THE INFLUENCE OF PRODUCT-COUNTRY MATCHING ON THE ATTITUDE TOWARDS TEXTILE PRODUCTS

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Abstract

A matching country-of-origin (COO) image has a considerable impact on consumers' evaluation of products. The current study seeks to extend our conceptual understanding of the effect of a COO-label. The aim is twofold, namely to contribute to a better measurement of the product-country matching construct, by examining South Africa and textile products in focus groups. And to get a better insight of the effect of these activated constructs on the evaluation of these textile products on the basis of surveys. The current research shows that the order of activating product and country associations is influencing the perceived product-country match, which on its turn influences the evaluation of the product and the willingness to buy.

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1. Introduction

Countries with cheap labor force, like China, India and Taiwan, have captured a large share of sales volume in the global textile market. This is pushing down the international prices of textile and clothing. This has resulted in an increase of more than 300% of Chinese import products from 2001 to 2006 in the South African market (www.texfed.co.za). This is at the expense of textile and clothes made in South Africa (hereafter referred to as SA), their exports stagnated as they lost on price competition to these cheap labor countries.

To compete with these low priced products the South African textile and clothing industry joined forces and started The Cape Clothing and Textile Cluster in 2005 (hereafter referred to as CCTC). The CCTC initiative began, by coordinating national government, firms, IFCs, the design industry, and universities. Benefits of this cluster involve; shared learning, economies of scale, collective action and risk sharing (www.capeclothingcluster.org.za).

So far the CCTC has not been very effective in using these advantages. Successful companies are those who found their competent niche market and provide value-added products to the global market (Gwynne-Evans, 2009). Therefore SA is seeking for ways to compete in domestic and international market other than price competition. *But so far they have not been able to identify the niche markets in which South African firms can compete in the global market* (Chaddha, 2009).

Such a niche market approach might be a good possibility, as SA has the requisites to compete in many different markets. For example, South Africa is known for its bold wax printed fabrics. It is also world's largest producer of mohair and the fifth largest producer of wool. Other natural fibers like, cotton, leather and vegetable fibers like hemp and flax are largely available in South Africa as well (www.southafrica.info).

One of the possibilities to create a successful textile and clothing industry is to find a niche market that is fitting to the country image of South Africa. Country of origin (hereafter referred to as COO) is an extrinsic cue just like price and packages and is made feasible with a "made in" label. This will be mandatory for all textile products in 2013 (europarl.europe.eu). Extrinsic cues are used by consumers to evaluate products. Numerous studies have showed that COO indeed has an effect on the evaluation of the product (Bilkey, 1982; Erickson, 1984; Johansson, 1985). Although a COO label in a garment is a less important cue for consumers than quality or price, significant difference was found in consumers' beliefs about garments made in different countries regarding quality, price, style and fit (Lang, 1993).

This current study will focus on the country image of South Africa and will try to understand the effect of this country image on the overall attitude towards different product categories/niche markets. So far the literature has been using a very narrow approach to examine country images. This study will be specialized on one country only. Therefore it can use a much more specialized approach than studies who have used a general approach that is applicable to any country.

This study will also examine the bidirectional effect of activation of product and country associations. It will try to understand the effect of these activated associations on the perceived product country match, the attitude towards the product and the willingness to buy.

1.1 Aim and research questions

The aim of this study is to identify (a) suitable and effective niche market(s) for the South African textile and clothing industry that fits to their country image. The objective in relation to this study is finding associations and beliefs with South Africa and the South African textile and clothing industry of consumers living in more developed countries in Europe. The second objective is to understand the effect of these associations on the overall evaluation of the different product categories/niche markets.

- *Which niche market in the SA textile and clothing industry will be most suitable and effective in the more developed countries of Europe?*

The main question will be answered based on the following sub questions:

- *How are country of origin associations construed. By examining the image of South Africa with consumers in European developed countries.*
- *How are country of origin association linked to product associations. By examining the associations consumers in European developed countries have with different product categories and how these are linked to the country image of SA.*
- *What is the effect of activating product and country associations on the evaluation of specific product categories? By examining the effect of activating associations, with textile products and SA, on the attitude of consumers in European developed countries towards textile products made in SA.*

2. Country of origin

Consumers are constantly exposed to a wide variety of product information, such as packages, branding advertising and a COO label (Agrawal, 1999). Consumers use this information to form an attitude towards a product (Fazio, 2008). Consumers use a COO label to reinforce, create and bias initial perceptions of products (cognitive), for example to infer the quality of the product. Therefore consumers in many markets are willing to pay a premium for manufactured products from more industrialized countries (Johansson, 1993). A COO label will also elicit emotions, feelings and imageries (affective) (Verlegh, 1999; Bloemer, 2006). Recent literature shows that all associations (cognitive and affective) can play a role in forming an attitude towards a product (Verlegh, 1999, Bloemer, 2006). This cognitive and affective component will be further explained now.

The cognitive component includes the activation of knowledge and concepts about the COO that can affect the interpretation of other product attributes as quality, reliability and durability (Li &Wyer, 1994, Hong, 1989, Bilkey and Nes, 1982). For example a "made in Italy" label can activate positive concepts about the countries general product quality, this can result in a positive perception of a specific product's quality.

COO does not merely have a cognitive component it also has an affective component. The affective process shows that COO is an image attribute that links the product to symbolic and emotional benefits (Askegaard & Ger 1998). These images are formed by experiences with this country like, holidays, media, education (Verlegh, 1999).

COO also has an normative component, this is a moral issue, a vote pro or contra a country (Verlegh, 1999). This is a non-compensatory attribute and will lead directly to a purchase or a reason to never buy. This will not be influenced by the product. The current study is especially looking at compensatory attributes and will therefore not focus on this normative component.

But promising as this all sounds it has to be taken into account that not every consumer is aware of the COO of a product. A study by Hester (1987) showed that only approx. 25% of the consumers in Canada and New York are aware of the COO. But consumers are getting more conscious about the origin of their products, think about the fair trade and bio labels. Hustvedt (2010) showed that consumers are willing to pay more for apparel products if labor related information were added. In 2013 made in labels will be mandatory for textile products (europarl.europe.eu), so understanding the effect of a COO label on the attitude towards the product becomes more important.

2.1 Country image schema

The cognitive and affective component are organized in consumers' minds, this is called a schema (Sternberg, 2003). Han (1989) defines this as a file of information about a certain country that consumers develop over time through experiences and education. Consumers will store this information in their memory (Vonk, 2004). This allows consumers to retrieve information the moment they have to evaluate a product made in this country. This information can be activated with a stimulus, in this case a salient COO label or the product itself. This has been shown to influence the attitude formation towards a product (Agrawal, 1999; Gürhan, 2000; Verlegh, 2005). There is substantial literature showing that the activation of these associations happens automatically (Greenwald, 1995; Banaji, 1997). This means that activation occurs outside conscious awareness.

According to the associative network model (Anderson, 2005), human semantic memory consists of schema's and each schema is composed of several associations (Anderson, 1976). These associations are stored information in memory (Keller, 1993), which are linked to each other in some way. See figure 1 for an example of a fictitious schema of SA.

Most schemas are based on associations that are based on facts and are reliable cross-situational and over time. Certain schemas are formed on a less factorial basis. They are based on associations that are inferred, context dependent, and vary considerably across the members of the category (Taylor 1981). An example of a less factorial schema is a stereotype. A stereotype can be defined as a cognitive schema of a social group. Within this schema, characteristics about their behavior, looks, interests and opinions are integrated (Vonk, 2001). For example, consumers have well-developed stereotypical beliefs about South African people. Things that can come to mind are, good dancers, eat chicken and rice and are black. These go beyond the factorial associations, as only 80% of the South African population is black (ww.statssa.gov.za). People group individuals into certain categories to organize all the information, because the brain has not enough capacity to store all characteristics of every single individual. But despite the fact that stereotypically knowledge schemas are often biased and cannot always be considered as accurate representations of reality (Bloemer, 2006), it can play a constructive role of providing coherence, simplicity, and predictability in decision making settings (Taylor, 1981).

A schema does not only consist of a cognitive component it also has an affective component. Various studies in other disciplines such as advertising, showed that emotions can lead to much stronger reactions than pure cognitions (e.g., Aylesworth and MacKenzie, 1998; Schoefer, 2008;). It is thus important to consider both.

Associations can have 'direction' and 'strength'. For example, the link between a pair of associations could be uni-directional or bi-directional. If the link between the two associations, country (e.g. South Africa) and product attribute (e.g. dress), is bi-directional, the country association will be activated when the product attribute is activated and vice versa.

The links between the associations in memory also have 'strength'. Figure 1 indicates the strength of an association with the thickness of the line. The strength of an association is the potential that one concept will activate another association (Collins & Loftus, 1975). To create a positive attitude towards the COO and towards the product it is important to activate the positive associations.

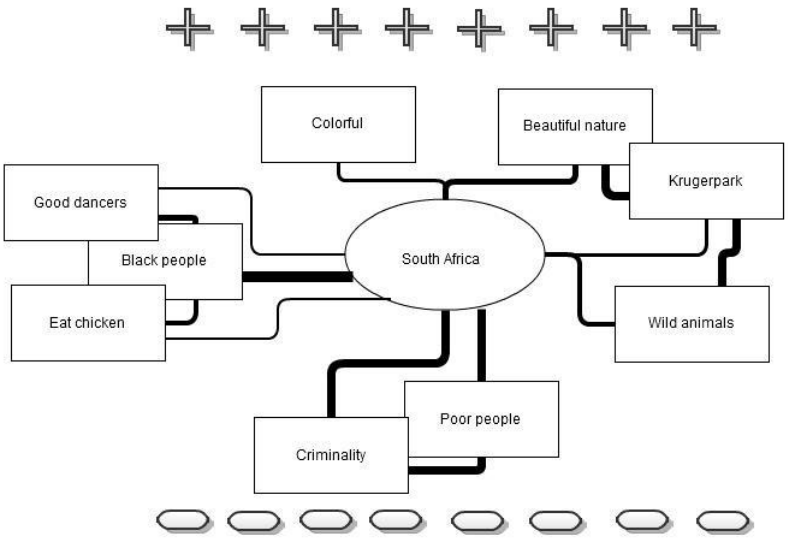

Figure 1. Example country image schema South Africa

2.2 Country schema in relation to product attributes

The schema of a country, the country image, can have an effect on the evaluation of other attributes of a product (Han, 1989). By activating their beliefs attached to the COO, consumers are able to evaluate a product (Ahmed, 2011). Lang (1993) and Hu (1997) found significant difference in beliefs of quality, fit, price and purchase willingness for apparel products between different countries of origins.

According to this effect, called the halo effect, consumers use overall perceptions about a country (even if they know little about it) to make overall evaluations of products (Han, 1989). In turn this 'halo' may influence ratings of specific tangible attributes of products (Erickson et al., 1984; Johansson et al., 1985). An example might be perceptions that New Zealand is 'clean and green', and/or that the Lord of the Rings movies filmed in New Zealand portray a beautiful landscape, leading to the belief that New Zealand apples will taste better and/or have lower agricultural spray residues than competitors (Van Ittersum, 2001). Consumers will use country image as a halo if they are unfamiliar with the product (Han,1990) .

There is a second process between the country schema and the product attributes. Product attributes can influence the activation of a consumers country schema (Youjae, 1990). For example, if a consumer sees a very colorful dress made in SA, the words colorful, dance and happy can come to mind spontaneously. In this case the product attribute color is an external stimuli and will activate positive associations of SA. If a product attribute is activating positive country associations we talk about a positive product-country match, a positive product-country match is assumed to result in a positive attitude towards the product (Ahmed, 2011). A product-country match can be defined as the beliefs consumers have with respect to the suitability of a country for the production of a specific product (Ittersum, 2003).

A negative product-country match is also possible, if you see the traditional African clothes, it can remind you of the slavery or the apartheid. This can give you a negative feeling what can influence your attitude towards the product. This is an example of a negative product-country match that will lower your attitude towards the product.

A third possibility is a mismatch. A mismatch occurs when the important product features are not the perceived strengths of the COO (Roth, 1992). For example smart textiles, these are innovative textiles that enable electronics to be embedded in them. SA is not expected to be seen as a very innovative country when it comes to electronica. So this is seen as a mismatch.

