likewise, the level of purchase intention, is always the highest when the olive oil is Portuguese as suggested by H1 (appendix 2, table 16).

Regarding the stereotypically Belgian (foreign) product chocolate, the T-test display that respondents had a higher level of purchase intention for Belgian chocolate than for Portuguese and also neutral nationality (these comparisons showed  $p < 0,001$ ). Despite these, the Portuguese participants remained indifferent whether the chocolate was Portuguese or from a neutral nationality ( $p = 0,436$ ). The previous results are in accordance with H3 (appendix 2, table 17).

Ultimately, when there was no stereotype concerning the product (cereals), the respondents had an indifferent level of purchase intention between the Belgian and the neutral cereal (with a  $p = 0,037$ ). Despite that, the respondents had a significantly higher level of purchase intention for Portuguese cereals, with a  $p < 0,001$ . This last finding was in line with the expected, more specifically with H2 (appendix 2, table 18).

Dependent Variable: Consumers' preference



Graphic 7 - Estimated Marginal Means for consumers preference- Stereotype\*Comparison

Descriptive Statistics		
	Mean	Std. Deviation
Pref. for Portuguese Olive oil compared to neutral	6,59	2,354
Pref. for Portuguese Olive oil compared to Belgian	7,5	1,718
Pref. for Portuguese Chocolate compared to neutral	5,17	2,538
Pref. for Portuguese Chocolate compared to Belgian	3,74	2,465
Pref. for Portuguese Cereals compared to neutral	6,19	2,212
Pref. for Portuguese Cereals compared to Belgian	6,59	2,159

Table 6 - Descriptive Statistics for consumers preference

In order to measure the Portuguese people preference for national food a repeated measures Anova was conducted. The study comprised two factors: Stereotype (with 3 levels, 1=stereotypically Portuguese (olive oil), 2=stereotypically Belgian (chocolate) and 3=no stereotype (cereals); and Comparison (with 2 levels, 1= comparing a Portuguese product with neutral and 2=comparing a Portuguese product with Belgian). These preferences were previously measured on a 9-point bipolar scale. The Portuguese options that were not presented on the right side of the bipolar scale were reversed, so that higher points meant higher preference for Portuguese.

The descriptive statistics table allows to interpret several values. In detail, for the stereotypically Portuguese product: the preference for Portuguese olive oil comparing to a neutral nationality had a mean of 6,59 and the preference for Portuguese olive oil comparing to Belgian had a mean of 7,50. For the stereotypically Belgian product: the preference for Portuguese chocolate against a neutral nationality was 5,17 and the preference for Portuguese chocolate against Belgian was 3,74. For the product with no stereotype: the preference for Portuguese cereals against neutral is 6,19 and the preference for Portuguese cereals against Belgian is 6,59.

Bearing in mind that 9 means preferring the Portuguese alternative and 1 the other one, the respondents had the lowest preference for Portuguese chocolate next to the Belgian and a higher preference of Portuguese olive oil next to the Belgian.

The estimated marginal means chart, along with the aforementioned descriptives, shows a higher preference for Portuguese olive oil than any other alternative (both means above 5) but a higher preference for Portuguese olive oil when compared to Belgian than neutral. When the Portuguese chocolate was against the neutral alternative there was barely any difference between them for consumers preference. Contrarily, when the Portuguese chocolate stood

against the Belgian there was a clear preference for Belgian or a non-preference for Portuguese (with a mean below 5). There was also a bigger preference for Portuguese cereals than for both the other alternatives (but not as strong as the olive oil preference). Despite that, the preference for Portuguese cereals was slightly higher when compared to Belgian instead of neutral. The general higher preference for Portuguese olive oil, for Belgian chocolate and slighter preference for Portuguese cereals suggest that H1, H2 and H3 can be accepted for the dependent variable consumers preference.

Additionally, the Anova table allowed to reject the null hypothesis for stereotype and for the factors interaction. For stereotype the within-subjects effects test disclosed  $F=122,948$   $p<0,001$  and  $\eta^2=0,444$ . For comparison the values extracted were  $F=0,098$ ,  $p<0,755$  and  $\eta^2=0,216$ . Finally, for the interaction Stereotype\*Comparison the values were  $F=35,632$ ,  $p<0,001$  and  $\eta^2=0,188$ . The manipulation of stereotype and Stereotype\*Comparison were both significant. Since the preference for Portuguese food is being measured it made sense that stereotype showed to be statistically significant as well as the variables interaction. The factor comparison alone was not statistically significant, once different scenarios comprised different scores assigned, meaning comparing with Neutral or Belgian (originating in very similar means for both).

