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Warmth and Competence in the Market: How Explicit and Implicit Country Stereotypes Predict Product Choice

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Abstract

Past research on the impact of products' country-of-origin (COO) upon consumers' evaluations shows the shortcoming of almost exclusively relying on explicit measurement whilst neglecting the implicit measurement of COO. Findings in the area of cognitive psychology indicate that people can have explicit and implicit attitudes at the same time (Wilson, Lindsey, & Schooler, 2000) but depending on the type of behavior involved, either the one or the other becomes relevant to behavioral outcome (Dovidio, Kawakami, Johnson, Johnson, & Howard, 1997). Therefore, the present study investigated the relationship between explicit measured (questionnaire) and implicit measured (IAT) country stereotypes and product choice made either spontaneously or deliberately. For the purpose of operationalizing country stereotypes the stereotype content model was used (SCM; Fiske, Cuddy, Glick, & Xu, 2002), which partitions stereotypes into the two dimensions warmth and competence. Participants had to evaluate Germany and the USA upon these dimensions and were to choose between a German and a US-made product, while processing resources were manipulated. Germany was perceived as more implicitly and explicitly competent and more implicitly warm than the USA. Further, regression analyses showed that perceived implicit warmth of a country became especially relevant when the product choice was made spontaneously, whereas perceived explicit competence of a country was predictive in deliberate product choice. Thus, higher implicit warmth perceptions in spontaneous and higher explicit competence perceptions in deliberate evaluation situations in favor of Germany, induced the selection of a German digital camera. Possible reasons for these results, suggestions for future research, and limitations of the present study are discussed.

Keywords: Country-of-origin, country stereotypes, Stereotype Content Model, information processing, implicit measurement

Warmth and Competence in the Market:
How Explicit and Implicit Country Stereotypes Predict Product Choice

The German carmaker Volkswagen uses the advertising tagline "Volkswagen - Das Auto." in its global marketing communication. Presumably, the intention of VW's brand management is to emphasize its German origin because of consumers' general association of Germany with superior quality, reliability, and engineering. Are product evaluations based on country stereotypes about Germany always this favorable and relevant? Past research suggests: It depends. People can hold two different evaluations towards an attitude object at the same time, one that is explicit and more controlled and the other one implicit and more automatic (Wilson et al., 2000). For example, one might have the explicit perception that Germany and its people are highly skilled and competent but at the same time implicitly believe that they are authoritarian and cold. Which of these evaluations becomes more relevant to actual (consumer) behavior depends on which attitude is more easily accessible in a certain situation (Fazio, 1990). Research examining the influence of the country-of-origin (COO) of a product on consumer product evaluations has focused on explicit attitudes and widely neglected implicit attitudes although they can also strongly impact behavior. The present study thus aims to demonstrate that both explicit and implicit country stereotypes predict product choice, but differently. More precisely, I expect implicit country stereotypes to be particularly relevant in predicting spontaneous product choice, while I assume explicit country stereotypes to be more important in predicting deliberate product choice.

Country-of-Origin Research

We consume goods and services that we need for everyday life and more that we simply want and find pleasurable. The wide range of products in similar product categories we encounter makes it often difficult to differentiate among them. But what do we actually consider when choosing a product and end up with it at the cashier? Deciding in favor of or

against a certain product is to a greater or lesser extent dependent on intrinsic and extrinsic information cues such as design, fit, price, and performance attributes (Bilkey & Nes, 1982). Of further particular relevance in the case of buying decisions and product evaluations is the COO of a product (Al-Sulaiti & Baker, 1998; Herz & Diamantopoulos, 2013) that is "the country which a consumer associates a certain product or brand as being its source, regardless of where the product is actually produced" (Jaffe & Nebenzahl, 2006, p. 29). Often communicated through the made-in label, logo, brand name, or slogan, companies and marketers make use of the fact that product origin matters to consumers when entering and competing in the international marketplace (Al-Sulaiti & Baker, 1998; Laroche, Papadopoulos, Heslop, & Mourali, 2005; Rezvani et al., 2012).

In using the COO as an information cue, it affects consumers' quality judgments, purchase intentions, and perceived risk to purchase (Al-Sulaiti & Baker, 1998; Martin, Lee, & Lacey, 2011). Research indicates that the COO is used as a cognitive shortcut that enables consumers to come to a quick and effortless product evaluation (Verlegh & Steenkamp, 1999; Verlegh, Steenkamp, & Meulenberg, 2005). This is consistent with earlier findings that consumers are often unable to examine the true quality of product attributes and therefore use COO cues from which they infer beliefs about a product (Han, 1989). In a study by Maheswaran (1994; Maheswaran & Yi, 2009), undergraduate students were faced with a product description of a new personal computer that consisted of COO information and attribute information about the product. In the favorable COO condition, the personal computer was made in Japan, whereas in the unfavorable COO condition, the personal computer was manufactured in Taiwan. Participants were classified as experts (defined as participants with high level of computer knowledge) and novices (defined as participants with low level of computer knowledge) and the attribute information given was either strong (the new personal computer was portrayed as clearly superior to competition) or weak (the

personal computer was regarded as equivalent to competition). Novices relied to a greater degree on COO in their judgments than did experts regardless of whether the attribute information was strong or weak. However, when the attribute information provided was ambiguous, experts tended to base their evaluations on COO as well.

What is more, the COO holds symbolic and emotional meaning as well as concerns about social and personal norms to consumers (Verlegh & Steenkamp, 1999). In this regard, it is proposed that COO effects on consumer behavior are based on cognitive, affective, and normative connotations, the borders of which are somewhat blurred. That is, consumers' beliefs about the country's economic development, their affective responses in regards to the country's people, and their willingness to interact with the country in question make the purchase of its products more or less likely (Laroche et al., 2005; Verlegh & Steenkamp, 1999). For example, although Japan is regarded as one of the world's major industrialized countries (cognitive) being rich in tradition (affective), its 36 years of colonial rule over Korea can make it impossible for some Koreans to purchase Japanese goods (normative; Yoo & Donthu, 2005). Thus, consumers' attachment to their home and also to a specific foreign country can result in preferences for products originating from these countries regardless of quality evaluations or other product features (Balabanis & Diamantopoulos, 2004).

However, consumer preferences for products of the same country origin vary depending on the specific product category in question (Balabanis & Diamantopoulos, 2004); country perceptions and the product type have to match (Knight & Calantone, 2000; Roth & Romeo, 1992). If there is a favorable product-country match, COO has a positive effect on product evaluations. For example, Irish, Mexican, and US respondents were highly willing to buy cars manufactured in Japan but not Japanese beer (Roth & Romeo, 1992). Thus, Japan's country image fits favorably to the expertise needed to manufacture cars, whereas this is not the case with beer.

COO effects have a long and well-established history in the field of international business and in the academic domain. The majority of past studies examined the effect of COO on consumer evaluations with explicit measures that are based on consumers' self-reports on standardized instruments. However, the reliance on explicit measures is problematic for at least three reasons: First, self-reports are often susceptible to influences such as impression management and social desirability bias (Podsakoff, MacKenzie, & Podsakoff, 2012). Second, verbal self-report measures are poor in accessing introspective information in people's memory (Greenwald & Banaji, 1995). And third, responses using self-reporting represent rather deliberate evaluations, although judgments are often done in an automatic mode (Friese, Hofmann, & Wanke, 2008; Greenwald & Banaji, 1995). For example, being instructed to think about the reasons for one's feelings or evaluations and to provide arguments for a certain choice can change people's attitudes, at least temporarily (Wilson et al., 2000). When analyzing reasons, people rely on information that is accessible, plausible, and easy to verbalize which are often not representative of the actual reasons for attitudes, therefore, reflecting a somewhat different attitude than the initial one (Wilson, Hodges, & LaFleur, 1995). Thus, in order to generate an accurate and comprehensive picture of COO-based evaluations, self-report measures for assessing explicit attitudes and measures able to capture implicit ones should be used in conjunction.

Explicit and Implicit Attitudes in (Consumer) Evaluations

Attitudes guide behavior. They serve as signal of whether an object is good or bad, thus, provide valenced summary statements of people's environment (Wilson et al., 2000) and products (Scarabis, Florack, & Gosejohann, 2006). In their model of dual attitudes, Wilson et al. (2000) postulate that people can hold two different attitudes of an object at the same time, one that is implicit and habitual and one that is explicit and more controlled. Furthermore, the explicit and implicit attitude can converge or differ (Friese, Wanke, &

Plessner, 2006). When both attitudes are similar, behavior shown will follow these attitudes; however, in the case of diverging explicit and implicit attitudes, the prediction of behavior is more complex. Diverging attitudes are likely to be observed for socially sensitive issues, for example, attitudes addressing prejudice (Dovidio et al., 1997). Consider a White American who has well-established and learned associations against African Americans built from childhood onwards (implicit attitude). This attitude has become somewhat automatic and habitual. Now, as an adult with the cognitive ability to critically question and re-evaluate the validity and acceptability of prejudices, this person forms a new egalitarian attitude towards African Americans (explicit attitude). It is assumed that the new attitude does not fully replace the prejudiced one but that both the implicit and the explicit attitude can coexist (Devine, 1989; Wilson et al., 2000). As shown in this example, explicit attitudes operate in a conscious mode and can represent personal standards (Friese et al., 2008), whereas implicit attitudes are regarded as more automatic (Wilson et al., 2000) and represent "traces of past experience" (Greenwald & Banaji, 1995, p. 8) that are not only conscious to the person but also strongly predictive of behavior.