Roth(1992) was the first who showed the effect of a positive product-country match. Roth showed that a positive product-country match resulted in an increase in willingness to buy. More recent studies showed that product-country congruency has a greater impact on the consumers attitude towards a product than COO on its own (Ahmed, 2011). This proves that it is very important that the evaluation of a product made in a specific country depends on how closely it is a product associated with that specific country in consumers' minds. This shows that the effect of COO on product evaluation is product and country specific (Nagashima 1970).

2.3 Country image dimensions

In the current study we are interested in the effect of the country image on the attitude towards the product. Therefore an exhaustive country schema of South Africa , the country image of South Africa, is necessary. This is in this regard, a set of beliefs and experiences in relation to South Africa (Lee & Ganesh, 1999). Country image is a multi-dimensional construct (Laroche, 2005). Roth (1992) summarized that the four dimensions that are applicable to the majority of products when measuring country image are; innovativeness, design, prestige and workmanship.

Roth used four generalized country dimensions. Roth chose these dimensions based on eight previous studies about country image dimensions (Nagashima, 1970 & 1977; White, 1979; Narayana, 1981; Cattin, 1982; Jaffe, 1984; Erickson, 1984; Han, 1988). Limitation of these dimension is that Nagashima (1970) and White (1979) did not base these dimensions on empirical research but created these dimensions their self. They also did not look at country specific elements but only used product related dimension based on desk research. Other studies all based their country image dimensions on those of Nagashima and White.

Current studies (Yeh, 2010, Ahmed 2011; Martin 2011) are still basing country image dimensions on Roth's study. For example Yeh (2010) used the four dimensions of Roth and added value and safety to the dimensions. Van Ittersum (1998) also used these dimensions and categorized the four dimension of Roth (1992) as a human factor and added a natural environment factor (e.g. commodities). Van Ittersum showed that the importance of these country image dimensions depends on the product category. Van Ittersum proved that human related aspects are more important when consumers have to evaluate high value added products (e.g. cheese) and natural related factors are more important when ranking low value added products (e.g. potatoes). This shows that we cannot just generalize these dimensions as they are country and product specific.

These studies all slightly changed the country image dimensions but the meaning of these variables is hardly ever discussed. These dimensions should be based on the activated product and country associations and are product and country dependent (van Ittersum, 1998). In the previous studies, these consumers cognitive processes were taken for granted in advance (Askegaard, 1998). This could have threaten the validity of the research. Therefore Askegaard (1998) has argued that a complete schema is necessary to avoid restrictedness of the narrow approach of only four dimensions. So far nobody followed up this recommendation.

The current study will not take these country image dimensions for granted and will not only look at the generalized country image dimensions that are also product related, it will build an exhaustive country specific schema and a product schema separately and will look at the relation between these two schema.

3. Involvement and motivation

Consumers base their evaluations directly on the schema that is automatically activated by the COO label, this can be seen as a heuristic process (Gürhan, 2000; Verlegh, 2005). Instead of intensive examination, consumers simplify their evaluations and decision effort by using COO as a heuristic cue (Bloemer, 2006; Chingching, 2004). Especially when consumers are not involved and are under low motivation, they form their judgment with a minimum effort. Involvement is described as personal relevance. Something is personal relevant if it has intrinsic importance or personal meaning. This occurs when people expect that the issue will have a significant consequence for their own live (Petty & Cacioppo, 1986).

When consumers are less involved and less motivated to process the information they will take shortcuts. They will use the COO as an heuristic cue to infer other product attributes as quality (Gürhan, 2000; Verlegh, 2005). Consistent with this theory Gürhan (2000) showed that consumers also generate more COO thoughts and consider less product attributes when they are low motivated.

Verlegh (2005) revealed that the COO effect is the weakest when the consumer is high involved. When consumers are highly involved they are more motivated to process attitude relevant information. They are looking for more cognitive sources to find information of a product (Petty & Cacioppo, 1986). Thus, when a consumer is high involved and motivated to process the information, the COO has less effect on the attitude, because the consumer is less easily persuaded by extrinsic cues.

3.1 Product type

Products can be divided into hedonic and utilitarian products. There is a big difference between these two products when it comes to the influence of COO on the attitude of consumers towards these products. Schooler (1965) and Johansson (1985) found that COO has the highest influence on hedonic products. Van Ittersum (2001), showed the same effect for region of origin.

Hedonic products are goods that provide more experimental consumption, fun, pleasure and excitement, for example; designer clothes and luxury bags. The decision is guided by emotional wants. Utilitarian products are primarily instrumental and functional like computers and microwaves (Dhar, 2000). This decision is more based on functional needs.

The effect of COO is higher for hedonic products because consumer use less cognitive capacity to make their decision (Ittserum, 2001), they will take shortcuts and will infer the quality by the COO. They are also more guided by their feelings instead of cognition (Dhar, 2000). So they will link the positive/negative feeling of the COO to the product itself.

A particular COO may be positive for one product category but negative for another. Thus an association with France, while positive for hedonic products (e.g., perfume), was found to detract from the value of utilitarian products such as machinery (Leclerc, 1994). So although the direct effect of a COO label on the attitude is higher for hedonic products, it has be noted that the perceived match between a product and a country can be higher for a utilitarian product. This depends on the country image of the COO, if the COO as good human related aspects (e.g. workmanship) the perceived match with an utilitarian product will be higher than the perceived match with a hedonic product (van Ittersum, 1998).

4. Theoretical framework

A better idea of how a COO influences a consumer attitude towards a product is now created. Based on the theory the following framework is proposed to show the effect of COO and the product type on the attitude towards the product (figure 2). The model states that there are different ways of how the COO and product type can influence the attitude towards the product. These different ways will be described shortly.

The product type and the COO label can both have a direct effect on the attitude. Both are expected to have a direct effect on the attitude towards the product even without activating explicitly activating associations (H1). It is expected that these associations are made automatically (Greenwald, 1995; Banaji, 1997).

COO can also have an indirect influence by activating concepts and knowledge about the COO, the country schema. This can affect the interpretation of other available product attribute information like price (Bilkey, 1982). It can also provide a heuristic basis for inferring the quality of the product without considering other attribute information (Bilkey, 1982). This will happen when consumers are not/low motivated to process all the information. They will use the extrinsic cue COO to form their attitude (Chingching, 2004; Bloemer, 2006).

The activation of country associations can also have a direct effect on the attitude towards the product (Roth, 1992) (H3). A consumer can have positive thoughts (primarily based on affective feelings) about the COO, this will not influence any of the product attributes but will just influence the consumers state of mind and thus their attitude towards the product (van Ittersum, 2003).

The product attributes can also have a direct and indirect effect on the attitude towards the product. If the consumer does not like the color of the dress the attitude will be negative regardless the COO, this is a direct effect (H3). But a product attribute can also influence which associations with the COO will be activated (Youjae, 1990; Martin, 2011). This is an indirect effect on the attitude towards the product.

To better understand this indirect effect, a complete country and product schema will be developed. So far nobody worked with specific country and product schema's as a basis for product-country matches and mismatches. It will look at the relation between these two schemas to find products which match with the country image of SA. This study will examine both directions of activation of associations. It will examine the effect of the country image on the product attributes and the effect of product attributes on the activation of associations of the COO. This bi-directional effect has never been examined together in one study.

A product-country match will make sure that the country associations are influencing the product attributes that are important for the consumer in a positive way. These product attributes are not equally important for every product type. For example, you want your car manufacture to be reliable, but you want your dress made by a creative country. It will also make sure that the product attributes activate positive associations in the country schema, a yellow dress can make you think of the sun in SA. By activating product and country associations, a more extreme perceived match is expected (H2).

If a product is perceived as a positive match, a higher attitude towards the products is expected (H4). A higher attitude towards the product is expect to result in a higher willingness to buy (H5).

To examine this framework two studies were done. Study 1 gathered qualitative information to find the country image schema of SA and the schema for different textile products. Product-country dimensions were developed based on the link between these schemas. Based on these product-country dimensions product-country matches were defined which were used as stimuli in study 2. Study 2 examined the proposed hypothesis.

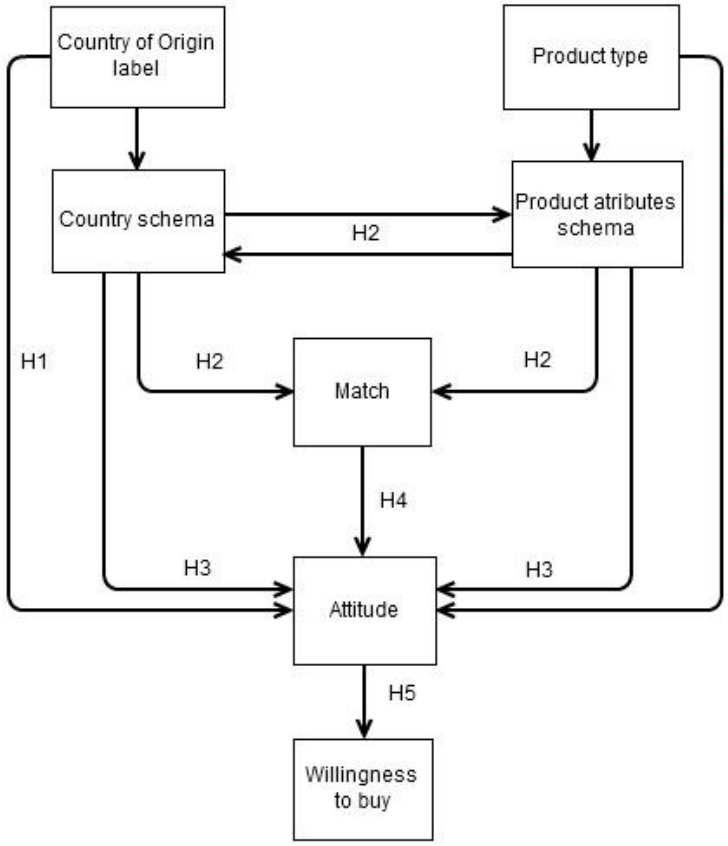

Figure 2. Proposed framework

5. Operationalization product types

To examine the framework the products that were used in the studies were defined. Basic product types that are already made in SA and typical South African products were examined.

SA has high cost structures. Therefore SA will lose from low labor cost countries as China and Bangladesh with mass production. Assumed is that focusing on the higher end of the market will be a good solution for SA. It is believed that SA has the knowledge and the materials to produce high cost products. They are using high value added fabrics as wool to design clothes for the high end market. SA also has their own fashion design universities and the SA fashion week has international allure. The beautiful nature of SA is another reason for designers to go and work in SA. Photo-shoots and commercials are shot here regularly. Especially Cape Town is becoming one of the world's fashion cities. It is expected that designer clothes will be seen as a match with SA and are therefore added to the product list.

Also added are stereotypical products for SA. The product SA is known for is wax printed fabric. This traditional fabric is now used in modern designs and can be suitable for the European market. Also added are recycled products. It is currently a trend in SA to make products of already used products, an example is a bag made of bottletops.

Looking at broader associations with SA, gave us more products. The topics that appear when you google SA are: tourism, sports (cricket, rugby, football) and wine farms (www.google.com). If we translate this into textile products, we find the following products: outdoor clothes, sport clothes and work clothes. Work clothes were not included in this study as we were looking for products for the consumer market. Outdoor clothes and sport clothes were both added as these seem to be good matches with SA.

As a control for these products that were assumed to match with SA a low cost and a medium cost product were added to the product list as well. Consisting of a basic T-shirt (low cost) and a jeans (medium cost).

Based on the current clothing industry and the expected associations with SA the following product types within the apparel sector were examined.

- Basic t-shirts (lower cost market)
- Jeans (medium cost market)
- Designer clothes (high end market)
- Wax printed fabric, recycled products (stereotypical SA)
- Outdoor clothes, sport clothes (broader SA associations)

All product types are more hedonic than utilitarian. Based on the literature this increases the effect of a COO label.