Mainly, the interaction values (the most relevant to the study) show that there are significant differences between each type of product depending on the COO compared and where they are stereotypically from, like H1, H2 and H3 proposed.

In order to observe the difference regarding each scenario on its own, a Paired Samples T-test was run. Since the variables were measured on a bipolar scale the test will be able to compare the preference for the Portuguese product when compared to Belgium and when compared to No-COO information, for the three product categories. The test design can be observed on the following table.



	Variable 1	Variable 2
Pair 1	Preference for Portuguese olive oil vs Neutral	Preference for Portuguese olive oil vs Belgian
Pair 2	Preference for Portuguese chocolate vs Neutral	Preference for Portuguese chocolate vs Belgian
Pair 3	Preference for Portuguese cereals vs Neutral	Preference for Portuguese cereals vs Belgian

Table 7 - List of scenarios for the Paired Samples T-Test

It can be concluded that the preference for Portuguese Olive oil regarding a neutral nationality is significantly different than its preference regarding Belgian Olive oil (once the comparison showed a  $p < 0,001$ ). Concerning the preference for Portuguese chocolate regarding a neutral nationality, this also showed to be significantly different from the preference for Portuguese chocolate regarding Belgian (the comparison showed a  $p < 0,001$ ). This last value, alone, allowed to confirm H3. Lastly, the preference for Portuguese cereals regarding a neutral nationality did not show a significant difference from the preference for Portuguese cereals regarding Belgian (the comparison displayed a  $p = 0,051$ ), (appendix 2, table 19).

Some of the previous results from the Paired Samples T-test were accessory in order to scrutinize the hypotheses. The main results (also present in the A-nova test) proved to be in accordance with the findings for the dependent variable purchase intention. Likewise, for the dependent variable consumer preference the results allowed to reach a coherent conclusion, thus, allowing to accept H1, H2 and H3. Specifically, that Portuguese people will have a higher preference intention for domestic food when this is stereotypically better, a higher (but not so strong) preference for domestic food when there is no stereotype and a higher preference for foreign food when this is stereotypically better.

#### 4.4.2 Patriotism and COO Image Hypotheses

**H4:** Portuguese consumers will have a higher preference for domestic products due to their positive COO image.

**H5:** Portuguese consumers will have a higher preference for domestic products due to their patriotism.

Dependent Variable: Consumers' preference

In order to test the strength of these two possible predictors, a linear regression analysis was conducted. This statistical technique will be used to determine to which extent there is a linear relationship between the Portuguese people preference and these two variables (Patriotism and COO image).

For the matter of testing these hypotheses, the only relevant preferences were the ones regarding a Portuguese option in one of the polls (of the bipolar scale). Correspondingly, several tests were run with the following dependent variables: preference for Portuguese olive oil, preference for Portuguese chocolate and preference for Portuguese cereals. Each of the previous were computed by doing an average for the two preferences for each item. This way the dependent variable for consumers preference was split into three, to allow a more accurate, detailed and rigorous analyses.

Dependent Variable: Consumers' preference for Portuguese olive oil

Model		Coefficients			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
B	Std. Error	Beta				
1	(Constant)	1,920	1,011		1,900	0,059
	PATF_AVG	0,737	0,144	0,382	5,105	0,000

a. Dependent Variable: Avg\_Oliveoil\_PT

Table 9 - Coefficients Table for Patriotism regarding Olive Oil

Model		Coefficients			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
B	Std. Error	Beta				
1	(Constant)	3,997	1,213		3,296	0,001
	COOIMG_AVG	0,422	0,167	0,2	2,525	0,013

a. Dependent Variable: Avg\_Oliveoil\_PT

Table 8 - Coefficients Table for COO Image regarding Olive Oil

Concerning the preference for stereotypically Portuguese food (olive oil), the regression analysis enabled to confirm that the higher the patriotism the higher the preference for this item. With a  $\beta=0,737$  and  $p<0,001$  this attribute has proven to have statistically significance on the dependent variable. Additionally, the independent variable COO image also showed to be a good predictor of preference for Portuguese olive oil showcasing a  $\beta=0,422$  and  $p=0,013$ . In brief, despite both significant, patriotism showed to be a higher predictor for the present dependent variable.