Which of the two attitudes becomes more relevant to behavior? Dovidio et al. (1997) argue that this may be dependent on how attitudes are measured and the type of behavior considered. With respect to measuring attitudes, explicit attitudes are assessed with self-report measures such as questionnaires and interviews while implicit attitudes are expressed on automatic measures, for example, through response latency testing. Referring back to the example of the prejudiced White American, that person is likely to report egalitarian attitudes on explicit self-report measures which might be also shaped by social desirability, whereas response latency measures will discover privately held, more negative attitudes (Dovidio et al., 1997). With respect to behavior, the authors assume substantial differences between responses based on deliberation and responses that are based on spontaneous reactions. In

two experiments they showed that implicit measures of racial attitudes best predicted spontaneous responses, whereas explicit measures of racial attitudes best predicted deliberate responses (p. 519).

An according theory can be found in Fazio's (1990) MODE (motivation and opportunity as determinants) model that proposes dual processes by which attitudes influence behavior. It states that attitudes can exercise influence over relatively spontaneous and relatively deliberate processes (Fazio & Olson, 2003). Spontaneous processing is quite common in daily social behavior and determined to a greater degree by implicit attitudes, whereas in deliberate processing individuals rely on reasoning and analysis of available information and are therefore determined more by explicit attitudes; however, the motivation (e.g., concern about the costs of making a wrong decision) and opportunity (e.g., time and resources to deliberate) are prerequisites for deliberate processing (Dovidio & Fazio, 1992; Fazio, 1990; Florack, Scarabis, & Bless, 2001; Wilson et al., 2000). Florack and colleagues (2001) showed that implicitly measured associations towards Turkish immigrants in Germany predicted subsequent social judgments about a Turkish boy in that the relationship between implicit associations and the target judgment increased when the propensity to deliberate was low. Thus, people that do not engage in effortful cognitive processing are more affected by stereotypical information cues. As further discussed by the authors, when the amount of deliberate processing is limited, people rely on easily accessible information.

Similarly, but put in the consumer context, Friese et al. (2006) demonstrated that under time pressure, which limits the probability of extensive information processing, passersby in a shopping district were more likely to choose the implicitly preferred product, whereas under no time restriction, participants chose their explicit preference. In this study, participants evaluated generic food brands and brand products on explicit questionnaire measures. Subsequently, they completed the Implicit Association Test (IAT; Greenwald,

McGhee, & Schwartz, 1998), a measure designed to assess automatic preferences based on automatic reactions–in this study, for generic and branded food products. As a reward for their participation, they could choose between an arrangement consisting of generic products only or an arrangement containing brand products only. Participants in the time pressure condition had to decide between these two gifts within five seconds, whereas those people in the condition without time pressure could take as much time as wished to make up their mind. Choice behavior was predicted well by deliberate evaluations on explicit measures for participants in the no time pressure condition. However, by inducing time pressure, choice behavior was better predicted by automatic preferences assessed by the IAT.

COO and Stereotypes: Conceptualization of Country Stereotypes

As already broached, having dual attitudes towards a target object, person, or issue is expected in socially sensitive areas such as racial attitudes. In this regard, some people might have an explicit, positive attitude but also an implicit, more prejudiced, negative one (Dovidio & Fazio, 1992). In the following, this notion is applied to products and services in the light of COO evaluations.

Stereotypes represent beliefs and expectations about the characteristics of members belonging to different social groups, which in further consequence shape people's social perception (Madon et al., 2001; Stangor, Jonas, Stroebe, & Hewstone, 1996). For example, Germans are efficient and authoritarian and Americans are friendly but also a bit bold (Steiner, 2004). Maheswaran (1994) was first to view COO as a stereotype and extended person related stereotypes to the product domain. He argues that consumers use COO as stereotypical information. That is, just as people infer by stereotyping that a person possesses certain attributes that all members of that group are assumed to have, COO cues are used to predict how likely a product originating from a certain country will have certain features from that respective country. As a result, clothing "Made in France" might be seen as particularly

fashionable as consumers value French people and their tradition of fine taste, elegance, and joie de vivre (Heslop, Lu, & Cray, 2008).

Chattalas, Kramer, and Takada (2008) proposed to integrate COO-related findings of consumer behavior with social cognition literature on stereotypes by assuming that different dimensions of country stereotypes are at the basis of COO effects. Following this assumption, the present study attempts to operationalize country stereotypes by utilizing the stereotype content model (SCM; Fiske et al., 2002). In the social cognition literature, the SCM is used to explain the underlying two primary dimensions of interpersonal as well as intergroup judgments. That is, warmth and competence can accurately predict group stereotypes, which are universal and serve evolutionary purposes. When encountering strangers people have to determine whether the other person or group has good or bad intentions towards the own person or group (perceived warmth) and if the other person or group is capable of implementing these actions (perceived competence). Several SCM studies show that among the warmth and competence dimensions four clusters can be identified. These are, as confirmed by Cuddy, Fiske, and Glick (2007) in a representative US sample: high competence-high warmth (e.g., middle class), high competence-low warmth (e.g., Asians), low competence-high warmth (e.g., elderly), and low competence-low warmth (e.g., welfare recipients). What is more, a recent study indicates that stereotypes based on these two dimensions not only influence the assessment of social groups but also of countries. In their study, Cuddy et al. (2009) asked students from seven EU nations to indicate the general view of EU citizens (not personal beliefs) of 15 EU nations on scales of competence, warmth, status, and competition. The competence scale included items that asked for how competent, confident, capable, and skillful members of a certain nation are viewed by society; the warmth scale included items asking how friendly, warm, good-natured, and sincere members of this group are viewed by society (Cuddy et al., 2009). Supporting their two-dimensional

hypothesis, cluster analyses found that country stereotypes differentiate between perceived competence and perceived warmth.

Applied to a consumer context, Heslop and Papadopoulos (1993) similarly conclude that "good products come from countries whose industrial prowess we respect and whose people we like and admire" (p. 67). Thinking further, high scores on perceived warmth and competence dimensions of country stereotypes should positively influence COO-based product evaluations (Chattalas et al., 2008). Maher and Carter (2011) gathered data from a convenience sample in Kuwait and asked respondents to which extent 20 traits apply to the characterization of US citizens. Warmth (e.g., warm, friendly, and sincere) and competence items (e.g., competent, efficient, and skillful) were presented and answers had to be indicated on a five-point scale. Further, product country associations were captured by asking respondents for US-related perceptions of workmanship, technological advance, and value. Higher competence perceptions of US citizens were associated with more favorable attitudes towards products of the same country. Warmth perceptions of US citizens, however, influenced feelings of admiration toward the US but are not associated with product evaluations. As pointed out by Chattalas et al. (2008), which SCM dimension actually determines product evaluations might be dependent on the product category involved. The already abovementioned fit between country stereotypes and product type is inasmuch relevant as the competence level of countries is regarded as particularly important for functional products, whereas the warmth level of countries might be more relevant for hedonic products (Chattalas et al., 2008; Roth & Romeo, 1992). As could be shown in a study investigating the effect of foreign branding on product perceptions, French brand names resulted in more hedonic perceptions of products than English brand names, however, when it came to utilitarian products French names had adverse effects on the value of a brand (Leclerc, Schmitt, & Dube, 1994). Thus, the fit between hedonic and utilitarian product

features and warmth and competence dimensions of country stereotypes seems to be decisive for subsequent product evaluations (Chattalas et al., 2008).

Overview and Hypotheses

To summarize, consumers incorporate various information available to them into their purchase decision of which the COO is particularly relevant, as favorable COO perceptions go hand in hand with corresponding favorable product evaluations (Maheswaran & Yi, 2009). Moreover, I discussed that people can have an explicit and implicit attitude towards an object or person. In addressing the question of attitude-behavior correspondence, I introduced the MODE model (Fazio, 1990) on which basis it is assumed that either the one or the other attitude becomes more relevant to behavioral outcome depending on the type of behavior considered (i.e., spontaneous vs. deliberate behavior; Dovidio et al., 1997). Built on the assumption that COO cues act as stereotypes (Maheswaran, 1994), they are assumed to be based upon the dimensions perceived warmth and competence, which in further consequence affect COO-based product evaluations (Chattalas et al., 2008; Fiske et al., 2002).

In this work, I aim to investigate the relation between explicit and implicit country stereotypes on the one hand and product choice on the other, with respect to the actual elaboration mode. In operationalizing country stereotypes based on the SCM into warmth and competence, I assessed these dimensions with an implicit measure (IAT)–henceforth referred to as implicit country stereotypes or more precisely as implicit warmth and implicit competence–and an explicit measure (questionnaire)–henceforth referred to as explicit country stereotypes or more precisely as explicit warmth and explicit competence.