6. Study 1

The aim of study 1 was to establish the country schema of SA , the product schema's of the different product types and to find the relation between these two schema's which can possibly lead to a product-country match. Study 1 examined the first part of the framework that was developed based on the literature. See figure 3. It identified product-country dimensions based on the two schema's and compared these with the dimensions that Roth (1992) defined.

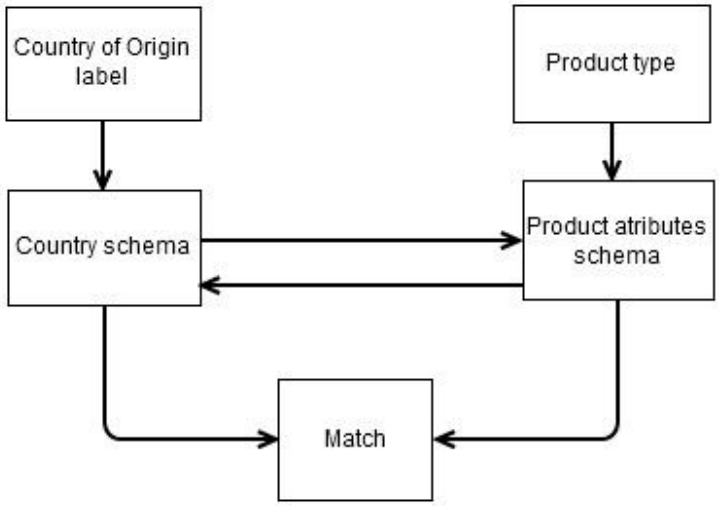

Figure 3. Part of the framework that was examined in study 1.

Looking at the interaction between the product and country schemas, product-country matches can be found. To find these schemas focus groups were held to answer the following questions.

- What is the country schema of South Africa in the eyes of European consumers living in developed countries?
    - South Africa in general
    - South Africa textile/clothing industry
- What is the product schema of the different product types in the eyes of European consumers living in developed countries?
    - Associations with the defined product types
- What is the relation between the country schema and the product type schema?
    - How does country of origin influences product attributes (for the defined product types)
    - How do the defined products influence activation of country of origin associations

The result of study 1 are new product-country dimensions based on the product and country associations. Three of the defined products were selected for study 2, one positive product-country match, one negative product-country match and a mismatch.

6.1 Methods

6.1.1 Focus groups

Focus groups were held to find the country schema of SA and the link with the different textile products. Due to the group dynamics a focus group will gather more associations in less time than one on one interviews. Because of the group dynamics the moderator can let the group talk and will have less influence on the answers of the respondents. In a one on one interview the respondent can feel pressure to answer in a way he/she thinks is expected to answer (Greenbaum, 2000). There is less pressure on the participants in a focus group as there are more people who can answer the question. A disadvantage of a focus group is that one participant can influence others. When one participant links SA to the Kruger park, the whole group will suddenly think of the Kruger park. Therefore participants were asked to write down their first associations, in this way they could not have been influenced by the other participants. Another risk of a focus group is that one person can be very dominant, he/she will over talk the others in the group. The moderator was focused to this and made sure that every participant got more or less equal talk time.

All focus groups were led using a detailed focus group guide (see appendix 1). The focus groups were semi-structured. A semi-structured focus group is flexible, and allows new questions to be brought up during the interview. This is giving the participants the feeling that they are more free in giving answers (Lindlof, 2002). However, the specific topics that were critical for the focus group were thought of in advance and were written in the focus group guide.

All three focus groups followed the same focus group guide. One test focus group was done in advance to find any striking and/or unexpected aspects in the script, after this test some adjustments to the script were made.

6.1.2 Participants

Two of the three focus groups, of approximately 1 hour each, were held at the Wageningen University, one was held in Ooij. Because of the problem of participants influencing each other, it was decided to do three focus groups. If one group was influenced by the thoughts of just one person, the second or third focus group would have shown a different outcome. Three focus groups gave sufficient information, a fourth focus group would not have added any extra valuable information.

The groups contained 4 to 5 volunteers (14 volunteers in total), male and female between the age 19 and 62 years. All focus groups were held in Dutch with Dutch participants. These focus groups were held in Dutch to avoid any languages barriers. It is very important that the participants directly activated their associations without too much cognitive effort. Therefor it was important that participants were speaking in their native language. The Netherlands was used as an example for developed countries in Europe. Only people who have never been in SA participated, because they were expect to have a different image of SA than people who have been there.

6.2 Design

To answer the proposed questions, different techniques were used during the focus groups. To answer the first question: "What is the country schema of South Africa in the eyes of European consumers living in developed countries?" the participants were asked to write down the first five words that popped up into their minds. They were asked to write down their first thoughts because this is minimizing the effect of participants influencing each other (Greenbaum, 1988). The associations that were written down are discussed in the group to gain even more associations. This resulted in a schema of SA on a flipchart (round 1).

To answer the second question: "What is the product schema of the different product types in the eyes of European consumers living in developed countries?" the participants were asked to do the same as for the first question; write down their first thoughts, this time about the different product types (round 2).

The next round brought these two questions together and described the relation between the country schema and the product type schema. The participants were asked how they thought the products relate to SA and what the effect is of the country image on the product (round 3). This resulted in the bi-directional product-country effect and the product-country dimensions.

Round 4 extended round 3. Participants ranked the products from most related to SA to least related to SA. This was done with pictures, to make sure that all participants had the same product in mind.

See appendix 1 for the outline of the focus groups.

6.2.1 Plan of analyses

Rather than beginning with a hypothesis, the first step in this study was collecting qualitative data, in the current study through focus groups. All three focus groups were audio recorded, these recordings were transcribed verbatim to identify product-country dimensions (see electronic appendix: focus groups). Participants were given fictive names in the transcription to ensure anonymously. In this way it was still possible to identify who was saying what and when.

To code the transcript we first focused on the country associations. From the data collected in the first round, the country associations were marked with a series of codes. Coding the presence of each country association and identifying quotations exemplifying these codes was done manually. For example the quote: "I had the feeling that it is less safe in the big cities of SA because there are so many tourists" (13-12-11) was coded in "unsafe", "big cities" and "tourists". These codes were than divided in different themes, one code could also belong to two or even three themes. These themes were established based on examination of the data, not prior to the analyses. These themes were than used to create a country image schema of SA.

The times that these themes were mentioned in the first round of all three focus groups was counted and determined the thickness of the line connected to SA in this country image schema. A theme has to be mentioned at least 2 times (as a total of the three groups) to be included in the country image schema. The schema stops after more than two indirect connections, this to keep a clear overview of the most important associations. These themes were then grouped together in even bigger themes, the country dimensions, based on connection between the themes. For example: Lion -> Wild life -> Landscape (respectively: code ->theme -> dimension).

Based on the second round till the fifth round connections between the product types and the associations in the country schema were made. Every quote that linked a product to SA was analyzed and emerged into a theme. A quote could belong to more than one theme. To identify which country dimensions are important for textile products, a comparison between the product themes and the country dimensions was made.

The quotes that were analyzed were also divided into different groups: positive match, negative match and mismatch with SA. Based on these quotes a positive product-country match, a negative product-country match and a mismatch were defined.
Examples:

- **Positive match:** "If there is more sun there are more colors" (about wax printed fabrics in focus group).
- **Negative match**: "You have the rich people, and then you have the poor kids who play on the streets" (about sport clothes focus group).
- **Mismatch**: "Because with the distance in the parks of SA, it is more common to sit in a jeep than to walk around" (about outdoor clothes focus group).

6.3 Results

Based on study 1 country image dimensions were developed. Based on these dimensions a positive product-country match, a negative product-country match and a product-country mismatch were identified. The identified product-country dimensions were then compared to the country dimensions found in the literature.

6.3.1 Country dimensions

We have first focused on round one of all three focus groups. The three flipcharts that are constructed during the first round of every focus group were aggregated into one country image schema of SA (see figure 4).

The association that almost everybody had with SA is apartheid. Especially the older aged people (40-60 years) saw a strong link between SA and apartheid. They also mentioned other associations as; Mandela, difference between black and white, rebellion, inequality, Steve Biko tortured to death and racism. The younger people did not have such a strong link with apartheid. Most of the younger participants (students) thought of the history of SA during the discussion and not at first instance.

Apartheid was linked to the themes; colonization, movies and abolition of apartheid, and was therefore grouped into the country dimension history. What can be concluded is that the history of SA brought up mostly negative associations. These negative thoughts were also present for the dimensions; politics and crime. These three dimensions were, according to the participants, connected to each other. For example Elle said: "I immediately thought about poverty. Because I thought of the apartheid and the big difference between the rich and the poor, and between the black and the white people" (focus group 10-12-11).

On the other hand there were positive associations with SA. The dimensions, with positive associations, that were mentioned most often were landscape and art & culture. Participants came up with the wild life of SA, the Krugerpark and other beautiful places with beautiful nature

where people would go for a holiday. For example Nicole said: "I know many people who go to SA to see elephants and giraffes" (focus group 14-12-11). They also thought of the different cultures in SA, the black people who have a good rhythm and are dressed in colorful clothes. These were mostly positive thoughts.

Especially the young people thought about the world championship in SA. This activated thoughts about sports, but mostly about other sports than soccer like rugby and surfing, as they did not see SA as a real soccer county.

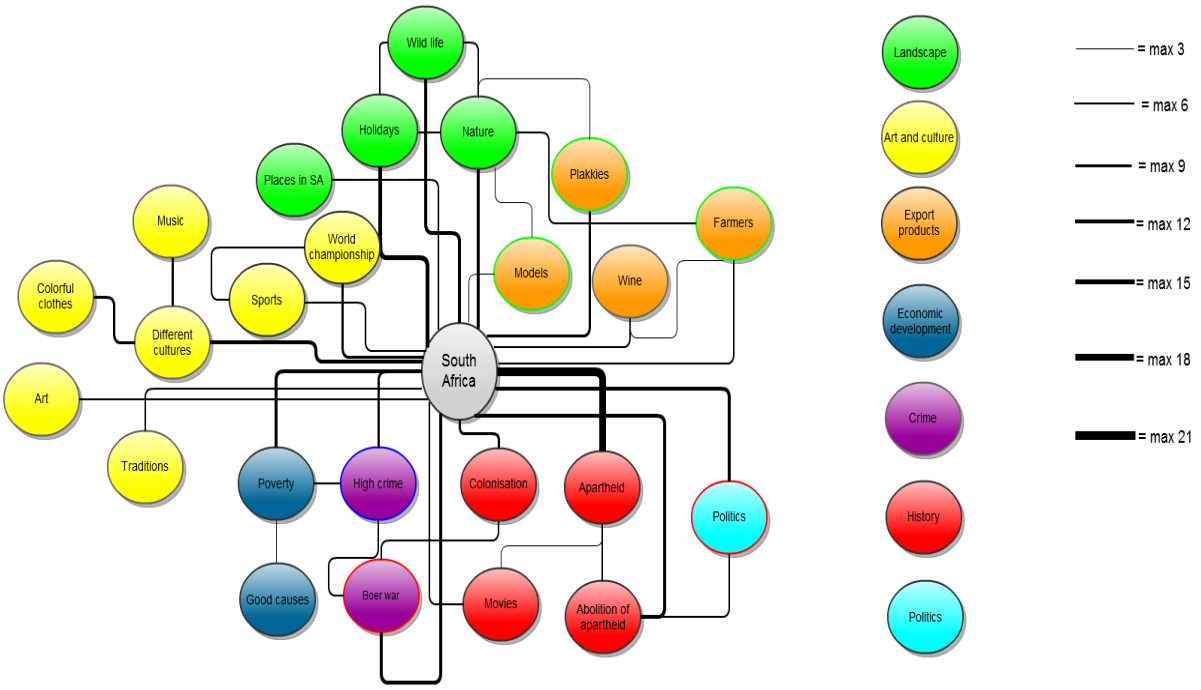

Figure 4. Country image schema of South Africa

In total seven different country dimensions were identified based on the themes that were found (see electronic appendix "focus groups" for the analyses of the codes):

- **Art & Culture;** Different cultures, colourful clothes, art, music, traditions, sport, wold championship.
- **Landscape**; Holidays, wild life, nature, places in SA
- **History**; Colonisation, apartheid, abolition of apartheid, movies
- **Export products;** Wine, plakkies, models, farmers
- **Economic development;** Poverty, good causes
- **Crime**; High crime, boer war
- **Politics**; Politics

6.3.2 Product-country dimensions

To see if these country dimensions have a connection to the products, round 2 to 5 were analyzed.