Dependent Variable: Consumers' preference for Portuguese chocolate

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,646	1,337		0,483	0,63
	PATF_AVG	0,549	0,191	0,226	2,873	0,005
a. Dependent Variable: Avg_Choc_PT						

Table 11 - Coefficients Table for Patriotism regarding Chocolate

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,801	1,552		2,449	0,015
	COOIMG_AVG	0,091	0,214	0,034	0,425	0,671
a. Dependent Variable: Avg_Choc_PT						

Table 10 - Coefficients Table for COO Image regarding Chocolate

Regarding the preference for stereotypically foreign (Belgian) food (chocolate), the independent variable patriotism showed to have statistical significance with a  $\beta=0,549$  and  $p=0,005$ . On the contrary, COO image had a  $\beta=0,091$  and  $p=0,671$  showcasing its non-significance to predict the dependent variable. In this case, patriotism was the only weight factor for the analyzed dependent variable.

Dependent Variable: Consumers' preference for Portuguese cereals

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,156	1,165		2,708	0,008
	PATF_AVG	0,465	0,167	0,220	2,793	0,006
a. Dependent Variable: Avg_cereal_PT						

Table 13 - Coefficients Table for Patriotism regarding Cereals

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,466	1,352		4,781	0,000
	COOIMG_AVG	-0,011	0,186	-0,005	-0,058	0,954
a. Dependent Variable: Avg_cereal_PT						

Table 12 - Coefficients Table for COO image regarding Cereals

Finally, when analyzing the preference for food with no COO stereotype (cereals), once again the linear regression allowed to infer that the higher the patriotism the higher the preference for Portuguese cereals. Accordingly, this independent variable presented a  $\beta=0,465$  and  $p=0,006$ . As it has occurred in the previous dependent variable, in this case COO image was, also, not a

good predictor of preference for Portuguese cereals. The values  $\beta=-0,011$  and  $p=0,954$  show the non-significance of the independent variable.

To conclude, since the results shown that patriotism is always a good predictor for all Portuguese products, H5 can be accepted. Moreover, H4 cannot be fully accepted or rejected. In this case, COO image only appeared to be a relevant predictor when the food was stereotypically Portuguese (olive oil), but not in the other two cases (chocolate and cereals).

These results can be explained by the fact that the patriotism scale has to do with one's identity and comprises statements regarding more general attitudes. Else ways, the COO image scale has a different approach by creating a level of sensitivity to what a country (in this case Portugal) is strong on, being more related with different types of categories. Likewise, COO image carries some knowledge about the country, its stereotypes and the more relevant industries for that country. Thus, COO image only appears to be relevant for the olive oil choice, a product that Portugal is stereotypically better in producing.

#### **4.4.3 Time constraint Hypotheses**

As approached in the literature review, time constraint can affect consumer behavior. In attempt to test the heuristic power of the Portuguese COO, under different time constraints, the following hypothesis was developed.

**H6:** Portuguese consumers that claim to have higher time constraints while shopping will have a higher preference for Portuguese food than those with lower time constraints.

In order to test this hypothesis two questions of level of agreement were taken into account "I grocery shop out of pleasure, and don't mind the time spent in there" and "I don't take too much time when picking between two choices of food items" (measured on a 9-point scale). The values of the first question were reversed (to obtain higher values for a higher time constraint) and the average of both responses was computed to find out the participants level of time constraint. The variables were recoded into a dummy variable with high time constrain and low time constraint. The high time constraint (value=1) was assigned to the participants who had the answers' average higher than the median, and low time constraint (value=0) was assigned to the remaining.

An one-way Anova test was conducted, the descriptive statistics table already suggests that there is not going to be a significant difference of means between high and low time constraint in any of the products preferences (Portuguese olive oil, Portuguese chocolate and Portuguese cereals).