First of all, based on the dual attitudes model, I expect country stereotypes to be represented on an explicit and implicit level and, thus, used Germany and the USA as stimuli to test this assumption. As the product in question (digital camera) is categorized as more functional than hedonic, I assumed the competence dimension to play a particularly important

role in the perception of COO (Chattalas et al., 2008; Kempf, 1999). The country expected to hold more favorable evaluations in terms of competence is Germany, while the country expected to hold less favorable evaluations in terms of competence is the USA (cf. Florack, Diamantopoulos, & Serfas, 2014). The initial hypotheses of this study thus are as follows:

H1a: Germany is perceived as more implicitly competent than the USA.

H1b: Germany is perceived as more explicitly competent than the USA.

Furthermore, considering the literature discussed above, substantial differences in the predictability of explicit and implicit country stereotypes towards product choice should exist depending on whether people make their evaluation in a spontaneous or deliberate fashion. As already presented, explicit attitudes are conscious, controlled beliefs and rather reflect personal standards (Friese et al., 2008), whereas implicit attitudes represent immediate, automatic evaluations beyond control (Wilson et al., 2000). Following Fazio (1990), there are two processes by which attitudes guide subsequent behavior, one that is more spontaneous and another that is more deliberate. Within a deliberate mode, people are assumed to rely on extensive information processing and to consider normative expectations, whereas the opportunity to do so is limited in the spontaneous mode (Dovidio et al., 1997; Florack et al., 2001; Friese et al., 2006). Therefore, it has been further suggested that explicit attitudes rather guide deliberate behavior while spontaneous behavior is to a greater degree determined by implicit attitudes (Florack et al., 2001; Friese et al., 2006). Put into context of this work, I expect explicit country stereotypes to become especially relevant in a deliberate product choice situation and implicit country stereotypes to be more important in a spontaneous product choice situation, leading to the main hypotheses of the present study:

H2a: Implicit country stereotypes correlate more strongly with product choice made in a spontaneous situation than in a deliberate situation.

H2b: Explicit country stereotypes correlate more strongly with product choice made in a deliberate situation than in a spontaneous situation.

Method

Participants

The study was conducted as an online survey and participants were recruited from an online access panel which was financed by and part of the ongoing research project "Explicit and Implicit Country Stereotypes of Consumers" at the University of Vienna headed by Prof. Dipl.-Psych. Dr. Arnd Florack. Six hundred sixteen people opened the link; however, I had to exclude 316 participants for reasons such as web-browser incompatibility, unfinished participation, and error rates higher than 30 percent in the IAT. This left me with a sample of 300 participants (145 women, 155 men) aged 18 to 55 (M = 37.63; SD = 10.267). The majority of the sample, that is 96% of all participants, was Austrian and for 48% of participants the highest completed level of education was an apprenticeship credential, followed by 27% having a high-school diploma, and 22% obtaining a university degree. In this sample 90% of all participants have already been to Germany and 27% to the US.

Procedure and Design

Participants were told that they would take part in a diversified series of three studies. Depending on the condition (product evaluation order: beginning versus end) they were assigned to, they either started with the product choice task or with the questionnaire and subsequent IAT part. As for the product choice task, participants read the instruction that this part of the study addresses electronic product evaluations and purchase intentions. Participants viewed three pairs of electronic goods (tablet computers, external hard discs, and digital cameras) of which they had to choose one product each and indicate their probability of purchase. In the questionnaire section, participants answered items concerned with how Germans and US citizens and their respective governments were perceived. Additionally,

they worked on diverse scales (Brand Quality, Brand Affect, Purchase Intention, Positive Word of Mouth) related to the evaluation of digital cameras from Germany and USA and indicated their involvement regarding digital cameras and their familiarity with both countries in question. Upon completion, they were welcomed to another part of the study series in which they proceeded with a categorization task that consisted of two combined versions of the IAT. At the end, participants gave their demographic information, were probed for suspicion and thanked for their participation. The whole study took about 20 minutes to complete and was conducted in German. The set-up of the study is shown in Appendix C.

Participants were randomly assigned to one of the two main conditions (elaboration: spontaneous versus deliberate). Additionally, to prohibit confounding factors, whether participants performed the product choice task in the beginning or at the end of the experiment was varied (product choice order: beginning versus end). Also, the order of the two IAT versions was dependent on the condition participants were assigned to (IAT order: competence-warmth versus warmth-competence). Further, the digital cameras used for the product choice were manipulated in that the position of both camera models (model position: model X left versus model X right), the country label position (country position: Germany left versus Germany right) as well as product features displayed on the camera in combination with the country label (product features: strong German camera versus weak German camera) varied. For an overview of camera arrangements used, see Appendix E.

Materials

Regarding the product choice task, tablet computers and external hard discs served as warm-up items in order to familiarize participants with the task. Following Martin et al. (2011, p. 14), I used digital cameras as the target product choice as, first, participants should be familiar with the products they were choosing from and give reasonable responses; second,

additional product information could be applied onto the camera; third, digital cameras represent a relevant product given their commercial success in terms of digital camera sales; fourth, COO is relevant when it comes to the purchase of electronics; and fifth, levels of product involvement in terms of digital cameras do not differ between females and males. I altered two models of the Sony Cyber-shot line in that all original cues (e.g., brand name, optical manufacturer) were removed and I further added made-up product features. I varied these features in the way that one product of each category was superior over the other in terms of capacity. To avoid any brand or design preference, I used similar looking products from each category. As digital cameras were the target objects, I labeled those with either "Made in Germany" or "Made in USA" (see Appendix E).

Measures

Product choice. Participants saw two pictures of digital cameras and had to indicate which of the two models they would purchase. By clicking the response options below the pictures, participants could indicate their preference for a camera on a six point scale of *most likely Camera A*, *more likely Camera A*, and *rather Camera A* to *rather Camera B*, *more likely Camera B*, and *most likely Camera B*. Higher values indicate a stronger preference for a German digital camera compared to an US-made one (Figure 1).

Figure 1. Presentation format of target product choice (Arrangement 1).

Elaboration manipulation. To manipulate a spontaneous and deliberate choice situation, I gave two different instructions: In the spontaneous processing condition, I asked participants to choose between the two products spontaneously and in a timely manner; in the deliberate processing condition, participants should reflect upon their choice before indicating their preference and, additionally, give a short written explanation about their decision on the next page (see, for example, Lievens & Peeters, 2008).

Implicit measures. I used two adapted and combined versions of the IAT as measures for implicit preferences. One IAT was designed to assess the association between the target-concept Germany and USA with the attribute dimension warm and cold (warmth-IAT; cf. Florack et al., 2014). The other IAT was tailored to measure the association between Germany and the USA with competent and incompetent (competence-IAT; cf. Florack et al., 2014). Participants completed both versions of the IAT but depending on the condition, they either started with the warmth-IAT or the competence-IAT. The following describes the sequence in which participants started with the warmth-IAT. After an initial practice (block 0) where participants became acquainted with the categorization task, they were asked to assign seven Germany-related (e.g., Oktoberfest, Goethe, Berlin) and seven USA-related (e.g., Baseball, New York, Hollywood) words to the categories Germany or USA (block 1). The stimuli should be categorized by pressing “E” on the keyboard with the left hand when a Germany-related word appeared on the screen and “I” with the right hand when a USA-related word appeared. Next, participants were asked to match 14 unambiguous cold (e.g., cold, rough, unpleasant) and warm (e.g., warm, friendly, nice) words to the categories cold and warm (block 2). This was followed by a combined classification task of block 1 and block 2 in which participants had to assign words presented on the screen either to the categories Germany and cold by pressing “E” to the categories USA and warm by pressing “I” (block 3 and 4; i.e., “E”: Germany/cold, “I”: USA/warm). After 56 trials (28 in each block), a

reversed classification task for the target concepts Germany and USA followed: As in block 1, participants had to categorize Germany and USA-related words with the difference that, now, the response keys switched in that "E" had to be pressed when a USA-related word appeared and "I" when a Germany-related word appeared (block 5). The next two blocks again consisted of a combined classification task in which participants had to distinguish between all four concepts but using reversed keys only for Germany and the USA (block 6 and 7; i.e., "E": USA/cold, "I": Germany/warm). Subsequently, the competence-IAT followed which was identical to the warmth-IAT with the exception that instead of warm and cold words, seven incompetence-related (e.g., insecure, unqualified, inefficient) and seven competence-related words (e.g., skillful, qualified, efficient) were used. First, participants had to match aforementioned words to the categories incompetent and competent by pressing "E" and "I", respectively (block 8). A combined classification task followed including the target concepts USA and Germany (block 9 and 10; i.e., "E": USA/incompetent, "I": Germany/competent). Again, a reversed classification task for the USA and Germany was applied so that "E" had to be pressed when a Germany-related word appeared on the screen and "I" when a USA-related word appeared (block 11). The last two final blocks consisted of a combined classification task in which all four concepts had to be distinguished with reversed keys for Germany and the USA (block 12 and 13; i.e., "E": Germany/incompetent; "I": USA/competent). In all blocks, the presented words were randomly selected.