Every quote that linked a product to SA was analyzed and emerged into a theme (see appendix 2). For example quotes that participants gave about wax printed fabrics were: "Because they are

doing this for years. If we do this it will be a fake product", "if they make it, it has more to do with nature/culture, if we make it, it looks like a commercial product". This was emerged into the theme tradition and is connected to the country dimensions art & culture.

Another country dimension that was mentioned a lot with the products was landscape. Especially the outdoor clothes were connected to the country dimension landscape. Participants connected this to the tourists that are there for the beautiful nature and for the wild life. But part of the group did not see this link at all. One participant said: "Because with the distance in the parks of SA, it is more common to sit in a jeep than to walk around". Another participant said: "I belief that only the tourists are wearing these clothes. SA people who are living in the cities do not wear outdoor clothes".

Some products also activated negative thoughts about SA. For example the sport clothes. Some participants immediately thought about bad circumstances during production. "I do not think it has good quality", "it is probably a cheap brand". They also thought about the poverty, "you have the rich people, and then you have the poor kids who play on the streets".

Connecting these quotes to the country dimensions based on emergent coding, gave us a total of four country dimensions that could be connected to the different textile products as well. These are the following dimensions: Landscape, Art & Culture, Export products and Economic development. None of the products were linked to the country dimensions; crime, history* or politics.

One theme of the different textile products could not be linked to any of the country dimensions. For example quotes as: "I do think they have the possibilities to produce it but I am not sure if they have the knowledge" or "I think that the labor costs are very low". It does have a connection to the country dimensions economic development, but as there were many quotes about the production itself it was decided to create an extra product-country dimensions; production. In total five product-country dimensions were defined, Landscape, art & culture, export products, economic development and production. See table 1 for more examples of defining the product-country dimensions.

Product-country dimension	Example connection
1. Landscape	There are many photographers because of the beautiful nature (link SA-designer clothes)
2. Art & Culture	That is what they are doing for years, it is part of their culture (link SA–recycled products)
3. Economic development	I think only the rich people will wear sport clothes (link SA-sport clothes)
4. Export products	I can imagine that this can become a trend (link SA-recycled products)
5. Production	I think made in SA sounds pretty luxurious (link SA-t-shirts)

Table 1. Defining product-country dimensions.

*History is mentioned one time in the category shirts. Shirts were linked to cotton, cotton was linked to slavery.

6.3.3 Product-country matching

Based on the three focus groups, one positive product-country match, one negative product-country match and a mismatch were identified.

The quotes were counted and percentages calculated (see table 2 for the results). Wax printed fabric has the most positive links with SA (79% positive quotes), sport clothes the most negative (41% negative quotes) and outdoor clothes is the best mismatches with SA (37% mismatch quotes).

Product	Positive match	Negative match	Mismatch
Outdoor	19 (63%) match	0 (0%)negative match	11(37%)mismatch
T-shirts	30 (77%) match	8 (20%)negative match	1 (3%)mismatch
Wax printed fabric	45 (79%)match	1 (2%)negative match	11(19%)mismatch
Sport clothes	20 (54%)match	15 (41%)negative match	2 (5%)mismatch
Jeans	8 (35%)match	8 (35%)negative match	7 (30%)mismatch
Recycled products	26 (70%)match	8 (22%)negative match	3 (8%)mismatch
Designer clothes	43 (78%)match	2 (4%)negative match	10(18%)mismatch

Table 2. Positive, negative and mismatches between the different product types and SA.

We also looked at the product-country dimensions that were defined. Wax printed fabric had many links to the most important positive product-country dimensions, art & culture and landscape (see appendix 3).

For study 2 a wax printed dress will be used as the participants thought SA women would mostly wear dresses and skirts. So this is expected to emphasize the positive match between the product and the country.

For the negative product-country match a football t-shirt will be used. This was associated with poor kids playing football on the street and with fake products. So it is connected to the negative associations of SA and is expected to activate associations in the dimensions economic development and production.

As a mismatch the outdoor jacket will be used. Part of the participants did not believe you would need this in SA, they could not picture this in SA.

As a control the participants also ranked the products from best match with SA to weakest match with SA. Wax printed fabrics were seen as best match in two of three focus groups. Outdoor clothes were seen as second weakest match with SA in two of the three focus groups. Sport clothes and t-shirt were seen as best match with SA in one of the focus groups, in the other two groups it was seen as a mediate match.

6.3.4 Comparison dimensions to literature

Based on eight studies that assessed country image, Roth (1992) identified four country image dimensions of which Roth stated that these dimensions are applicable to a broad range of categories/products. Roth's dimensions were compared to the five product-country dimensions that were defined in the current study, to examine if Roth's dimensions are still up to date.

As can be seen in table 3, Roth's four dimensions are not that different from the five product-country dimensions that were identified in the current study. So although Roth's study is based on eight studies done in the 70's it seems that these dimensions are still up to date. Most striking difference is that the product-country dimension landscape is not included in Roth's study, while it is one of the most named product-country dimensions in the current study. Van Ittersum (1998) came up with a comparable dimension, natural environment.

The product-country dimension, export products, can be compared with Roth's dimension prestige on some levels. A country can get his reputation/status due to successful export products.

Product-country dimensions in current study	Dimensions in Roth's study
1. Landscape	
2. Art & culture	Design: Appearance, style, colour, variety
3. Economic development	Innovations: Use of new technology and engineering advances
4. Export products	Prestige: Exclusivity, status, brand name reputation.
5. Production	Workmanship: Reliability, durability, craftsmanship, manufacturing quality.

Table 3. Comparison product-country dimensions found in the current study with the country dimensions of Roth (1992)

6.3.5 Conclusion

Based on the country image of SA and the connection to different textile products, the dimensions that are most important to find a match are; Art & Culture, Landscape, Export products, Economic development and Production.

The products that will be tested in study 2, to find an effect on the attitude towards these products, are a dress made of wax printed fabric (positive match), a football t-shirt (negative match) and an outdoor jacket (mismatch).

7. Study 2

Study 2 tested the complete framework. It quantified the associations that were found in study 1. It also examined the last part of the framework, the influence of associations on the perceived match and the influence of the perceived match on the attitude towards the product. See figure 5.

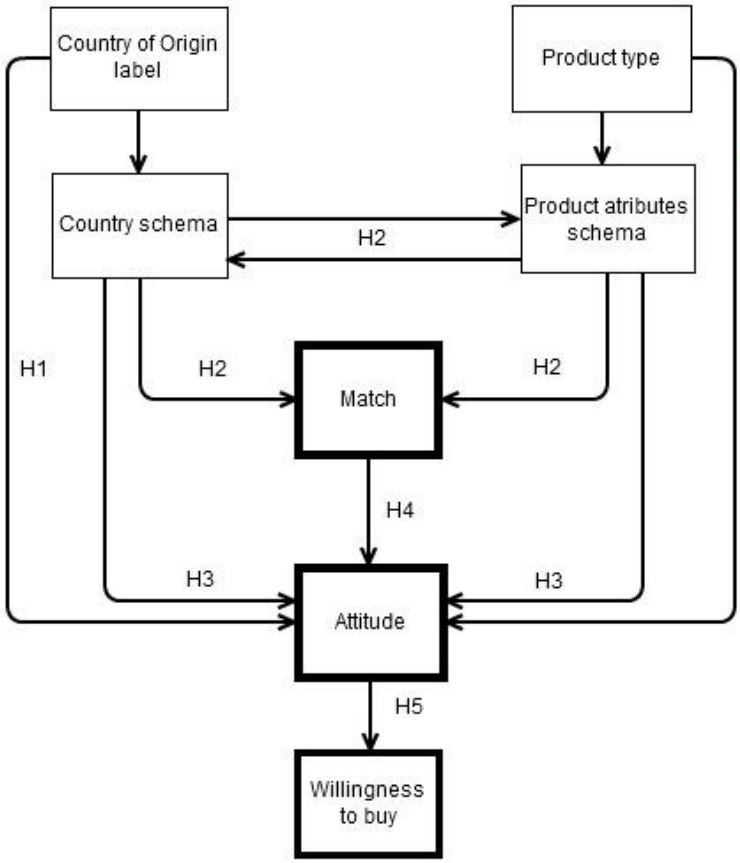

Figure 5. Part of the framework that was examined in study 2

The following hypothesis were tested in study 2.

- H1: There is a significant difference in evaluation between the products with a COO label and the products without a COO label.
- H2: Activation of associations leads to more extreme measures of perceived match than no activation of associations.
- H3: Activation of associations leads to more extreme measures of attitude than no activation of associations
- H4: There is a positive relation between perceived match and attitude towards the product.
- H5: The attitude towards the product can predict the willingness to buy.

7.1 Methods

7.1.1 Computer surveys

In order to test the framework and to answer the hypothesis specified above we decided to do a computer survey. The surveys were sent to the respondents by email, which gave them the opportunity to fill in the survey at any point of time. Computer surveys are a quick way of gathering quantitative data as many people can be approach in a short amount of time.

7.1.2 Participants

The overall survey which included 5 different surveys (randomized) was sent to friends and family trough facebook and email. This led to a snowball effect, and resulted in more than 100 respondents. The survey was also sent to a list of students of the Wageningen University who signed themselves up for this list. This resulted in a total of 275 respondents (55 per survey). The participants are male and female between the age of 17 and 77 years. As there was no budget for this study we had to work with what we had. Therefore this sample does not represent the Dutch population. 95% (260) of the sample is between 17 and 30 years old, 67% (184) are female and 82% (225) were student. 9.5% (26) of the participants has been to SA. These participants were more or less evenly distributed over the 5 different surveys and were therefore not excluded from further analyses.

7.2 Design

Five condition (four experimental and one control) with a football t-shirt, a wax printed dress, and an outdoor jacket as product stimuli are set up to test the hypothesis. The experimental conditions all had a salient "made in SA" label, to make sure that all participants were being influenced by the COO. The order of the products within the condition was randomized to avoid any effect caused by the order of showing the products. This could have influenced the activated associations. See figure 6 for the five different conditions.

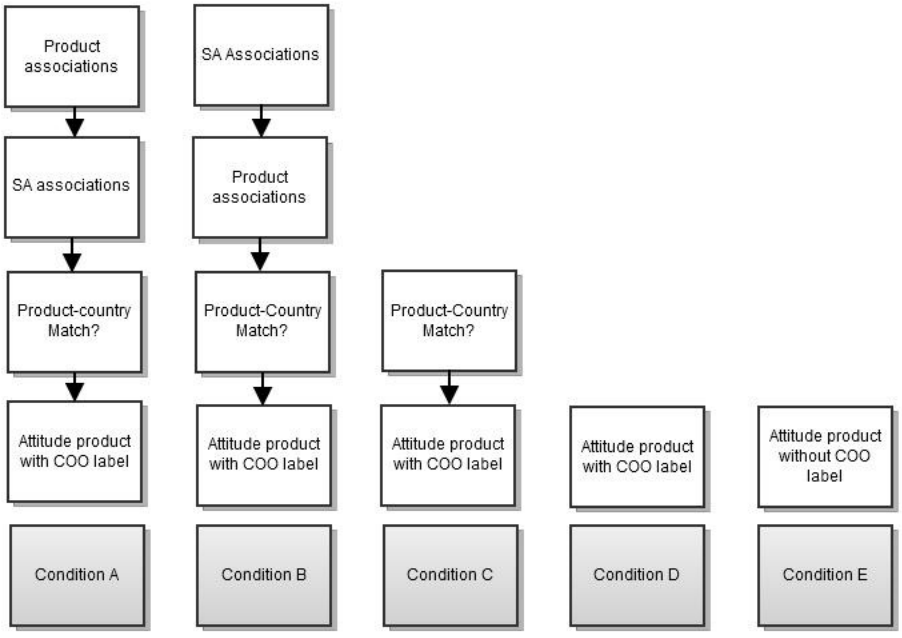

Figure 6. Five different condition in study 2.