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Avg_Oliveoil_PT	Between Groups	0,002	1	0,002	0,001	0,979
	Within Groups	408,476	153	2,67		
	Total	408,477	154			
Avg_Choc_PT	Between Groups	0,462	1	0,462	0,110	0,741
	Within Groups	643,016	153	4,203		
	Total	643,477	154			
Avg_cereal_PT	Between Groups	0,002	1	0,002	0,001	0,978
	Within Groups	487,772	153	3,188		
	Total	487,774	154			

Table 15 - Anova for the preference of Portuguese food regarding different levels of time constraint

Descriptives					
		N	Mean	Std. Deviation	Std. Error
Avg_Oliveoil_PT	Low_TC	77	7,045	1,5836	0,1805
	High_TC	78	7,038	1,6822	0,1905
	Total	155	7,042	1,6286	0,1308
Avg_Choc_PT	Low_TC	77	4,513	1,9651	0,2239
	High_TC	78	4,404	2,1306	0,2412
	Total	155	4,458	2,0441	0,1642
Avg_cereal_PT	Low_TC	77	6,383	1,8583	0,2118
	High_TC	78	6,391	1,7106	0,1937
	Total	155	6,387	1,7797	0,1429

Table 14 - Descriptives for the preference for Portuguese food regarding different levels of time constraint

The Test of homogeneity of variances had a  $p > 0,05$  for all the products analyzed, suggesting the equal variances between groups. Furtherly, through the Anova table it can be confirmed that there is no statistically significant difference between the groups, suggesting equality between means. For preference for Portuguese olive oil,  $p = 0,979$ ; for preference for Portuguese chocolate,  $p = 0,741$  and for preference for Portuguese cereal,  $p = 0,978$ ; all the values were above 0,05.

The previous values allow to reject H5, once the results show that there is not a higher preference for Portuguese products for people with higher time constraints than for those with lower time constraints. With H1, H2 and H3 being accepted it can be concluded that stereotype and COO act as a heuristic in the moment of choice, but according to H5 that choice is not strengthened by the level of time constraint.

## **Chapter 5 - Main Conclusions and Future Research**

The aim of this chapter is to expose the main academic conclusions of the present dissertation, as well as the academic implications that have been identified. Further on, the limitations and proposals for a future research will be explored.

### **5.1. Main Findings and Conclusion**

The present study outlines the consumer behavior of the Portuguese people, regarding the COO effects. It also covers certain motives and circumstances that might enhance the COO as a heuristic cue.

This dissertation disclosed that there is a higher preference and purchase intention for Portuguese food when this is stereotypically better (for example: olive oil). In addition, there is also a higher preference and purchase intention for Portuguese food when there is no stereotype regarding it (for example: cereals). And, finally, when a certain food is stereotypically better to be foreign, there will not be higher preference and purchase intention for the Portuguese option, but for the foreign one instead (for example: chocolate). These findings show that Portuguese people are drawn to prefer a national option for the majority of cases, but do not accommodate with such alternative if there is a stereotypically better option. This last case shows that the heuristic stereotype can, sometimes, have a higher strength than the COO Portuguese. It also indicates that Portuguese people are not blindly attached to their country, not engaging in an ethnocentric behavior. If Portuguese consumers are aware that a foreign food alternative is stereotypically better, they are willing to take that into account.

It is also important to underline that these results can be valuable and insightful in a real-life context where other attributes, besides COO, are exposed. Moreover, when grocery shopping it can be noticed that for certain products the Portuguese COO is given salience and vividness by using a sticker or stamp to inform the product is Portuguese and to incentivize the consumer to buy a domestic product (several examples of these stamps can be observed in appendix 3). One example of these initiatives is “Portugal Sou Eu”, a program developed by the Portuguese Ministry of Economy. “Portugal Sou eu” aims to put forward and enhance the national offer by promoting the COO Portuguese as a determinant attribute. But when is it worth to give salience to the fact that a certain food product is Portuguese?

In general, when COO is given salience it is worth to use the Portuguese stamp. The only case in which the stamp should not be used is when a certain food is stereotypically better to be foreign (as it was unveiled in this study's findings). For instance, for chocolate the stereotype "Belgian produces better or higher quality chocolate" will be stronger than the instinct to pick chocolate for the one's own country. In this scenario, Portuguese people will trust more the stereotype than the national option.

Regarding cereals, a product that by itself does not carry any stereotypical nationality, Portuguese consumers will resort to their identity and will prefer the domestic option. All in all, when there is not any stereotype to guide the consumers, they will take into account their attachment to their home country in the decision moment and will prefer the Portuguese option.