In order to attain IAT scores for both the warmth-IAT and the competence-IAT, I calculated D algorithms proposed by Greenwald, Nosek, and Banaji (2003). For that, the first two trials of each block were removed, because they functioned as a training trial for orientation. Also, subjects with error rates higher than 30 percent and responses slower than 300 ms and faster than 3,000 ms were regarded as guessed or controlled, respectively, and were therefore eliminated. Furthermore, I replaced latencies of error trials with an error

penalty computed as block mean plus two standard deviations. Difference scores between the combined classification tasks were calculated for both IAT measures (subtracting block 3 and 4 from block 6 and 7; as well as subtracting block 9 and 10 from block 12 and 13) and divided by the standard deviations. Consequently, more positive values indicate a stronger association between warmth and Germany and a weaker association between warmth and the USA. The same applies to the implicit competence measure as more positive values indicate a stronger association between competence and Germany and a weaker association between competence and the USA. For a pictured procedure of the IAT, refer to Appendix C. Also, a full list of the German items used in the IAT can be found in Appendix D.

Explicit measures. I assessed self-reported evaluations of Germany and USA with warmth and competence dimensions through four unipolar 5-point scales. I asked participants to indicate the extent to which warmth-related adjectives (e.g., sincere, friendly, good-natured; cf. Fiske, Cuddy, & Glick, 2007) and competence-related adjectives (i.e., competent, efficient, intelligent; cf. Fiske, et al., 2007) characterize Germans and US citizens and their respective governments (1= *not at all*; 5 = *very much*). I combined the ratings into single scales for Germany (warmth: $\alpha = .934$ and competence: $\alpha = .925$) and for the USA (warmth: $\alpha = .937$ and competence: $\alpha = .890$). To prepare the data for statistical analyses, I calculated the differences between the two warmth scales (warmth-SCM) and the two competence scales (competence-SCM). Therefore, higher values indicate higher evaluations of Germany in terms of the warmth and competence dimensions, as compared to the USA. A full list of the German items used can be found in Appendix C.

Other scales. Additionally, I asked participants to rate digital cameras made in Germany and the USA on several unipolar 7-point scales. Self-reported evaluations were given on product quality (e.g., Digital cameras from Germany/USA are of: 1 = *low quality*, 7 = *high quality*), product affect (e.g., I enjoy using digital cameras from Germany/USA: 1 =

not at all, 7 = *very much*), purchase intentions (e.g., I would buy digital cameras made in Germany/USA*:* 1 = *I strongly disagree*, 7 = *I strongly agree*) as well as positive word-of-mouth (e.g., I enthuse about digital cameras from Germany/USA to my friends: 1 = *I strongly disagree*, 7 = *I strongly agree*). Further, I asked participants to indicate their familiarity with the countries in question (e.g., How well informed are you about Germany/USA: 1 = *not informed at all*, 7 = *very well informed*). Again, I combined the ratings into single scales for Germany and for the USA and built relative measures so that higher values on the above mentioned scales indicate higher evaluations of digital cameras made in Germany and higher familiarity with Germany, as compared to the USA. I also questioned the level of product category involvement in regards to digital cameras (e.g., I am very interested in digital cameras: 1 = *I strongly disagree*, 7 = *I strongly agree*). The reliabilities of these scales can be seen in Table 1, a full list of German items used is shown in Appendix C.

Table 1

Cronbach's Alpha Coefficient for Scale Reliability (α) of Scales Related to Product Evaluation

	α	*k*	*N*
Brand Quality			
Germany	.909	5	300
USA	.936	5	300
Brand Affect			
Germany	.924	3	300
USA	.939	3	300
Purchase Intentions			
Germany	.854	8	300
USA	.855	8	300
Positive Word of Mouth			
Germany	.942	3	300
USA	.948	3	300
Country Familiarity			
Germany	.957	4	300
USA	.944	4	300
Product Category Involvement	.887	6	300

Results

Preliminary Data Analysis

I implemented different manipulations to test for effects of task order and stimuli position. In a first step, I conducted independent t-tests in order to determine whether these effects have an impact on the product choice. Whether the product evaluation was to be done in the beginning before completing the implicit and explicit measures or in the end, whether participants had to first categorize the warmth-IAT or the competence-IAT, whether the digital camera model X was shown left or right and whether the digital camera labeled "Made in Germany" was shown on the left side or on the right were not significant, *t*s < 1.584, *p*s > .114 (see Table 2). Thus, these effects will not be considered further in this work.

Table 2

Independent t-Tests of All Experimental Conditions with Respect to Product Choice

Condition	*M* (*SD*)	*t*	*df*	*p*
Product Evaluation Order				
Beginning (*n* = 150)	3.75 (1.787)	0.352	298	.725
End (*n* = 150)	3.68 (1.822)			
IAT Order				
Competence-Warmth (*n* = 157)	3.69 (1.818)	-0.289	298	.773
Warmth-Competence (*n* = 143)	3.75 (1.790)			
Model Position				
Model X left (*n* = 146)	3.82 (1.784)	0.985	298	.325
Model X right (*n* = 154)	3.62 (1.819)			
Country Position				
German camera left (*n* = 147)	3.88 (1.834)	1.584	298	.114
German camera right (*n* = 153)	3.56 (1.762)			
Elaboration				
Spontaneous (*n* = 158)	3.49 (1.833)	-2.349	297.136	.019
Deliberate (*n* = 142)	3.97 (1.738)			
Product features				
Strong German camera (*n* = 146)	5.07 (0.987)	18.528	273.414	< .001
Weak German camera (*n* = 154)	2.44 (1.423)			

Additionally, I examined if either the German or the US digital camera was preferred over the other depending on the elaboration condition and whether strong and weak product

characteristics featured on the camera influenced product choice. Significance emerged in terms of the elaboration condition indicating that the product choice for a German digital camera was significantly higher in the deliberate elaboration condition than in the spontaneous one, $t(297.136) = -2.349$, $p = .019$. The preference for a German digital camera was even stronger when the German product was presented with strong product features, $t(273.414) = 18.528$, $p < .001$ (see again Table 2).

Implicit and Explicit Competence of Germany and the USA by Comparison

I hypothesized that Germany will be evaluated implicitly as well as explicitly more positively in terms of competence as compared to the USA. To test this prediction, I conducted one-sample t-tests. I computed difference measures and scored them so that positive differences are expected for higher competence and warmth perceptions of Germany by contrast with the USA and vice versa negative differences were expected for higher competence and warmth perceptions of the USA than Germany. In line with H1a, the difference mean of implicit competence ($M = 0.11$, $SD = 0.347$) was positive and significantly different from zero, $t(299) = 5.441$, $p < .001$, therefore, Germany was implicitly perceived as more competent than the USA. Conforming with H1b, the difference mean of explicit competence ($M = 0.32$, $SD = 0.750$) was positive and significantly different from zero, $t(299) = 7.344$, $p < .001$, indicating that Germany was also explicitly evaluated as being more competent. Although not listed under the hypotheses, I also conducted one-sample t-tests for the warmth dimension, showing that Germany was implicitly perceived as significantly warmer than the USA ($M = 0.18$, $SD = 0.349$), $t(299) = 9.141$, $p < .001$ but not explicitly ($M = 0.004$, $SD = 0.743$), $t(299) = 0.106$, $p = .916$.

Correlations of Implicit Measures, Explicit Measures, and Product Choice

I expected the elaboration manipulation to moderate the predictive validity of both the implicit and explicit warmth and competence measures on product choice. Table 3 depicts an

overview of the correlations between these variables and the criterion variable product choice for the complete sample. The correlations between the independent variables and product choice separately for each experimental condition are outlined in Table 4.

Table 3

Pearson's Intercorrelation Matrix with Means and Standard Deviations for Explicit Measures, Implicit Measures, and Product Choice for the Complete Sample (N = 300)

	Measure	*M*	*SD*	1	2	3	4	5
Complete Sample								
1	IAT competence	0.11	0.347	–				
2	IAT warmth	0.18	0.349	.284**	–			
3	SCM competence	0.32	0.750	.189**	.089	–		
4	SCM warmth	0.005	0.743	.239**	.220**	.420**	–	
5	Product choice	3.72	1.802	.060	.107	.038	.005	–

** $p < .01$

Taking into account the spontaneous elaboration condition, the correlation between implicit warmth and product choice is positive, as predicted; however, it does not reach significance level, $r(156) = .146$, $p = .067$.

Table 4

Pearson's Intercorrelation Matrix for Explicit Measures, Implicit Measures, and Product Choice as a Function of the Elaboration Condition

	Measure	1	2	3	4	5
Spontaneous Elaboration (n = 158)						
1	IAT competence	–				
2	IAT warmth	.289**	–			
3	SCM competence	.128	.161*	–		
4	SCM warmth	.160*	.247**	.431**	–	
5	Product choice	-.071	.146	-.151	-.113	–
Deliberate Elaboration (n = 142)						
1	IAT competence	–				
2	IAT warmth	.279**	–			
3	SCM competence	.247**	.021	–		
4	SCM warmth	.333**	.189*	.411**	–	
5	Product choice	.197*	.059	.254**	.175*	–

* $p < .05$; ** $p < .01$

In the deliberate elaboration condition the correlation between explicit competence and product choice is statistically significant, $r(140) = .254$, $p = .002$, as is the relationship between explicit warmth and product choice, $r(140) = .175$, $p = .037$. Moreover, results show a significant correlation between implicit competence and product choice under the deliberate elaboration manipulation, $r(140) = .197$, $p = .019$.