The main difference between the conditions is about the activation of associations and perceived match. Condition A and B activated country and product associations, condition C directly asked participants if they saw a product-country match or not. Condition D directly asked about their attitude towards the product with a COO label. Condition E was used as a control, and measured the attitude towards the product without a COO label. See appendix 3 for a detailed insight on the content. The structure of the conditions will now be explained in more detail.

Experimental groups:

Example design condition A: Product associations -> country associations -> match product and country of origin -> evaluation product with a COO label.

Product and country associations were activated to answer H2 and H3, does activation of associations lead to more extreme measures of match and attitude than no activation of associations?

The perceived match and the attitude towards the product were asked by showing the participants a pictures of the three different products. To control for the attitude towards the product the participants were also asked to guess the price of the product at a free range. Eventually they were asked if they are willing to buy the product.

Example design condition B: Country associations -> product associations -> match product and country of origin -> evaluation product with a COO label.

The second condition was developed to see the effect of the order of activation of the associations. By first asking participants to write down product associations, different country associations were activated than when country associations were asked first and vice versa. In this design we made the participants think of SA every time before they had to come up with product associations.

Example design condition C: Match product and country of origin -> evaluation product with a COO label.

Activated associations will influence the product-country match. Condition C did not activate any associations but directly asked for the perceived product-country match. In this way the effect of activating associations can be found. Assumed is that by activating the associations a bigger effect on perceived match and attitude is noticeable (H2 and H3). Based on condition A, B and C, H4 can be tested, is there a positive relation between match and attitude towards the product?

Example design condition D: Evaluation product with a COO label.

The fourth condition directly measured the attitude towards the product with a COO label. By not directing the participants in any directions the pure attitude towards the product with COO label was measured.

In the first three conditions the perceived match influenced the attitude towards the product of the participants. If a participant beliefs a product and a country fits together perfectly, he/she is expected to show a positive attitude towards the product as well, to find self-congruence. Participants are looking for consistency in their evaluation (Higgins, 1987) and will not contradict their self. Condition D will control for this.

Example design condition E: Evaluation product without a COO label

To control for any differences in preference for the product types, a control group will be held. A group of 55 participants evaluated the different products, without knowing the COO. This gave the baseline for the different products in the pictures. The participants were also asked to guess the price of the product and they were asked about their willingness to buy.

By comparing the control group with the experimental groups the effect of COO on the evaluation, perceived price and willingness to buy of a product is shown. Before analyzing any of the other hypothesis it has to be clear that there is a difference in evaluation between the evaluation between the control group (without COO label) and the experimental groups (with COO label) (H1).

7.2.1 Measures

The following items were measured on the following scales the following questions:

Product and country associations:

- What are the first five words that come to mind when you think of (product/country of origin)?

Perceived product-country match:

- Do you think this (product) fits to the country image of (country of origin)? *Scale: 0 (does not fit at all) - 10 (fits perfectly)*

Attitude towards the product:

- How would you rate this (product)? *Scale: 0 (not beautiful at all) – 10 (very beautiful)*
- Guess the price of this (product) Scale: *Free range*

Willingness to buy

- Would you buy this (product)? *Scale: 1; Yes, 2; Depends on the price, 3; No, but I would recommended to my friends, 4; No*

7.2.2 Plan of analyses

Before any statistical analyses were performed some results were coded. The activated country associations were used to quantifying the product-country dimensions found in study 1.

The country associations activated in condition A and B were divided over the different product-country dimensions per product type. This quantified the product-country dimension which allowed us to see the difference in activated country associations for condition A and B.

The country associations were also coded into positive (1), neutral (0) and negative (-1) numbers. This was summed together for every participant and gave us a range between -5 and 5. This gave us the possibility to examine the influence of positive and negative associations on the perceived match and the attitude towards the product.

Product associations were not operationalized. These were purely used to see the effect of activation of product associations on the perceived match.

7.3 Results

This chapter will discuss the findings of study 2. First the findings in study 2 were compared with the findings of study 1 to see if these are consistent. Some general findings that were not part of the hypothesis are also discussed. Subsequently the hypothesis from the conceptual framework were tested in paragraph 7.3.2.

7.3.1 General results

Product-country dimensions

The country associations that were being activated in condition A and B were coded into the product-country dimension identified in study 1, to examine if the same associations were being activated. Almost all associations could be coded as one of the product-country dimensions. The dimension history that was only seen as a country dimension during the focus groups was used here as well because there were many links to the history of SA. This could not be coded in one of the product-country dimensions. As expected, the product-country dimensions landscape and art & culture were mentioned most often.

Product-country match

Looking at the results (table 4) it can be concluded that the football shirt did not activate different associations between condition A and B. The wax printed dress and the outdoor jacket did activate specific associations. The wax printed dress activated more associations with art & culture and with the production. But it activated less associations with landscape (see table 5). The outdoor jacket showed the opposed. It activated more associations with landscape but less associations with art & culture, economic development, production and history (see table 6).

Football shirt

Dimension	A (P->C)	#pos asso	#neg asso	#neutr asso	B (C->P)	#pos asso	#neg asso	#neutr asso
1. Landscape	92	60	2	30	96	63	4	29
	47%	30%	1%	15%	48%	32%	2%	15%
2. Art & culture	64	37	1	26	64	36	2	26
	33%	19%	0%	13%	32%	18%	1%	13%
3. Economic development	17	0	16	1	20	0	20	0
	9%	0%	8%	0%	10%	0%	10%	0%
4. Export products	5	5	0	0	4	4	0	0
	3%	3%	0%	0%	2%	2%	0%	0%
5. Production	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%
History	*16*	*5*	*11*	*0*	*16*	*4*	*12*	*0*
	8%	*3%*	*6%*	0%	*8%*	*2%*	*6%*	0%
Total association	**194**	**107**	**30**	**57**	**200**	**107**	**38**	**55**
	100%	**55%**	**15%**	**29%**	**100%**	**53%**	**19%**	**27%**

Table 4. Associations with a football shirt divided over the dimensions per condition

Wax printed dress

Dimension	A (P->C)	#pos asso	#neg asso	#neutr asso	B (C->P)	#pos asso	#neg asso	#neutr asso
1. Landscape	67	43	6	18	128	79	3	46
	32%	21%	3%	9%	56%	35%	1%	20%
2. Art & culture	76	48	1	27	46	26	0	20
	37%	23%	0%	13%	20%	11%	0%	9%
3. Economic development	22	1	17	4	25	3	21	1
	11%	0%	8%	2%	11%	1%	9%	0%
4. Export products	6	5	0	1	3	2	0	1
	3%	2%	0%	0%	1%	0%	0%	0%
5. Production	10	1	6	3	1	0	1	0
	5%	0%	3%	1%	0%	0%	0%	0%
History	*26*	*11*	*15*	*0*	*25*	*8*	*15*	*2*
	12%	*5%*	*7%*	*0%*	*11%*	*4%*	*7%*	*0%*
Total association	**207**	**109**	**45**	**53**	**228**	**118**	**40**	**70**
	100%	**53%**	**22%**	**26%**	**100%**	**52%**	**18%**	**31%**

Table 5. Associations with a wax printed fabric divided over the dimensions per condition

Outdoor jacket

Dimension	A (P->C)	#pos asso	#neg asso	#neutr asso	B (C->P)	#pos asso	#neg asso	#neutr asso
1. Landscape	121	75	9	37	82	57	4	21
	67%	42%	5%	21%	41%	29%	2%	10%
2. Art & culture	34	16	1	17	65	40	1	24
	19%	9%	1%	9%	33%	20%	1%	12%
3. Economic development	9	0	6	3	22	1	19	2
	5%	0%	3%	2%	11%	1%	10%	1%
4. Export products	4	3	0	1	5	2	0	3
	2%	2%	0%	1%	3%	1%	0%	2%
5. Production	0	0	0	0	3	1	2	0
	0%	0%	0%	0%	2%	1%	1%	0%
History	*11*	*4*	*7*	*0*	*22*	*8*	*14*	*0*
	6%	*2%*	*4%*	0%	*11%*	*4%*	*7%*	0%
Total association	**179**	**98**	**23**	**58**	**199**	**109**	**40**	**50**
	100%	**55%**	**13%**	**32%**	**100%**	**55%**	**20%**	**25%**

Table 6. Associations with an outdoor jacket divided over the dimensions per condition

We have also checked if the product-country combination that were seen as match created in study 1 were perceived as matches in study 2 as well. Figure 7 shows the perceived match for the different product types over the different conditions. This does not confirm the conclusion made in study 1. Although the wax printed dress was perceived as a positive match (mean perceived match: 7.2), the outdoor jacket was not clearly seen as a mismatch (mean perceived match: 5.5). The football shirt was expected to be seen as a match but was also expected to activate negative associations. Figure 7 shows us that the football t-shirt was not seen as a match with SA (mean perceived match: 4.7).

Looking at the coded country-associations in table 4 (positive (1), neutral (0) and negative associations (-1)), we can neither conclude that the football shirt activated more negative associations than the other products. Mean associations football shirt: 1.39 (sd. 1.54), mean associations dress: 1.28 (sd. 1.59), mean associations outdoor jacket: 1.40 (sd. 1.33).

The positive, neutral and negative scores for condition A and B were also summed together per condition and showed that the product, football shirt, did not activate more negative country associations (condition A:, 1=55%, -1=15%, 0=29%. For condition B:, 1=53%, -1=19%, 0=27%) (see table 4). If the product activated negative country associations this would have resulted in more negative associations in condition A than in condition B. This does confirm our findings of the focus group, the football shirt was not seen as a negative product-country match by the participants in the online surveys and it is debatable if the outdoor jacket was seen as a mismatch.

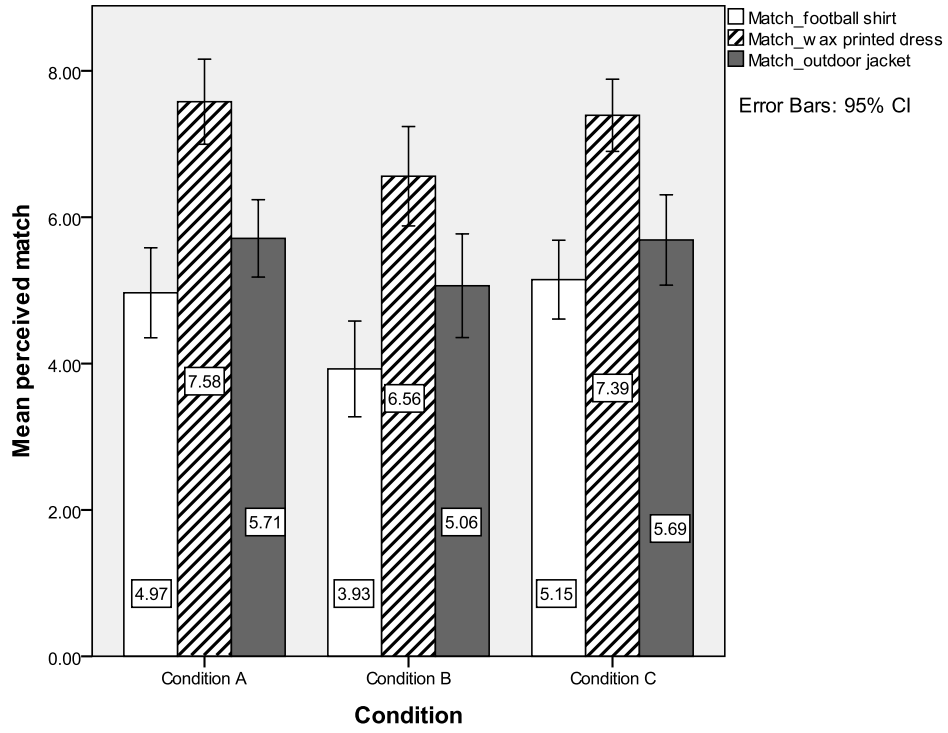

Figure 7. Perceived match per product per condition. (0=low perceived match, 8=high perceived match)

Price

As a control for the perceived quality the participants were also asked to guess the price of the product. Performing a linear regression we can conclude that there is a relation between price and attitude for the football shirt and the outdoor jacket. Shirt: t(273)=3.779; P<0.01, b: 0.02, R^2=0.05, dress: t(273)=-0.085; P:0.93, b: 0.00, R^2=0.00, outdoor jacket: t(273)=3.503; P<0.01, b: 0.014, R^2=0.04. Looking at the R^2 we can conclude that price is only accounting for a very small part of the variability in the variable attitude. There seems to be no relation between price and attitude for the product dress. This indicates that price cannot be seen as a good indicator for attitude towards the product and will therefore not be included in further analyses. See appendix 5 for more detailed analyses of price.