Moreover, this study also unveiled that Patriotism is a good predictor of preference for Portuguese food in all cases (when it is stereotypically better Portuguese, when it is stereotypically better foreign and when there is no stereotype). Whereas for COO image, this variable only showed to be a good predictor of preference for Portuguese food when it is stereotypically better Portuguese.

Both these two variables contribute to Portuguese consumers preferences. COO image is important because it conveys information regarding which industries are stereotypical or not. However, when COO image cannot discriminate between options (there is not a stereotypical country for that product category) the tendency is to choose based on the patriotism.

The collected data showed that there is a general tendency to choose Portuguese products regardless of product category (suggesting a patriotic bias). However, preferences are sensitive to the product category, that is, whether the product is stereotypically associated to the COO, or the COO has a tradition in the industry. When there is a COO associated to the product, decisions are dominated by COO image. Therefore, preference for Portuguese products when they are not stereotypical is predicted by patriotism, but not by COO image, while preference for Portuguese products when they are stereotypically Portuguese is predicted by both patriotism and COO image. More specifically, there is a condition where patriotism and COO image lead to choose the Portuguese option (for example, olive oil). And there are conditions where Patriotism leads to choose a Portuguese product, but COO image will lead consumers to choose other product (for example, chocolate).

Ultimately, consumers show a preference for national products, showing a patriotic bias unless the Portuguese product is competing with a product with a positive COO image on that product category. It seems that the patriotic bias emerges only in conditions of high uncertainty regarding the product quality (low information).

Finally, it was also brought light the importance that time constraint could have on consumers' decisions by harming the use of COO as a heuristic cue to its fullest potential. Unlike the expected, consumers with different levels of time constraint did not show a difference in their preference for Portuguese food. This lack of impact could be explained by the fact that food is considered to be a low-involvement product, in which people with low time constraints might still want to do their purchase in a quick way.

## **5.2. Managerial/Academic Implications**

This thesis exhibits insights that can and should be exploited financially by the state, producers and companies that operate in the national food industry. First and foremost, it should be acknowledged that Portuguese are more prone to buy a national food good when this good is considered to be more authentic when "Made in Portugal" or, although with a lower rebound, when the good does not have any stereotyped country producer associated. Secondly, it is important to recognize that Portuguese are more willing to buy a foreign food good when this good is considered to be more authentic when produced by that other country.

Taking this information into account, new strategies can be adopted by organizations to meet Portuguese consumer behavior. These strategies may include extolling the country of origin in certain products, or even avoiding exposure of the producing country.

The state should have the role of promoting national products in the first place, as it brings huge benefits to the Portuguese economy and social satisfaction. In fact, the (aforementioned) brand "Portugal Sou Eu" as an initiative of the Portuguese Ministry of Economy, aims to boost the national supply by promoting and informed consumption decision, through an active and identity brand of national production. This initiative goes in accordance to what this study concluded, it is therefore suggested that this initiative increases the range of companies that produce and sell domestic food products.



Companies and smaller producers are encouraged to explore the “Portugality” of national food products in marketing campaigns, especially when they are strongly associated with the Portuguese culture. Becoming a member of the state initiative described above can be a first head start. On the other hand, when the product is considered of a better quality when produced abroad, the country of origin should be downplayed. In this case, the focus of a branding should encompass aspects of the product unrelated to provenance, or create a new position in the category, a novelty to which no other country can be associated (Deshpandé, 2010). Furthermore, to overcome this hardship consumers may also be educated that the national supply can answer to certain product needs that are stereotypically better to be foreign. Brand image, advertisement and a differentiated proposition value may help to overcome this “provenance paradox”. The Portuguese chocolate brand “Arcádia” mirrors perfectly this exception to the norm.

### **5.3. Limitations and Future Research**

The study conducted has, naturally, some limitations associated that should be considered when analyzing the findings and in future research about this topic.

An important limitation to take into account is the sample that was subject to this study. As this report intends to depict the Portuguese preferences regarding a specific topic, the total population of this study is actually the Portuguese population. Given the dissertation’s sample and the demographics characteristics, subject of discussion in previous chapters, this research might not faithfully represent the population in general that has over ten million citizens and has more diverse demographics characteristics. Future research should focus on a larger pool of individuals with demographics characteristics closer to the population pattern, to strengthen this study and making it more generalizable.