Implicit and Explicit Measures on Spontaneous and Deliberate Product Choice

I assumed that individual differences in warmth and competence perceptions of Germany and the USA exist. What is more, those differences should affect the product choice in different ways depending on whether the evaluation was done in a spontaneous or deliberate fashion.

Therefore, I split up the data by the dummy coded elaboration condition (-1 = spontaneous, 1 = deliberate) and conducted separate regression analyses for each group. Beforehand, I performed z-standardization of implicit and explicit competence and warmth measures in order to be comparable across differently scaled items (cf. Aiken & West, 1991). The product choice served as the dependent measure and implicit and explicit warmth and competence measures were entered as predictors (see Table 5).

Table 5

Linear Regression Analysis for the Prediction of Product Choice (N = 300) for the Spontaneous and Deliberate Elaboration Condition

	Predictor	β	*t*	*p*
Spontaneous Elaboration ($n = 158$)	IAT competence	-.102	-1.245	.215
	IAT warmth	.220	2.639	.009
	SCM competence	-.133	-1.532	.128
	SCM warmth	-.094	-1.061	.290
Deliberate Elaboration ($n = 142$)	IAT competence	.128	1.420	.158
	IAT warmth	.010	0.120	.905
	SCM competence	.203	2.237	.027
	SCM warmth	.047	0.503	.616

Note. Dependent variable = product choice

The model concerning the spontaneous elaboration condition, $R^2 = .070$, $F(4, 153) =$

2.880, $p = .025$, significantly predicted product choice. As expected, the implicit warmth measure was significantly related to product choice, $\beta = .220$, $t(153) = 2.639$, $p = .009$, indicating that the higher Germany scores on the implicit warmth dimension, the more likely the German digital camera will be taken. However, the implicit competence measure as well as the explicit warmth and competence measures had no impact on the product choice in this condition, $\beta s < -.133$, $ts < -1.532$, $ps > .128$. On the other side, the model concerning the deliberate elaboration condition, $R^2 = .086$, $F(4, 137) = 3.209$, $p = .015$, also significantly predicted product choice. Here, the explicit competence measure was the best predictor of product choice, $\beta = .203$, $t(137) = 2.237$, $p = .027$, whereas all other predictors were not significant, $\beta s < .128$, $ts < 1.420$, $ps > .158$.

Investigating H2a and H2b in more detail, I performed a hierarchical multiple regression analysis (including interactions) predicting the product choice (see Table 6).

Table 6

Hierarchical Multiple Regression Analysis for the Prediction of Product Choice (N = 300)

Predictor	β	*t*	*p*
Step 1			
IAT competence	.029	0.472	.637
IAT warmth	.101	1.666	.097
SCM competence	.050	.784	.434
SCM warmth	-.038	-.590	.555
Elaboration	.134	2.333	.020
Step 2			
IAT competence	.005	0.075	.940
IAT warmth	.117	1.964	.051
SCM competence	.019	0.310	.757
SCM warmth	-.021	-0.329	.743
Elaboration	.134	2.386	.018
Elaboration * IAT competence	.113	1.877	.062
Elaboration * IAT warmth	-.107	-1.796	.074
Elaboration * SCM competence	.164	2.626	.009
Elaboration * SCM warmth	.069	1.074	.284

Note. Dependent variable = product choice

The first regression equation, $R^2 = .032$, $F(5,294) = 1.966$, $p = .084$, included both implicit measures, both explicit measures, and the elaboration manipulation as predictors. In this equation, only the elaboration manipulation was significant, $\beta = .134$, $t(294) = 2.333$, $p = .020$, meaning that whether the product was chosen spontaneously or deliberately is significantly predictive in regards to the probability of taking a German or US-made digital camera. Thus, in a deliberate situation, the tendency goes to the German digital camera. All other variables were not significant, $\beta s < .101$, $ts < 1.666$, $ps > .097$.

The second regression equation, $R^2 = .094$, $F(9,290) = 3.332$, $p = .001$, included all main effects and the two-way interactions between the implicit measures and the elaboration manipulation and the two-way interactions between the explicit measures and the elaboration manipulation. In this equation, the elaboration manipulation remained significant, $\beta = .134$, $t(290) = 2.386$, $p = .018$. Further, the interaction between the elaboration manipulation and the explicit competence measure was significant, $\beta = .164$, $t(290) = 2.626$, $p = .009$, confirming the result from the previous calculation that the explicit competence measure predicts product choice for the German digital camera in the deliberate elaboration condition, $\beta = .203$, $t(137) = 2.237$, $p = .027$, but not in the spontaneous elaboration condition, $\beta = -.133$, $t(153) = -1.532$, $p = .128$. This interaction is depicted in Figure 2. All other interactions were not significant in this equation, $\beta s < .113$, $ts < 1.877$, $ps > .062$.

The interaction between the elaboration manipulation and the implicit warmth measure was found to have a marginally significant effect, $\beta = -.107$, $t(290) = -1.796$, $p = .074$, suggesting that in the spontaneous condition, the implicit warmth measure was related to product choice insofar as higher scores predict the choice of a German digital camera. This is in line with the results shown in the previous regression calculation split by the elaboration condition as implicit warmth was the best predictor of product choice in the spontaneous

condition, $\beta = .220$, $t(153) = 2.639$, $p = .009$, but not in the deliberate condition, $\beta = .010$, $t(137) = 0.120$, $p = .905$. Figure 3 shows this interaction.

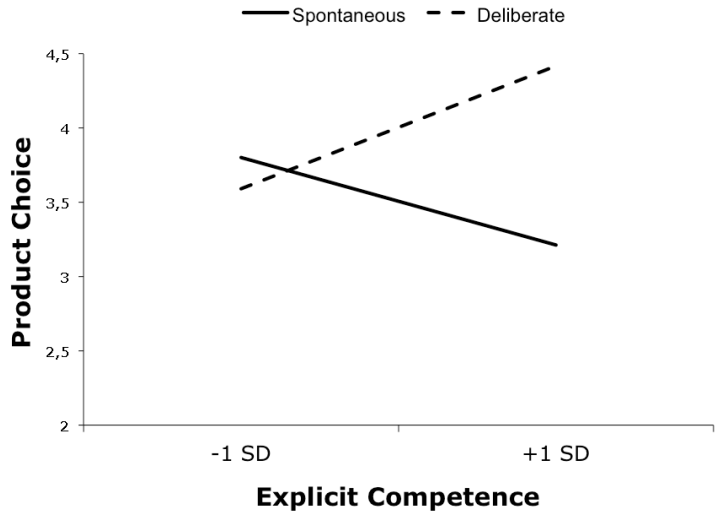

Figure 2. Product choice as a function of explicit competence and elaboration condition. High values indicate stronger preferences for the German product as compared to the US product. Regression lines are depicted at 1 standard deviation above and below the mean of explicit competence.

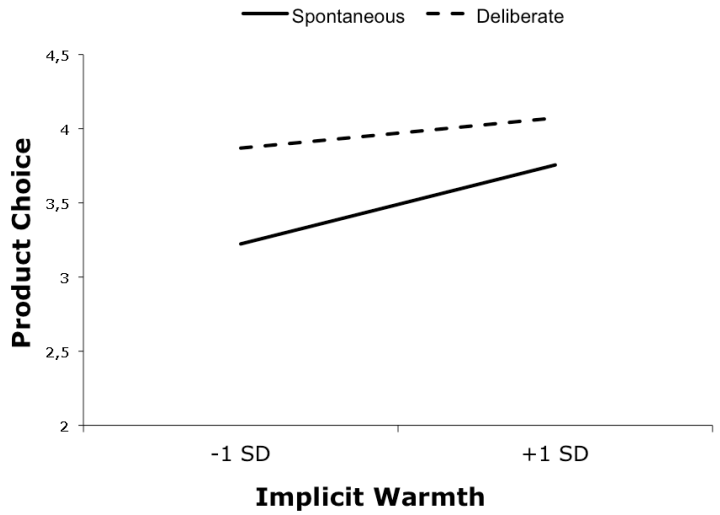

Figure 3. Product choice as a function of implicit warmth and elaboration condition. High values indicate stronger preferences for the German product as compared to the US product. Regression lines are depicted at 1 standard deviation above and below the mean of implicit warmth.

Furthermore, the interaction between the elaboration manipulation and the implicit competence measure approached significance, $\beta = .113$, $t(290) = 1.877$, $p = .062$, indicating

that the implicit competence measure might have been relevant for product choice in the deliberate condition. This effect was not observable in the previous separate regression calculation. However, the negative beta value in the spontaneous condition, $\beta = -.102$, $t(153) = -1.245$, $p = .215$, and the positive beta value in the deliberate condition, $\beta = .128$, $t(137) = 1.420$, $p = .158$, indicate implicit competence to be particularly relevant in the deliberate elaboration condition. Thus, the higher the implicit competence measure for Germany in the deliberate condition, the more likely the German digital camera will be chosen. The interaction between the elaboration manipulation and the implicit competence is depicted in Figure 4.