7.3.2 Hypothesis testing

H1: There is a significant difference in evaluation between the products with a COO label and the products without a COO label.

To test the first hypothesis, *there is a significant difference in evaluation between the products with a COO label and the products without a COO label,* a repeated measures Anova has been conducted. The repeated measures Anova was used because there were 5 different situations (the five conditions) but the measurement of the dependent variable was repeated across three products (attitude). Using a standard ANOVA in this case is not appropriate because it fails to model the correlation between the repeated measures: the data violate the ANOVA assumption of independence.

First we have looked at the multivariate tests, specifically at Roy's largest root. Looking at the interaction between the within participants factor and type of product and the between factor condition, we can conclude that the effect of the condition is not different for the different product types, $F(4)=0.933$; P: 0.445. This allows us to independently interpret main effects between en within subjects. There is a significant difference in attitude towards the products within the different products, $F(2)=39.225$; $P<0.01$.

Next step was to see if there is a difference between the control group (condition E) and the experimental groups (condition A to D). Running the repeated measures Anova with contrast (difference from last), showed that the control group significantly differs from the experimental groups. Contrast estimate=-0.547, sd. 0.207; $P<0.01$. This means that the products with a COO label are evaluated significantly higher than the products without a COO label.

The test was done again for condition D and E. Both conditions directly measured the attitude towards the product, the only difference between the two conditions is a COO label. Again the repeated measures Anova was conducted and the between subjects table still gave a significant result $F(108, 1)=4.278$; $P<0.05$. So a COO label directly influences the attitude towards the product in a positive way. As can be seen in figure 8, condition E has the lowest scores for attitude for all three different products.

We have also checked on which product the COO label had the biggest effect by comparing the mean attitude per product of the experimental groups with the mean attitude per product of the control group. Mean attitude for condition A to D : football shirt 5.86, dress: 6.51, outdoor jacket: 4.95. Mean attitude condition E: football shirt: 5.68, dress: 5.75, outdoor jacket: 4.24. An independent sample t-test with attitude as dependent, grouped by condition (A-D against E) was performed. Shirt: mean difference: 0.18, $t(68.275)=0.448$; P:0.655, dress: mean difference: 0.76, $t(273)=2.509$; $P<0.05$, outdoor jacket: mean difference: 0.71, $t(273)=2.146$; $P<0.05$. We can conclude that the effect of a COO label is the strongest for, the dress, than for the outdoor jacket. The attitude towards the football shirt did not significantly differ between the experimental group and the control group. This order is comparable with the order of perceived match per product.

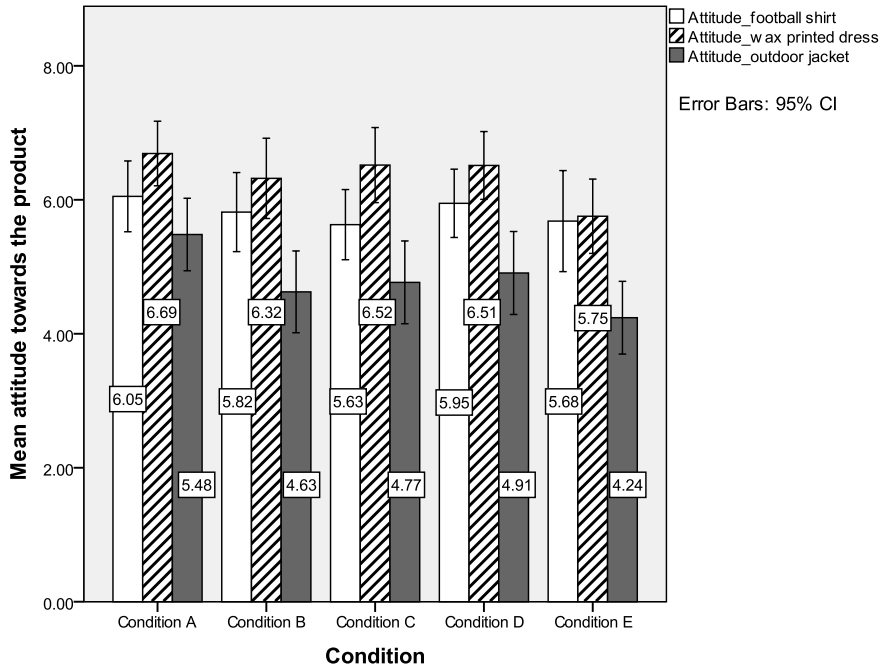

Figure 8. Attitude per product per condition.(0= do not like the product at all, 8 = do like the product)

H2: Activation of associations leads to more extreme measures of perceived match than no activation of associations

To test the second hypothesis, *activation of associations leads to more extreme measures of match than no activation of associations*, another repeated measures Anova was conducted for the same reasons as for testing hypothesis 1. Based on the output of the between subjects we can conclude that the condition did influence the perceived match $F(162, 2)= 6.630$; $P<0.01$. Note that only condition A, B and C were included (condition D and E did not measure the perceived match).

By running a Tukey posthoc test we can conclude that condition B has a negative influence on the perceived match, mean difference condition b-a: -0.902 $P<0.01$ and b-c: -0.893 $P<0.01$. Activating country associations first and then activating product associations has a negative influence on the perceived match while activating product associations first and then country associations does not seem to influence the perceived match at all. The difference between condition A and C is far from significant, with a mean difference of A-C: 0.009. So we can partly confirm H2 as only one direction of activation leads to a more extreme measure of perceived match than no activation.

To specify this better the country associations were coded into positive (1), neutral (0) and negative associations (-1). A linear regression model was estimated to see if the activated associations influenced the perceived match. Positive associations are expect to positively influence the perceived match, negative associations are expect to negatively influence the perceived match. Based on the output, activated country associations in condition B did influence the match for the football shirt $t(53)=2.175$; $P<0.05$ and for the outdoor jacket $t(53)=3.279$; $P<0.01$. Only the relation between activated country associations and the perceived match of the wax printed dress is not significant in condition B, $t(53)=1.643$; $P=0.106$. Important

to note is that there is no relation between the activated country associations and the perceived match in condition A. This is in line with what was found before, activation of associations only leads to more extreme measures of perceived match when country associations are activated first.

H3: Activation of associations leads to more extreme measures of attitude than no activation of associations

For the third hypothesis, *activation of associations leads to more extreme measures of attitude than no activation of associations* another repeated measures Anova was performed. The between subjects table showed that there is a significant difference between the evaluation of the products in the different conditions. $F(270,4)=2.782$; $P<0.05$. To see if activation of associations has an effect on the attitude towards the product, a contrast with condition A against condition C and D was performed. Mean difference=0.361 ,se. 0.227, P:0.386. Condition B is tested as well against condition C and D. Mean difference=-0.126 ,se. 0.227, P:0.945. In both cases does activation of associations not directly result in a significantly different attitude towards the product than when no associations are activated.

All five conditions are compared with each other in a Tukey post-hoc test. This showed that condition A gave a significantly higher attitude compared to the control group, condition E. Mean difference A-E: 0.8491, $P<0.05$. But as there is no significant difference with the other conditions we cannot be sure that this difference is due to the activation of associations or to other manipulations. Therefore we cannot confirm hypothesis 3, activation of associations is not shown to lead to more extreme measures of attitude than no activation of associations.

H4: There is a positive relation between perceived match and attitude towards the product

To test if there is a positive relation between perceived match and that attitude towards the product a hierarchical linear model is performed. Because the attitude towards the product differs per product, we expected the product types to have a different intercept. We have also concluded before that the effect of the condition is the same for all three product types, so we expected the slope to be the same for all three product types. To test this the data was restructured, which allowed us to perform a hierarchical linear model. Performing the hierarchical mixed model with as subject: products(random), attitude as dependent, and perceived match as covariate(fixed), is showing a significant effect of match on attitude, $F(1,482.988)=25.480$; $P<0.01$.

To test if using a random intercept for the product types significantly improves our model a second model was tested which did not include the products as a random factor. A -2 log likelihood of: 2138.618 was found. This was compared with the model which did include products as a random variable, to calculate the Chi^2-change. Chi^2-change: 2138.618 - 2116.279=22.339 df change= 4-3=1. Critical value of Chi^2 (df=1), α:0.01=6.63. The Chi^2-change shows that our model did improve using a random intercept, as the unexplained variation became less. It also shows that this improvement is big enough to be statistically significant with an alpha level of 0.01. So using a random intercept did significantly improve our model.

We have also examined if using a random slope instead of a fixed slope improved our model. As expected, using a random slope did not significantly improve our model, -2 log likelihood = 2137.805.

The beta estimate of fixed effects for perceived match: 0.202 se. 0.04, t(482.988)=5.048; P<0.01 shows that the overall slope for the three product types is 0.202. This shows a positive relation between the perceived match and the attitude towards the product. For more detailed information about the effect of perceived match on attitude per product see appendix 5.

H5: The attitude towards the product can predict the willingness to buy.

Eventually it is important to know if consumers want to buy the product or not. The question about the willingness to buy is coded into 0 and 1 codes to be able to perform a logistic regression. *No* is coded as 0, *recommend a friend, depends on the price* and *yes* are all coded as 1.

A logistic regression is used for categorical variables as willingness to buy and is always taking on values between 0 and 1. Willingness to buy as the dependent, attitude towards the product as covariate. First we have checked the fit of the model by looking at the Chi^2 in the Omnibus tests of model coefficients. The Chi^2 was significant with P<0.01 for all three products, so the model with attitude as covariate fits better with our data than a model without attitude as covariate. Another way to check the fit of the model is looking at the Hosmer and Lemeshow test, we can conclude that the model fits the data. Football shirt: Chi^2 (8)= 8.323; P:0.403, Wax printed dress: Chi^2 (8)=6.842; P:0.554, Outdoor jacket: Chi^2 (8)= 6.010; P:0.646.

For all three products the B coefficient is significant P<0.01. Football shirt Wald(1)=38.504, odd ratio of 1.886, wax printed dress: Wald(1)=56.999 odd ratio of 2.809, outdoor jacket Wald(1)=41.681 odd ratio of 2.221. Using only attitude to predict the willingness to buy will give us a good prediction in 77% for the football shirt and the wax printed dress. 79% for the outdoor jacket.

Adding the variables, country associations and the perceived match, to the model did not give any additional significant result. They were neither significant as single covariate. So only the attitude towards the product improves our prediction of willingness to buy. The activated country associations and perceived match do not improve our prediction of willingness to buy.

Overview of the results

For a schematic overview of the results of the tested hypothesis see figure 9.