One factor that may also condition the generalization of this study is the representativeness of food goods. The products showcased to the respondents were strategically chosen according to the logic that was presented previously, nevertheless, it is not accurate to generalize these findings to other food goods that show no similarities to the ones chosen for this research. Additionally, the individual preference for one product might not be as strong as for another. People might like more Portuguese olive oil than they like Belgian chocolate and might dislike more Portuguese chocolate than Belgian olive oil or vice versa. It is extremely complex

to measure preference's strength. This dissertation can be complemented with future research that focuses on different food goods and follow the same structure, which increases the representativeness of food goods and therefore the robustness of the research.

This study was based on the questionnaire that was launched online and had no additional guidance despite the fixed written guidelines. The results of this study should therefore be analyzed with caution, there is a chance that some answers may have been given without the individuals fully understanding the purpose of the question, resulting in a potential distortion of the end findings. Along with this study, presential surveys can be deployed to reduce the chance of misunderstandings.

It is also important to consider some limitations regarding the time constraint hypothesis. During the online survey, participants were asked about their level of time constraint during grocery shopping based on perception, instead of facing scenarios that made them experience it. This approach may have affected the reliability of the results. Under an online questionnaire it might not be also appropriate to apply a test of between-subjects effects, given some inherent burdens (for example, respondents are already under stress or time constraint). Consequently, placing a group in this condition (for example, using a timer to choose between food choice scenarios) while the others were not exposed to any condition may not bring to light the real impact of this variable. A future study should bring together a more appropriate testing methodology, exposing one group to time constraint while not exposing the other, in order to draw more powerful conclusions (preferably an experiment in which participants were present, allowing a manipulation of the level of time constraint easily).

In accordance to the title of this dissertation, and mirrored over this report, the purpose of this study was the Portuguese preferences tailored for the national food industry. Further investigations can address different industries, like preferences towards national apparel or drinks, as well as to complement this study with future COO research on other countries' citizens' preferences, which would allow to conclude to which extent Portuguese preferences are low or high, when compared to other countries.

In addition to what was explored in this study, future research can use different mediators, like time pressure or cognitive load, that might affect the decisions during the customer journey and, therefore, yield additional findings.

## **Appendices**

### **Appendix 1. Online Survey**

#### **Section 1: Introduction**

Welcome!

This survey was developed within the scope of the Masters in Management with Specialization in Strategic Marketing from Católica Lisbon SBE. I would like to ask for your honest participation, since it's essential for the development of this study. Your answers will be completely anonymous and used for study purposes only.

**Thank you in advance for your time and collaboration!**

Catarina Cid

#### **Section 2: Instructions**

Read carefully the following instructions!

Imagine you are in your usual supermarket. Following are several **food choice scenarios** (decision situations). Consider that all the features that you know about these products are the ones presented and that both products have the same price and quantity.

Please indicate the decision you would make based on your own preferences.

**Good Luck!**

**Section 3: Food choice scenarios- Stereotype\*COO**



**OLIVE OIL A**



**OLIVE OIL B**

**Q1** Please indicate your preference!

	1	2	3	4	5	6	7	8	9	
Olive oil A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Olive oil B

**Q2** On a scale from 1 to 9 (with 1= I strongly disagree and 9= I strongly agree), please indicate your level of agreement on each of the following statements.

	1	2	3	4	5	6	7	8	9
I would purchase Olive oil A									
I would purchase Olive oil B									



CHOCOLATE A



CHOCOLATE B

Q3 Please indicate your preference!

	1	2	3	4	5	6	7	8	9	
Chocolate A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chocolate B

Q4 On a scale from 1 to 9 (with 1= I strongly disagree and 9= I strongly agree), please indicate your level of agreement on each of the following statements.

	1	2	3	4	5	6	7	8	9
I would purchase Chocolate A									
I would purchase Chocolate B									



CEREALS A



CEREALS B

**Q5** Please indicate your preference!

	1	2	3	4	5	6	7	8	9	
Cereals A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cereals B

**Q6** On a scale from 1 to 9 (with 1= I strongly disagree and 9= I strongly agree), please indicate your level of agreement on each of the following statements.