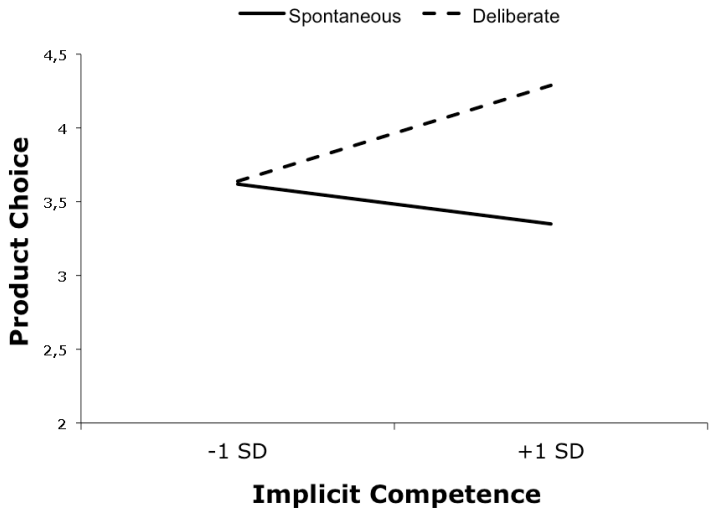

Figure 4. Product choice as a function of implicit competence and elaboration condition. High values indicate stronger preferences for the German product as compared to the US product. Regression lines are depicted at 1 standard deviation above and below the mean of implicit competence.

Further Analyses

Moreover, I analyzed intercorrelation patterns between implicit and explicit competence and warmth measures and scales related to purchase decisions adapted for digital cameras. Again, I computed and scored difference measures so that positive correlations indicate a stronger relationship between the two variables in question for a German digital

camera, whereas negative correlations point towards a stronger relationship between the two respective scales for an US-made digital camera.

Table 7

Pearson's Intercorrelations between Implicit and Explicit Measures and Scales Related to Purchase decisions

Condition	Brand Quality	Brand Affect	Purchase Intentions	Positive Word of Mouth
IAT competence	.126*	.125*	.215**	.035
IAT warmth	.161**	.169**	.212**	.102
SCM competence	.277**	.261**	.292**	.279**
SCM warmth	.265**	.209**	.232**	.190**

* $p < .05$; ** $p < .01$.

Table 7 shows small to moderate positive correlations, whereas the explicit measures have slightly higher intercorrelations than the implicit ones. As for brand quality, the range is from $r(298) = .126$ to $r(298) = .277$, and shows a significant positive relationship with implicit and explicit measures. Thus, the more implicitly and explicitly competent and warm Germany was perceived compared to the US, the higher the quality of a German digital camera was valued. In regards to brand affect, ranging from $r(298) = .125$ to $r(298) = .261$, and purchase intentions, ranging from $r(298) = .212$ to $r(298) = .292$, the intercorrelations show a similar pattern as higher implicit and explicit competence and warmth perceptions of Germany compared to the USA correspond with a greater rating of affective components of a digital camera made in Germany and the probability of buying one. As for positive word of mouth, ranging from $r(298) = .035$ to $r(298) = .279$, it shows a significant positive relationship with both explicit measures, indicating that the more Germany was perceived as explicitly competent and warm as compared to the USA, the higher the positive word-of-mouth recommendations of a German digital camera were. However, implicit competence and warmth did not significantly correlate with this scale, probably due to the explicit character of this type of communication. Finally, I was interested in the actual country familiarity of participants and therefore conducted a paired t-test comparing country

familiarity of Germany with the USA. Participants were more familiar with Germany (M = 4.82, SD = 1.234) than with the USA (M = 3.67, SD = 1.323), $t(299) = 18.031$, $p < .001$. There were no hypotheses concerning these intercorrelations and the calculation concerning the country familiarity.

Discussion

Consistent with expectations expressed in hypotheses 1a and 1b, Germany was perceived as more implicitly competent as well as more explicitly competent than the USA. Thus, when people were asked to rate Germans and US citizens and their respective governments in terms of competence perceptions Germany scored higher on self-report measures than the USA. Also, IAT scores indicate that Germany was implicitly more strongly associated with competence than the USA. What is more, on the level of automatic affective responses, Germany was also perceived as more implicitly warm than the USA.

Furthermore, the results partially support hypotheses 2a and 2b. In a hierarchical multiple regression, I found that the elaboration manipulation (i.e., choosing the product in a spontaneous fashion versus deliberately giving reasons for the product choice made) acted as a significant predictor of product choice. Further, I assumed that the IAT measures applied to assess implicit warmth and competence associations should correlate to choice more strongly when participants were asked to choose spontaneously between two products. The results show that this is only the case for the warmth dimension, not the competence dimension. Simply put, when participants made their choices under cognitive constraints, warmth evaluations on the IAT became predictors of choice; thus, higher implicit warmth associations towards Germany led to a choice in favor of a German digital camera. In contrast, I hypothesized that explicit self-report measures should correlate to product choice more strongly when participants had to give reasons on why they chose in favor of one of the two products. When participants were asked to reflect about their product choice, explicitly

measured competence evaluations had the strongest correlation towards product choice. Thus, when participants had enough time to reflect upon their product choice, their choices were predicted by their self-reported competence evaluations. Participants who reported explicitly higher competence evaluations for Germany compared to the USA did choose a German digital camera when given the opportunity.

These differences are likely to be explicable within the framework of SCM. Implicit warmth might become a predictor of spontaneous product choice because it holds more weight in affective behavioral reactions (Fiske et al., 2007). Following Fiske and colleagues (2007), evolutionarily speaking, warmth judgments are primary as compared to competence evaluations as a stranger is first to be categorized as friend or foe and then judged upon being able to perform good or bad acts. Warmth might represent the rather affective dimension of consumer attitudes, whereas competence possesses the more cognitive dimension in regards to a country's products and people (Chattalas et al., 2008). In this regard, people are assumed to be more sensitive towards warmth related cues than competence related ones. In their study, Ybarra, Chan, and Park (2001) presented several letter strings on the computer monitor while participants had to indicate via pressing different buttons whether the stimuli shown were words or non-words. Actual words related either to the morality or to the competence domain that were positive (e.g., "honest" and "skillful") or negative (e.g., "hostile" and "clumsy"). Their findings show that people identified words related to morality faster than those related to competence, and, what is more, negative morality words were recognized the fastest. The authors suggest that people are consistently motivated to determine potential threats and costs from others and therefore are more sensitive to moral related cues. Thus, since warmth is regarded as a precursor in judgment formation, during spontaneous processes, implicit warmth perceptions towards a country or product become particularly relevant. However, when it comes to deliberate processes, explicit competence becomes more

important as people think about whether a country is actually equipped with the competence to bring a certain product to market.

These findings further show that the use of implicit measures in conjunction with explicit measures is inevitable in order to provide a more accurate and comprehensive picture of consumers' stereotypical associations. From the dual-attitude perspective, consumers can hold two different evaluations towards an object at the same time and this might be especially the case when it comes to prejudice and stereotyping (Wilson et al., 2000). Implicit measures that assess people's unbiased true feelings are supposed to be able to bypass the context dependency of explicit attitudes reported on self-report measures (Schwarz, 2000). Friese et al. (2006) also stress the importance of assessing implicit preferences in addition to the explicit ones as market researchers might come to distorted conclusions when simply relying on explicit measures for the prediction of spontaneous consumer behavior. In addition, it is crucial to understand that behavior varies in its level of spontaneity and deliberation and therefore implicit and explicit measures vary in their predictive validity (Perugini, Richetin, & Zogmaister, 2010). The results match the predictions made based on the MODE model (Fazio, 1990). When participants engage in spontaneous behavior their processing resources are somewhat restricted, thus only the implicit warmth measure predicted the choice between the digital cameras well. However, when being able to deliberately think about options, participants can make use of extensive processing resources and the explicit competence measure becomes more relevant to behavior (Friese et al., 2008). Likewise, Friese et al. (2006) found that participants were more likely to choose their explicit preferred brand when participants were given enough time to reflect upon the options and Florack and colleagues (2001) showed that the need for cognition (NFC) as the dispositional motivation to engage in and enjoy effortful cognitive processing is an important situational moderator.

My results further indicate that participants were more inclined to choose the German digital camera under a deliberate elaboration condition. At first view, this does not seem too surprising; however, stereotypes are believed to occur in an automatic fashion (Blair & Banaji, 1996; Chen & Bargh, 1997) and therefore should become more relevant in spontaneous behavior as cognitive resources are somewhat diminished to gather additional bias-free information (Devine, 1989; Stewart, Weeks, & Lupfer, 2003). Apparently, this effect is different for products as compared to human stereotyping in a social context. A possible explanation can be found in the conclusion that country stereotypes are used as rational information in product evaluations and, thus, are also applied in a deliberate elaboration mode (see Laroche et al., 2005).

Relevance and Practical Implications

This paper adds to the understanding of COO predicting product choice in spontaneous and deliberate situations and is, to my knowledge, the first attempt to integrate implicit and explicit measures for assessing country stereotypes based on the warmth and competence dimensions of the SCM in one study.