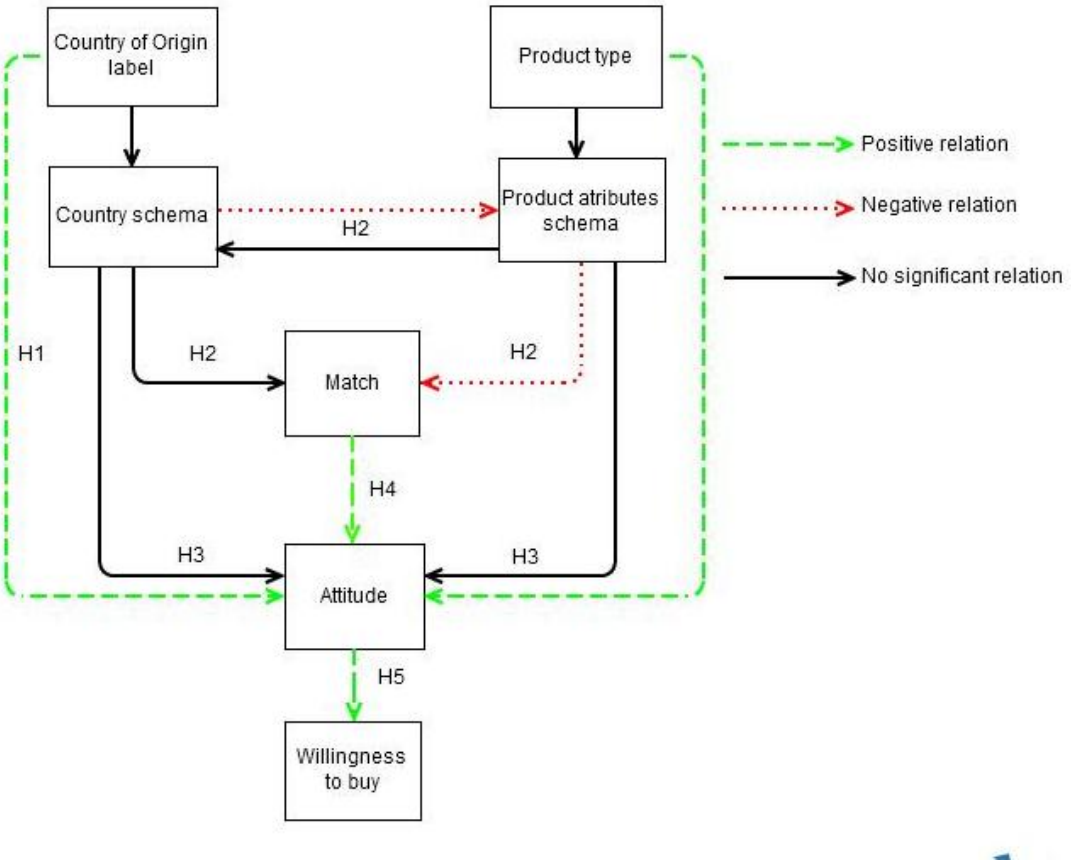

Figure 9. Conceptual framework with tested hypothesis.

8. Discussion and conclusion

Although most of the proposed hypothesis are supported some unexpected and remarkable results are found. These are discussed and recommendation are made. The limitations that have to be taken into account when interpreting the results will be mentioned and finally the conclusion of the current study will be reported.

Remarkable results and theoretical recommendations

Landscape a new product-country dimension?

Study 1 identified five different product-country dimensions. One of the most mentioned dimensions was Landscape. Striking is that this dimension was not included in the four dimensions that Roth found. Reason for this can be that landscape has become more and more important during the last decade (years). Van Ittersum also came up with the dimensions natural environment in 1998. Due to the globalization countries are losing their identities, one thing that can still define a certain country is their landscape. So when people have to come up with country specific associations landscape starts to be more and more important. Note that this is very country specific, South Africa is known for their beautiful landscape so this dimension can be much more important for SA than for another country. Also the fact that this study included outdoor clothes can have triggered the participants to think about landscape more often.

Why does activation of country associations first and then activation of product associations has a negative effect on perceived match?

If country associations are activated first and then product associations a negative effect appeared, while the other way around did not seem to influence the perceived match . Reason for this can be that participants did not instantly think of textile products when they had to think of SA. For example if you have to think of SA, you do not instantly think of wax printed fabrics, but if you see wax printed fabrics you do think of SA. Therefore, in this specific case, the perceived match is lower when country associations are activated first. Another study should be performed to better understand this effect. What if a country instantly activates a certain product, would that change the effect, would there still be an asymmetric effect for the order of activation of associations ? For example, if we use wine as a product type, and compare the effect of activation of associations on wine between a country that does activate thoughts about wine (e.g. France) with a country that does not activate associations about wine (e.g. Norway), we can test if this negative effect of activation of associations is true in all cases or that a different effect happens. So further research is necessary to understand this effect.

Why is there a difference in perceived matches and mismatches between the focus groups and the surveys?

A difference in perceived match between the focus groups and the surveys was found. It was expected that a complete country image schema, and a product schema would result in a strong product-country match. Reason for the different outcome between the two studies can be caused by the research method that was used. Possibly participants have used too much cognitive effort during the focus groups, while the perceived match in the surveys was primarily based on their first associations and feelings. Various studies showed that emotions can lead to much stronger reactions than pure cognitions (e.g., Aylesworth and MacKenzie, 1998; Schoefer, 2008;). This can

explain the difference in perceived match between the two studies. Further research should examine if other research methods come up with more consistent matches and mismatches. For example a survey in which participants are only asked to write down their first thoughts with the country and product. This decreases the cognitive effort that participants have to make.

The difference in perceived match between the two studies was no problem for the current study. Analyses showed that the effect of the manipulation is the same for all product types. Therefore we were still able to test the proposed framework.

Practical recommendations and limitations

The aim of this study was to find which niche market in the SA textile and clothing industry will be most suitable and effective in the more developed countries of Europe. The current study showed that a label made in SA has a positive impact on the attitude towards the product for all three products. So to increase the chances of textile products made in SA on the European market, it seems important to make clear that the product is made in SA. Consumers automatically evaluate a product higher when it has a made in SA label, no cognitive effort has to be made. Activation of associations is not necessary. It is not recommended to explicitly advertise the COO as, activation of the country schema first and then the product, has in the case of SA a negative influence on the perceived match.

Based on the proposed model the effect of a COO label is higher when the country image matches the product. When a product and a country image match, the COO label seems to influence the evaluation of the product positively. So it seems to be wisely to market a product that matches the country image of SA. This study shows that the wax printed dress has the highest attitude and willingness to buy. So it would be wisely for SA to use their knowledge and long-time experience with these wax printed fabrics and use it in modern designs to have a successful export product in Europe.

A point that has to be taken into account is that the study is done by use of a survey. This does not represent a real life shopping experience. This study purely examined the effect of a COO label, other factors that can influence the attitude and willingness to buy are not included. In a real life shopping experience consumers have to deal with environmental cues (sales persons, music etc.) but also with different product cues as price and quality. The COO label will just be one of the other cues in real life, and is most of the times not made salient for consumers while the COO in the survey was made very clear. Therefor we do belief that these results can better be used for an online shopping experience than for a real life shopping experience. To see if the same effect happens in a real life shopping experience another study has to be done. This study should then replicate a real life shopping experience including all cues that are available in the shop as well. Participants need to know the price, and they have to be able to touch and fit the product as this will all play a role in the consumer decision making process.

Looking at these results we have to bear in mind the practical limitations. The participants in both studies were Dutch. The question is if Dutch people have the same associations with SA and certain products. Especially the relation to SA can be different from people from other European countries as the Dutch have a history with SA. Due to the Dutch East Indian Company who settled down in SA during the 17th century, the Dutch culture is still seen in SA. The Cape-Dutch houses are characterised by the Dutch style and the Afrikaans language, is based on the Dutch

language. So it is debated whether people from other European countries would have come up with the same associations. If generalization of these results for the more developed countries in Europe is possible has to be examined by examining different countries and comparing the results with the results of the current study.

The sample used in study 2 mostly existed of friends, family and students. This resulted in an over representation of young female students. This is expected to influence the results. Focus groups already showed that older people have different associations with SA than younger people. Due to the small groups of employed, old and/or male participants extra tests to find any difference between these groups cannot be analysed as there is not enough statistical power. This being said, it is believed that the results of this study can be trusted and can help to understand the effect of a product-country match. However the generalization of the results is limited.

Conclusion

There are five product-country dimensions relevant to South Africa and textile, which are consistently found through focus groups and an online survey. These dimensions are: Landscape, Art & Culture, Export products, Economic development and Production.

Perceived match is significantly influenced by the activated country associations if, country associations are activated first and then product associations. This order of activation of associations resulted in a lower perceived match than all other conditions. Activation of product associations first and then country associations did not give any effect on the perceived match, neither on the attitude towards the product. Perceived match influenced the attitude towards the product. The attitude towards the product on its turn can predicted the willingness to buy. This is all in line with our expectations.

Although not all hypothesis were confirmed we did unveil subtleties in country of origin effect related to the activation of country and product association, this contributes to a much better idea of how country of origin effects are working.

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Appendix1: Outline focus groups

Introduction (5-10 minutes):

Welcome everyone and offer them something to drink. Let them sit down at the table.

Script: Welcome everybody, thank you for coming. My name is Anouk Menko. I am writing my thesis at the moment for the Wageningen University. I will moderate three focus groups for my research, this can be seen as a group discussion. My aim is to gather information for my final research. I will explain the purpose of my research at the end of this meeting because it is important to go blind into this focus group.

My role in this is small, I will give you an assignment or a topic and I will just let you brainstorm about it as a group. Think out loud, it is very important that you are interacting with eachother. There are no wrong answers. I am looking for everything that pops up into your mind about the topics I will give you. Please let everybody talk, and listen carefully to each other. This focus group will take about an hour.

As agreed on, I will tape this focus group and will only use it for my research. Everything will be transcribed anonymous.

As a warming up, I would like to ask you if you can shortly introduce your selves. Just your name and your work or study.

First round (10 – 15 minutes):

Switch on the voicerecorder!

Needed: Country associations form (numerated), flip over, pencils, black pen.

Script: I would like to ask you to write down, individually, the first 5 words that pop up into your mind when you think of South Africa.

When everybody is finished we will write down their associations in a big schema (on a flip over). While writing, the following questions can be used as prompts:

- *Why do you think he/she/you thought of this word?*
- *Do you think this is positive or negative? Why?*
- *Does this belong to another association? Why?*
- *Can anyone come up with another association?*
- *Does anyone think of a new association that he/she thinks does belong in this schema?*

The schema stops after two indirect connections. Example: South Africa – Nature – Kruger park – Tourists. We are looking for strong associations so we do not want to go too far away from the original topic.

Collect the forms.

Critical point: Make sure you do not push the participants into one direction. Do not make them over think things because that will not reflect the truth. If they do not come up with more associations (close connected to SA) just go on to the second round.

Second round (10 minutes)

Needed: Form product types (numerated)

Script: I would like to ask you to all fill in this form individual. Again you can write down a maximum of five words, less is allowed. Please fill this in for yourself, do not discuss this with the other participants. If you are not sure what is meant with a certain product, it is better to not fill in anything.

Third round (20 min)

Script: We will now look at the relation between these products and South Africa. What do you think outdoor clothes have in common with South Africa?

Prompts:

- *Which words did you write down on your form?*
- *Do you think it has something in common with SA?*
- *Does it activate new associations with SA?*
- *Which effect does this have on your perception of the outdoor clothes? For example the colour, price, quality etc.*

Script: Would you buy this product if it is made in SA?

Do this for the following products: T-shirts, traditional waxprinted fabrics (see script), sport clothes, jeans, recycled products (see script) and for designer clothes.

Script: Traditional waxprinted fabrics are the famous African fabrics with lots of prints and many colours. With recycled products I mean products made of already used material, not second hand clothes.

Collect the product forms of round 2.

Critical point: This has to be discussed as a group. It is very important that the questions are asked to different people. Make sure that not one person is over talking the others.

Fourth round (10 minutes):

Needed: Pictures, photocamara

Script: I would like to ask you to rank these pictures. Starting with the product you think has most to do with South Africa and end with the product that is least related to South Africa. Do this as a group. It is very important to think out loud and discuss everything as a group.

Critical point: Make sure they will talk about the South African textile industry. If they do not, ask:

- *Do you think South Africa would be able to make this product (product at the bottom) ?*
- *Product at the top: Do you think other countries can make this as well or is this really something of SA? Why?*

Take a picture of the result.

Fifth round (5-10 minutes):

Script: Imagine that you are a buyer for a store in Europe and you have to buy a product made in South Africa, which product would you buy? You do not have to mention the products I just showed you, you can chose other product as well. So which product made in SA do you think stands a change at the European market?

Does anyone else have another idea?

This was the last round of this focus group. As you would probably have noticed my research is about the textile industry in South Africa. The South African textile industry is not doing very well because of huge competition of low labor countries as China and Bangladesh. Therefore I am looking for a product type made in SA that can work in the European market. We are testing if a product-country match will result in a positive attitude. This will be tested in another study.