	1	2	3	4	5	6	7	8	9
I would purchase Cereals A									
I would purchase Cereals B									



OLIVE OIL A



OLIVE OIL B

**Q7** Please indicate your preference!

	1	2	3	4	5	6	7	8	9	
Olive oil A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Olive oil B

**Q8** On a scale from 1 to 9 (with 1= I strongly disagree and 9= I strongly agree), please indicate your level of agreement on each of the following statements.

	1	2	3	4	5	6	7	8	9
I would purchase Olive oil A									
I would purchase Olive oil B									



CHOCOLATE A



CHOCOLATE B

**Q9** Please indicate your preference!

	1	2	3	4	5	6	7	8	9	
Chocolate A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chocolate B

**Q10** On a scale from 1 to 9 (with 1= I strongly disagree and 9= I strongly agree), please indicate your level of agreement on each of the following statements.

	1	2	3	4	5	6	7	8	9
I would purchase Chocolate A									
I would purchase Chocolate B									





CEREALS A



CEREALS B

Q11 Please indicate your preference!

	1	2	3	4	5	6	7	8	9	
Cereals A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cereals B

Q12 On a scale from 1 to 9 (with 1= I strongly disagree and 9= I strongly agree), please indicate your level of agreement on each of the following statements.

	1	2	3	4	5	6	7	8	9
I would purchase Cereals A									
I would purchase Cereals B									



OLIVE OIL A



OLIVE OIL B

**Q13** Please indicate your preference!

	1	2	3	4	5	6	7	8	9	
Olive oil A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Olive oil B

**Q14** On a scale from 1 to 9 (with 1= I strongly disagree and 9= I strongly agree), please indicate your level of agreement on each of the following statements.

	1	2	3	4	5	6	7	8	9
I would purchase Olive oil A									
I would purchase Olive oil B									



CHOCOLATE A



CHOCOLATE B

**Q15** Please indicate your preference!

	1	2	3	4	5	6	7	8	9	
Chocolate A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chocolate B

**Q16** On a scale from 1 to 9 (with 1= I strongly disagree and 9= I strongly agree), please indicate your level of agreement on each of the following statements.

	1	2	3	4	5	6	7	8	9
I would purchase Chocolate A									
I would purchase Chocolate B									



CEREALS A



CEREALS B

**Q17** Please indicate your preference!

	1	2	3	4	5	6	7	8	9	
Cereals A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cereals B

**Q18** On a scale from 1 to 9 (with 1= I strongly disagree and 9= I strongly agree), please indicate your level of agreement on each of the following statements.

	1	2	3	4	5	6	7	8	9
I would purchase Cereals A									
I would purchase Cereals B									

### Section 3: Consumer Habits and Time Constraint

**Q19** On a scale from 1 to 9 (with 1= I do not agree at all and 9= I strongly agree), please indicate your level of agreement on each of the following statements.

	1	2	3	4	5	6	7	8	9
When I go grocery shopping, I easily understand if the food item is from a Portuguese origin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think that Portuguese products should be given more salience so that I can identify them easier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If two food products are similar in price and other advertised attributes, I will likely opt for the Portuguese one	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I grocery shop out of pleasure, and don't mind the time spent in there	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't take too much time when picking between two choices of food items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Section 4: Patriotism**

**Q20** On a scale from 1 to 9 (with 1= I do not agree at all and 9= I strongly agree), please indicate your level of agreement on each of the following statements.

	1	2	3	4	5	6	7	8	9
I love my country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am proud to be Portuguese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel great pride in the land of Portugal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Although at times I may not agree with the government, my commitment to Portugal always remains strong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I see the Portuguese flag I feel great	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In a sense, I am emotionally attached to my country and affected by its actions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Section 5: COO Image**

**Q21** On a scale from 1 to 9 (with 1= I do not agree at all and 9= I strongly agree), please indicate your level of agreement on each of the following statements.

	1	2	3	4	5	6	7	8	9
Portugal is friendly and likable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portugal is artistic and creative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portuguese are well-educated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portuguese are hard-working	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portuguese receive technical education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portuguese achieve high standards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portugal raised standard of living	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portuguese have technical skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have positive feelings about the Portuguese people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portugal produces high quality products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have been satisfied before with products from Portugal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q22** On a scale from 1 to 9 (with 1=not at all and 9= a lot) how patriotic do you consider yourself?