The main finding of the current research is that depending on whether participants had to choose between products spontaneously or deliberately, different implicit and explicit attitude measures of country stereotypes become more relevant to product choice behavior. That is, explicit competence was a reliable predictor of a deliberate product choice, whereas its predictive validity was notably reduced when it came to a situation with lesser opportunity to thoroughly think about different choices. On the other hand, implicit warmth was able to predict a spontaneous product choice.

How can marketing professionals make use of these findings? In purchasing situations in which consumers can thoroughly think about a country stereotype, corporations with a COO holding favorable competence perceptions should emphasize their skills and know-how

in producing the product in question. This could be communicated either by incorporating the COO visibly in the brand name or brand logo. Alternatively, using the national flag or its colors on the product package is an option (Martin et al., 2011).

Whenever consumers are more likely to rely on their impulses rather than on thorough deliberation implicit warmth perceptions of a COO should prove to be a predictor of behavior. This might be especially relevant in situations in which the cognitive load increases consumers' use of easily available information (Dewitte, Pandelaere, Briers, & Warlop, 2005). Therefore, in a purchasing environment with increased cognitive load (e.g., trying to keep up with a conversation while remembering the shopping list) information that is automatically processed such as COO will have a greater effect on consumers' judgments of products (Friese et al., 2006; Yorkston & Menon, 2004). One can ask the question of how implicit attitudes can be altered although they are formed from experience and learning. Research indicates that implicit attitudes might be malleable, especially when the accessibility of negative attitudes in memory is altered without people's conscious awareness (Maheswaran, 2001). In their study, Martin and colleagues (2011) showed that the use of positive mental imagery can alleviate effects of an unfavorable COO. To induce mental imagery, participants read a scenario in which a German (stereotypical manipulation) or Polish (counterstereotypical manipulation) digital camera was described and its features were praised. Furthermore, the imagery focus was manipulated as the scenario either focused on the participants (self-focused imagery) or on other consumers (other-focused imagery). Their findings suggest that self-focused counterstereotypical mental imagery can successfully inhibit the automatic activation of negative COO-based stereotypes. This effect also persisted when measured one day later. Take, for example, the case of a US firm that is eager about enhancing its competiveness in the European market but is well aware of its low warmth perceptions held implicitly by the European population. The company could use advertising

activating vivid imagery stressing the warmth dimension of US citizens. This could be implied by a regularly broadcasted television commercial that addresses the viewer directly while the American good-natured, happy, and humorous way of living is pointed out (for properties of social and intellectual desirability see Rosenberg, Seymour, & Vivekananthan, 1968).

Limitations and Future Research

There are several limitations regarding the present study: First, in total, 616 people started the online survey; however, only 300 people actually completed the survey. System-neutral programming features could be chosen to address the problem of web-browser incompatibility. Further, tools that allow testing websites for cross browser compatibility could be used before officially distributing the link for accessing the survey. Regarding those participants who had to be excluded because they did not complete the survey or had too high error rates when working on the IAT, motivational issues such as fatigue might be a problem that could be approached by shortening the questionnaire. The critical time is supposed to be around the 20 minute mark to make for motivated respondents (Survey Sampling International, 2010). A further option would be to offer some type of reward such as coupons for completing the survey.

Second, in regards to the use of SCM for the operationalization of COO, emotional dimensions were not included in this paper, although they have an impact on reactions towards a country (Maher & Carter, 2011; Roth & Diamantopoulos, 2009). Therefore, to get a comprehensive picture of consumers' action tendencies not only cognitions (warmth and competence) but also emotions based on stereotypes (admiration, contempt, envy, and pity) should be addressed in future research. The BIAS (behaviors from intergroup affect and stereotypes) map that extends the SCM (Cuddy et al., 2007) in combining competence-warmth stereotypes and the abovementioned four patterns of emotions can predict active and

passive facilitative as well as harmful behavior towards groups and products (Maher & Carter, 2011).

Third, the generalizability of my results towards the complex market place is to be questioned. Made-in labels were placed right onto the front of the product, which is not often the case in an ordinary shopping environment. Thus, in order to provide study participants with a more realistic product choice situation, the COO could be either incorporated into the brand name or logo. Alternatively, the product in question could be presented in a 3D interactive animation in which participants can rotate the product to find the made-in label on the back. Furthermore, financial aspects such as price and income of the participants were not included in this study, although they should have an influence on purchasing behavior.

Fourth, in regards to the countries and products used as stimuli, Germany as compared to USA was not only perceived as being implicitly and explicitly more competent but also more implicitly warm. An explanation for this issue could be the greater familiarity of the sample (mainly Austrians) with its neighboring country. Thus, future research should include a wider range of other COOs but also product categories. In this study, digital cameras were used which mostly cover the functional product domain. As discussed by Chattalas et al. (2008), perceived competence and warmth dimensions of country stereotypes could determine evaluations of utilitarian and hedonic products differently. Therefore, including hedonic products should be stressed in future experiments. Furthermore, products in the lower price range should be used since more exclusive products such as digital cameras are generally rather not bought spontaneously.

And fifth, regarding the elaboration manipulation, in order to ensure that participants choose a product spontaneously, a written introduction of doing so might not be sufficient. Thus, a time limit should be put on participants (cf. Friese et al., 2006), for example, in activating a beep signal after five seconds.

Considering my results, whether VW's marketing strategy of emphasizing its COO pays off is dependent on consumers' explicit and implicit warmth and competence perceptions held towards Germany and the type of behavior involved in the buying situation. In the process of purchasing a car, consumers will most likely engage in deliberate and well-conceived processing (as buyers will be motivated to engage in careful cost-benefit analyses and thus, take their time). Therefore, in emphasizing the company's competence through a German tagline, VW should be on the right track.

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Appendices

Appendix A

List of tables.

Appendix B

List of figures.

Appendix C

Format of the Online Experiment.

Greeting.

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Herzlich Willkommen!

Diese abwechslungsreichen Studienreihe besteht aus drei Teilen und dauert insgesamt ca. 15-20min. Bitte versuchen Sie, alle Abstufungen der vorgegebenen Skala für Ihre Einschätzung zu nutzen. Es gibt keine richtigen und falschen Antworten. Wir sind an Ihrer persönlichen Meinung interessiert.

Questions on type of appliance, web-browser, and familiarity with social networks.

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Auf welchem Gerätetyp füllen Sie diesen Fragebogen gerade aus?

- ○ Standrechner
- ○ Laptop
- ○ Smartphone
- ○ Tablet (z.B. iPad)

Mit welchem Browser rufen Sie die Umfrage auf?

- ○ Firefox
- ○ Safari
- ○ Chrome
- ○ Internet Explorer
- ○ anderer

Wie vertraut sind Sie mit sozialen Netzwerken im Internet wie z.B. Facebook, Second Life, LinkedIn?

	1	2	3	4	5	6	7	
gar nicht vertraut	○	○	○	○	○	○	○	sehr vertraut

Weiter

Note that the survey cannot be performed on smartphones and tablets.

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Vielen Dank für Ihr Interesse an der Studie!
Leider können Sie diese Studie nicht an einem Smartphone oder Tablet durchführen. Sie sind herzlich eingeladen, die Studie zu einem späteren Zeitpunkt auf einem Standrechner oder Laptop durchzuführen.

Note that the survey cannot be performed on the current web-browser.

Vielen Dank für Ihr Interesse an der Studie!
Leider können wir mit Ihrem verwendeten Browser keinen reibungsfreien Ablauf garantieren.
Sie sind herzlich eingeladen, die Studie in einem anderen Browser zu öffnen. Wir empfehlen folgende Browser:
Firefox, Chrome oder Safari.

Wenn Sie die Studie zu einem *späteren Zeitpunkt* an einem Standardrechner oder Laptop durchführen wollen, *schließen* Sie bitte das Fenster und starten die Umfrage zu einem späteren Zeitpunkt neu.

Wenn Sie *nicht zu einem späteren Zeitpunkt* teilnehmen wollen drücken Sie bitte auf *weiter*.

Product choice – general introduction.

In dem ersten Teil dieser Studienreihe geht es um die Bewertung und Kaufwahrscheinlichkeit von elektronischen Produkten. Bitte versuchen Sie, alle Abstufungen der vorgegebenen Skala für Ihre Einschätzung zu nutzen. Es gibt keine richtigen und falschen Antworten. Wir sind an Ihrer persönlichen Meinung interessiert.

Weiter

Spontaneous product choice – introduction.

Auf den nachfolgenden Seiten werden Ihnen drei elektronische Produktpaare gezeigt. Bitte geben Sie jeweils mithilfe der Antwortskala an, wie wahrscheinlich Sie eines der beiden Produkte kaufen würden!
Entscheiden Sie sich spontan und zügig für ein Modell!

Weiter

Spontaneous product choice – introduction for warm-up item 1 tablets.

Sie werden jetzt zwei Tablets sehen. Bitte entscheiden Sie sich spontan und zügig für ein Modell!

Weiter

Spontaneous product choice – warm-up item 1 tablets.