Associations SA

Write down the first words that pop up into your mind when you think of South Africa. Maximum of 5 words.

South Africa
1.
2.
3.
4.
5.

Product types form

What are the first words that pop up into your mind when you think of the following products. Again a maximum of 5 words per product. Notice that the form is two-sided.

Outdoor clothes
1.
2.
3.
4.
5.
T-shirt
1.
2.
3.
4.
5.
Traditionel waxprinted fabrics
1.
2.
3.
4.
5.
Sport clothes
1.
2.
3.
4.

5.
Jeans
1.
2.
3.
4.
5.
Recycled products
1.
2.
3.
4.
5.
Designer clothes
1.
2.
3.
4.
5.

Pictures

Recycled products

Traditionel waxprinted fabrics

T-shirt

Jeans

Designer clothes

Outdoor clothes

Sport clothes

Appendix 2: Code links SA-Products

Outdoor match	T-shirts match	Taditionele waxprinted	Sport match	Spijkerbroeken match	Gerecyclede producten	Designer kleding match
Klimaat	Internationaal	Traditie & cultuur	Kinderen	Mode	Mode	Inspiratie opdoen
Safari	Doel	Kleurrijk	Negers	Produceren	Goede doel/maatschappelijk verantwoord	Kleurrijk
Natuur	Materiaal	Toeristen	Voetbal	Kleurstoffen	Arbeidsomstandigheden	Internationaal
Cultuur	Klimaat	Maatschappelijk ondernemen	Kleurrijk	Materiaal	Cultuur	Onbekend maakt onbemind
Boeren	Kleurrijk	Omgeving	Rijkdom		Kleurrijk	Goede doel
	Produceren	Produceren	Klimaat		Mooie producten	Rijke steden
		Producten	Produceren			Omgeving
						Toeristen
						Kleinschalig
						Kwaliteit
						Arbeiders
						Arbeidsomstandigheden

	T-shirt negative match	Traditionele waxprinted stoffen negatieve match	Sport negative match	Spijkerbroeken negative match	Gerecyclede producten negative match	Designer kleding negative match
	Produceren	Armoede	Armoede	Produceren	Verkoop	Armoede
	Katoen		Sport	Model	Armoede	
	Armoede		Kleur	Klimaat	Arbeidsomstandigheden	
	Klimaat		Produceren			

Outdoor mismatch		Traditionele waxprtined stoffen mismatch		Spijkerbroeken mismatch	Gerecyclede producten mismatch	Designer kleding mismatch
Klimaat		Produceren		Model	Straatbeeld	Traditie
Safari				Produceren	Namaak	

Landscape
Art & culture
Economic development
Export products
History
Produceren

Appendix 3: Example condition A

Welkom!

Dit onderzoek is onderdeel van mijn afstudeerscriptie aan de Wageningen Universiteit. Het onderzoek zal ongeveer 5 minuten duren. Het is belangrijk dat je steeds af gaat op je eerste gevoel. Denk dus niet te lang over je antwoorden na. Er zijn geen goede of foute antwoorden.

De resultaten worden alleen gebruikt voor wetenschappelijk onderzoek, en zullen niet voor commerciële doeleinden gebruikt worden. Om anonimiteit te kunnen garanderen krijg je een nummer toegewezen. Je gegevens worden uitsluitend onder dit nummer opgeslagen.

Mocht je nog vragen hebben over dit onderzoek, stuur dan een email naar: anouk.menko@wur.nl

Veel plezier met het onderzoek!

Klik hier om door te gaan naar de enquete.

Blok 1

Denk aan sport kleding. Wat zijn de eerste woorden die bij je op komen? Noem maximaal 5 woorden.

1.....
2.....
3.....
4.....
5.....

Denk nu aan Zuid Afrika. Welke woorden komen nu bij je op? Noem er weer maximaal 5.

1.....
2.....
3.....
4.....
5.....

Vind jij dat sport kleding bij het imago van Zuid Afrika past? Klik met je muis op de balk om het te beoordelen.

Past totaal niet Past perfect
0 1 2 3 4 5 6 7 8 9 10

Het voetbal t-shirt dat je op het plaatje ziet is gemaakt in Zuid Afrika. Welk cijfer zou je dit voetbal t-shirt geven?

Klik met je muis op de balk om het te beoordelen

Helemaal niet mooi Heel mooi
0 1 2 3 4 5 6 7 8 9 10

Schat de prijs van dit voetbal t-shirt.

..... Euro

Zou jij dit voetbal t-shirt zelf kopen?

- Ja
- Dat hangt van de prijs af
- Nee, maar ik zou hem wel aanbevelen aan vrienden
- Nee

Waarom zou je dit voetbal t-shirt niet willen kopen?

.....

Wat zou je voor de voetbal t-shirt willen betalen?

..... Euro

Blok 2

Denk aan traditionele waxprinted stoffen. Wat zijn de eerste woorden die bij je op komen? Noem maximaal 5 woorden.

1.....
2.....
3.....
4.....
5.....

Denk nu aan Zuid Afrika. Welke woorden komen nu bij je op? Noem er weer maximaal 5.

1.....
2.....
3.....
4.....
5.....

Vind jij dat traditionele waxprinted stoffen bij het imago van Zuid Afrika past? Met waxprinted stoffen worden kleurrijke, druk geprinte stoffen bedoeld. Klik met je muis op de balk om het te beoordelen.

Past totaal niet Past perfect
0 1 2 3 4 5 6 7 8 9 10

De jurk die je op het plaatje ziet is gemaakt in Zuid Afrika. Welk cijfer zou je deze jurk geven?

Klik met je muis op de balk om het te beoordelen.

Helemaal niet mooi Heel mooi
0 1 2 3 4 5 6 7 8 9 10

Schat de prijs van deze jurk.

..... Euro

Zou je deze jurk zelf willen hebben?

Ja

- Dat hangt van de prijs af
- Nee, maar ik zou hem wel aanbevelen aan vrienden
- Nee

Waarom zou je deze jurk niet willen kopen?

.....

Wat zou je voor de jurk willen betalen?

..... Euro

Blok 3

Denk aan outdoor kleding. Wat zijn de eerste woorden die bij je op komen? Noem maximaal 5 woorden.

1.....
2.....
3.....
4.....
5.....

Denk nu aan Zuid Afrika. Welke woorden komen nu bij je op? Noem er weer maximaal 5.

1.....
2.....
3.....
4.....
5.....

Vind jij dat outdoor kleding bij het imago van Zuid Afrika past? Klik met je muis op de balk om het te beoordelen.

Past totaal niet Past perfect
0 1 2 3 4 5 6 7 8 9 10

De outdoor kleding die je op het plaatje ziet is gemaakt in Zuid Afrika. Welk cijfer zou je dit kledingstuk geven?

Klik met je muis op de balk om het te beoordelen

Helemaal niet mooi Heel mooi
0 1 2 3 4 5 6 7 8 9 10

Schat de prijs van dit kledingstuk.

..... Euro

Zou je dit zelf kopen?

- Ja
- Dat hangt van de prijs af
- Nee, maar ik zou het wel aan vrienden aanbevelen
- Nee

Waarom zou je het niet willen kopen?

.....

Wat zou je hier voor willen betalen?

..... Euro

Blok 4

Je bent aan het einde gekomen van deze test. We zouden je nu graag willen vragen om de volgende gegevens nog even in te vullen.

Wat is je geslacht?

.....

Ben je werkend, student of werkloos?

……

Wat is je hoogst voltooide opleiding?

……

Ben je ooit in Zuid Afrika geweest?

……

Wat is je leeftijd?

……

Dankjewel voor je deelname. Graag willen we weten of je nog iets is opgevallen aan dit onderzoek?

……

Appendix 4: Results of the variable price

The perceived price per product per condition is shown in figure 10. Looking at the figure it directly becomes clear that the different condition do not have a main effect for all three products. For example the price of the wax printed dress is higher in the experimental groups A and B than in the control group, while the opposed is true for the football shirt. Performing a repeated measures Anova (price of all three products as within subjects variable, condition as between subjects factor) indeed shows us that there is no significant difference in perceived price between the different conditions. F(4)=0.901, P:0.464.

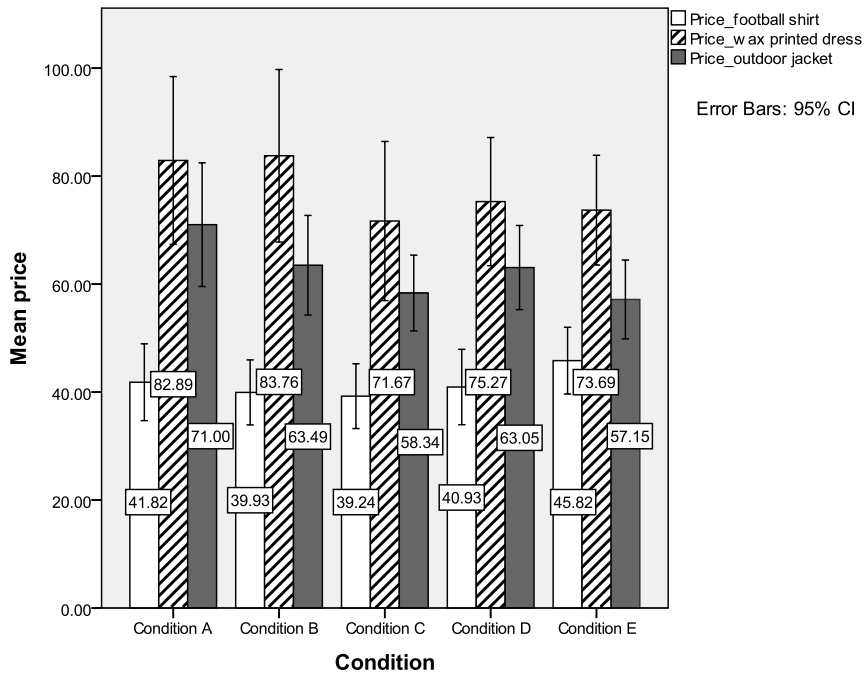

Figure 10. Perceived price per product per condition.

We have also checked if the perceived price is influenced by one of the other variables in this study. Performing different linear regression models gave us the following results. The activated country associations and the perceived match did not influence the perceived price. The attitude towards the product did influence the perceived price for the football shirt and the outdoor jacket. Football shirt: b: 2.460, t(273)=3.779; P<0.01. Outdoor jacket: b: 3.059, t(273)=3.503 ; P<0.01. The perceived price of the wax printed dress did not seem to be influenced by any of the variables. Attitude as factor gave the following results: t(273)=-0.085; P:0.932.

Appendix 5. Effect of perceived match on attitude

To get more insight in the effect of the perceived match on the attitude towards the product the influence of the perceived match on the attitude is analysed per product type. Using a random slope did not significantly improved our model so we performed a simple linear regression analyses for all three products to find the slope per product. There is a positive relation between match and attitude for all three products (see table 7). Looking at the Beta coefficient we can see that if match goes up, attitude goes up as well, football shirt b: 0.183, wax printed dress: b: 0.157, and outdoor jacket: b: 0.254. Looking at the confidence intervals (95%) for the beta coefficients we can confirm that the slopes indeed do not differ per product as the confidence intervals include each other's beta coefficient. Looking at the intercept we can conclude that the intercept of the outdoor jacket significantly differs from the intercept of the football shirt and the wax printed dress. The confidence intervals of these products do both not include the intercept of the outdoor jacket (b=3.563). This confirms what was found using the hierarchical linear model, the products have a random intercept but a fixed slope when predicting attitude by perceived match.

Product	R^2	B	S.E	t (163)	Sig	LB	UB
Football shirt:	0.043						
Intercept		4.975	0.353	14.091	0.000	4.278	5.672
Slope		0.183	0.068	2.701	0.008	0.049	0.317
Wax printed dress:	0.029						
Intercept		5.385	0.531	10.150	0.000	4.338	6.433
Slope		0.157	0.071	2.217	0.028	0.017	0.296
Outdoor jacket:	0.071						
Intercept		3.563	0.429	8.302	0.000	2.716	4.411
Slope		0.254	0.072	3.542	0.001	0.112	0.397

Table 7. Results simple linear regression, dependent: attitude, independent: perceived match