	1	2	3	4	5	6	7	8	9
How patriotic are you?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q23** What's your political orientation?

	1	2	3	4	5	6	7	8	9	
Left- Wing/Liberal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Right- Wing/Conservative



#### Section 4: Products attributes

**Q24** On a scale from 1 to 9 (with 1= I do not agree at all and 9= I strongly agree), please indicate your level of agreement on each of the following statements. I prefer to buy Portuguese food products because...

	1	2	3	4	5	6	7	8	9
They tend to have better quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They have a better price/quality ratio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm supporting the national economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It makes no sense to buy foreign products when our country is able to provide it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They tend to be healthier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They're more trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I value tradition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm concerned about the decrease of national food consumption due to the availability of foreign goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q25** How important for you (with 1= not at all and 9=extremely important) are the following attributes regarding your food choices while grocery shopping?

	1	2	3	4	5	6	7	8	9
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Packaging design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Renowned brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Country of Origin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nutrition facts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Section 5: Demographics**

**Q26** Gender

Male

Female

**Q27** Age

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**Q28** Nationality

Portuguese

Other \_\_\_\_\_

**Q29** Level of Education

Mandatory School

High School

Professional School

Bachelor's Degree

Master's Degree

Phd

Other \_\_\_\_\_

**Q30** Occupation

Student

Unemployed

Employed

Retired

**Q31** Approximate monthly household net income

- <600€
- 600€-800€
- 801€-1000€
- 1001€-2000€
- 2001€-3000€
- 3001€-4000€
- >4000€

**Section 6- End**

Thank you for holding on until the end, your help was very much appreciated!

## Appendix 2. Paired Samples T-test

		Paired Samples Test							
		Mean	Std. Deviation	Std. Error Mean	Paired Differences		t	df	Sig. (2-tailed)
					95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	SPT_PI_N - SPT_PI_PT	-1,744	3,092	0,233	-2,204	-1,284	-7,483	175	0,000
Pair 2	SPT_PI_B - SPT_PI_N	-1,11	3,251	0,255	-1,613	-0,608	-4,361	162	0,000
Pair 3	SPT_BI_B - SPT_PI_PT	-2,893	3,157	0,25	-3,388	-2,399	-11,554	158	0,000

Table 16- Paired Samples T-test for Olive oil purchase intention

		Paired Samples Test							
		Mean	Std. Deviation	Std. Error Mean	Paired Differences		t	df	Sig. (2-tailed)
					95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	SB_PI_N - SB_PI_B	-1,23	3,111	0,245	-1,714	-0,746	-5,016	160	0,000
Pair 2	SB_PI_N - SB_PI_PT	-0,195	3,145	0,249	-0,688	0,298	-0,782	158	0,436
Pair 3	SB_PI_PT - SB_PI_B	-1,225	3,129	0,238	-1,695	-0,756	-5,151	172	0,000

Table 17- Paired Samples T-test for Chocolate purchase intention

		Paired Samples Test							
		Mean	Std. Deviation	Std. Error Mean	Paired Differences		t	df	Sig. (2-tailed)
					95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	SN_PI_B - SN_PI_PT	-1,757	2,869	0,221	-2,193	-1,322	-7,962	168	0,000
Pair 2	SN_PI_N - SN_NPT	-1,044	3,549	0,281	-1,598	-0,49	-3,72	159	0,000
Pair 3	SN_PI_B - SN_PI_N	-0,195	2,554	0,203	-0,595	0,205	-0,962	158	0,337

Table 18- Paired Samples T-test for Cereals purchase intention

		Paired Samples Test							
		Mean	Std. Deviation	Std. Error Mean	Paired Differences		t	df	Sig. (2-tailed)
					95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	SPT_NPT - SPT_PTB_rever	-0,91	2,526	0,203	-1,311	-0,509	-4,483	154	0,000
Pair 2	SB_NPT - SB_BPT	1,432	2,885	0,232	0,974	1,89	6,18	154	0,000
Pair 3	SN_NPT - SN_PT_B_rever	-0,4	2,537	0,204	-0,803	0,003	-1,963	154	0,051

Table 19 - Paired Samples T-test for consumers preference

**Appendix 3. Examples of Made-in-Portugal stamps**



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