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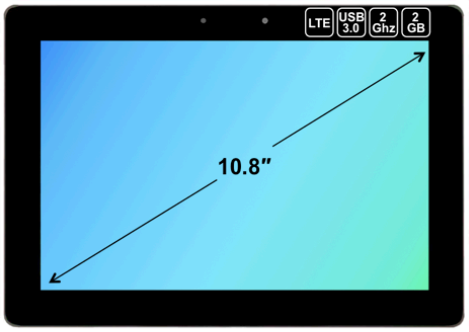
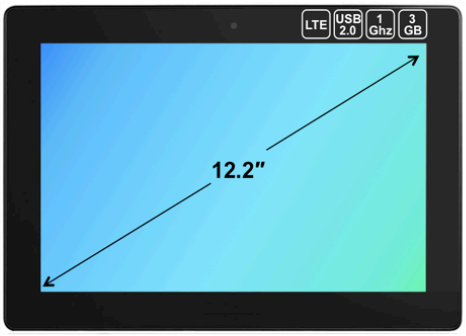
Tablet A



Tablet B



sehr wahrscheinlich Tablet A | wahrscheinlich Tablet A | tendenziell eher Tablet A | tendenziell eher Tablet B | wahrscheinlich Tablet B | sehr wahrscheinlich Tablet B

Weiter

Spontaneous product choice – introduction for warm-up item 2 external hard discs.

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Sie werden jetzt zwei externe Festplatten sehen. Bitte entscheiden Sie sich spontan und zügig für ein Modell!

Weiter

Spontaneous product choice – warm-up item 2 external hard discs.

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Festplatte A

Festplatte B

sehr wahrscheinlich Festplatte A | wahrscheinlich Festplatte A | tendenziell eher Festplatte A | tendenziell eher Festplatte B | wahrscheinlich Festplatte B | sehr wahrscheinlich Festplatte B

Weiter

Spontaneous product choice – introduction for target item digital cameras.

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Sie werden jetzt zwei Digitalkameras sehen. Bitte entscheiden Sie sich spontan und zügig für ein Modell!

Weiter

Spontaneous product choice – target item digital cameras (A1).

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Kamera A

Kamera B

sehr wahrscheinlich Kamera A | wahrscheinlich Kamera A | tendenziell eher Kamera A | tendenziell eher Kamera B | wahrscheinlich Kamera B | sehr wahrscheinlich Kamera B

Weiter

Deliberate product choice – introduction.

universität wien

Auf den nachfolgenden Seiten werden Ihnen drei elektronische Produktpaare gezeigt. Bitte geben Sie jeweils mithilfe der Antwortskala an, wie wahrscheinlich Sie eines der beiden Produkte kaufen würden.
Wählen Sie sorgfältig und überlegt ein Modell aus und begründen Sie anschließend Ihre Wahl!

Weiter

Deliberate product choice – introduction for warm-up item 1 tablets.

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Sie werden jetzt zwei Tablets sehen. Bitte wählen Sie sorgfältig und überlegt ein Modell aus. Auf der nachfolgenden Seite möchten wir Sie dann um eine kurze Begründung für Ihre Wahl bitten!

Weiter

Deliberate product choice – warm-up item 1 tablets.

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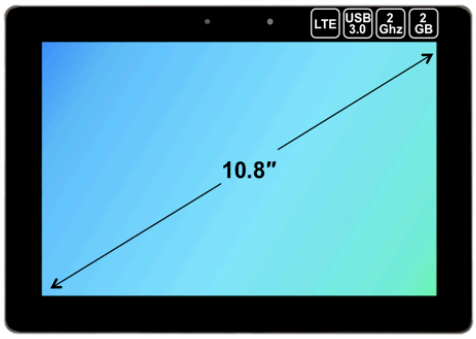
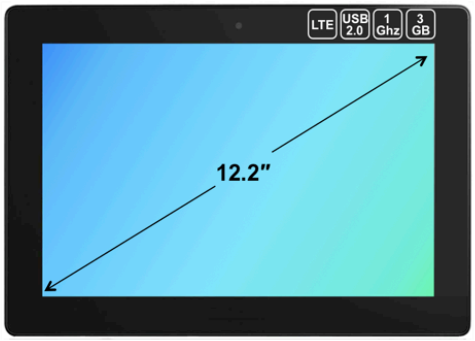
Tablet A



Tablet B



sehr wahrscheinlich Tablet A ○ | wahrscheinlich Tablet A ○ | tendenziell eher Tablet A ○ | tendenziell eher Tablet B ○ | wahrscheinlich Tablet B ○ | sehr wahrscheinlich Tablet B ○

Weiter

universität wien

Bitte begründen Sie hier kurz Ihre Wahl:

Weiter

Deliberate product choice – introduction for warm-up item 2 external hard discs.

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Sie werden jetzt zwei externe Festplatten sehen. Bitte wählen Sie sorgfältig und überlegt ein Modell aus. Auf der nachfolgenden Seite möchten wir Sie dann um eine kurze Begründung für Ihre Wahl bitten!

Weiter

Deliberate product choice – warm-up item 2 external hard discs.

universität wien

Festplatte A

Festplatte B

sehr wahrscheinlich Festplatte A ○ | wahrscheinlich Festplatte A ○ | tendenziell eher Festplatte A ○ | tendenziell eher Festplatte B ○ | wahrscheinlich Festplatte B ○ | sehr wahrscheinlich Festplatte B ○

Weiter

universität wien

Bitte begründen Sie hier kurz Ihre Wahl:

Weiter

Deliberate product choice – introduction for target item digital cameras.

universität wien

Sie werden jetzt zwei Digitalkameras sehen. Bitte wählen Sie sorgfältig und überlegt ein Modell aus. Auf der nachfolgenden Seite möchten wir Sie dann um eine kurze Begründung für Ihre Wahl bitten!

Weiter

Deliberate product choice – target item digital cameras (A2).

universität wien

Kamera A

Kamera B

sehr wahrscheinlich Kamera A	wahrscheinlich Kamera A	tendenziell eher Kamera A	tendenziell eher Kamera B	wahrscheinlich Kamera B	sehr wahrscheinlich Kamera B
○	○	○	○	○	○

Weiter

universität wien

Bitte begründen Sie hier kurz Ihre Wahl:

Weiter

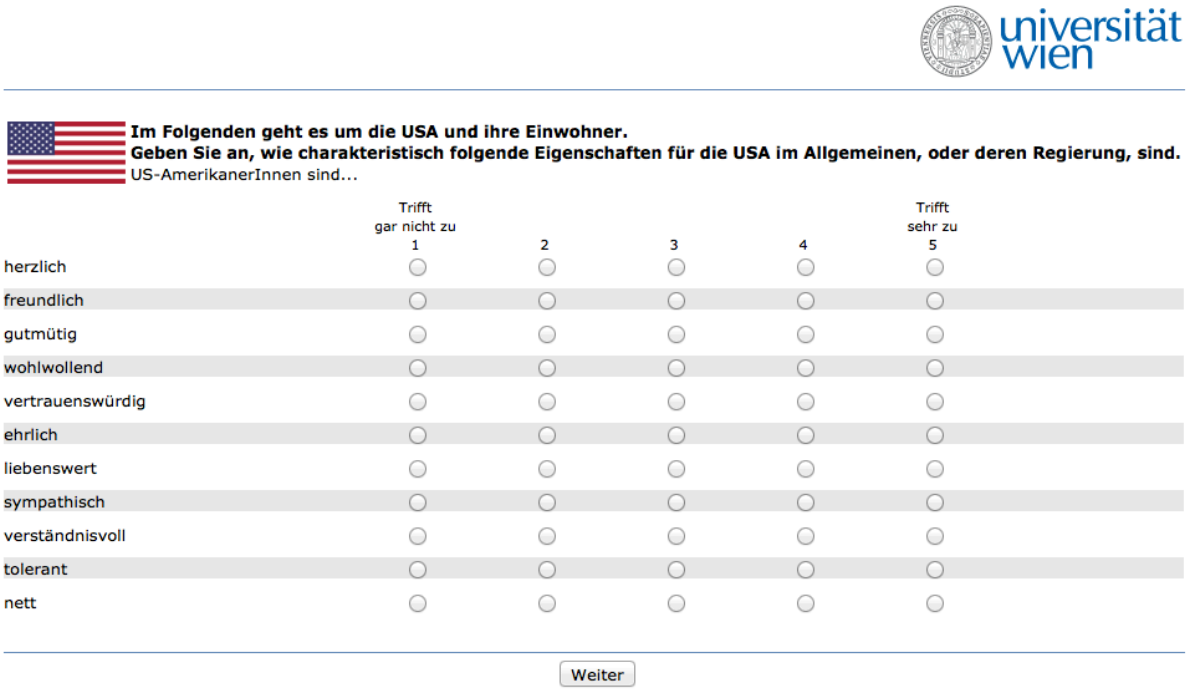
Country evaluations - general introduction

universität wien

In der nächsten Studie möchten wir verschiedene Einstellungen gegenüber Deutschland und den USA erheben. Bitte versuchen Sie, alle Abstufungen der vorgegebenen Skala für Ihre Einschätzung zu nutzen. Es gibt keine richtigen und falschen Antworten. Wir sind an Ihrer persönlichen Meinung interessiert.

Weiter

SCM warmth dimension – USA.



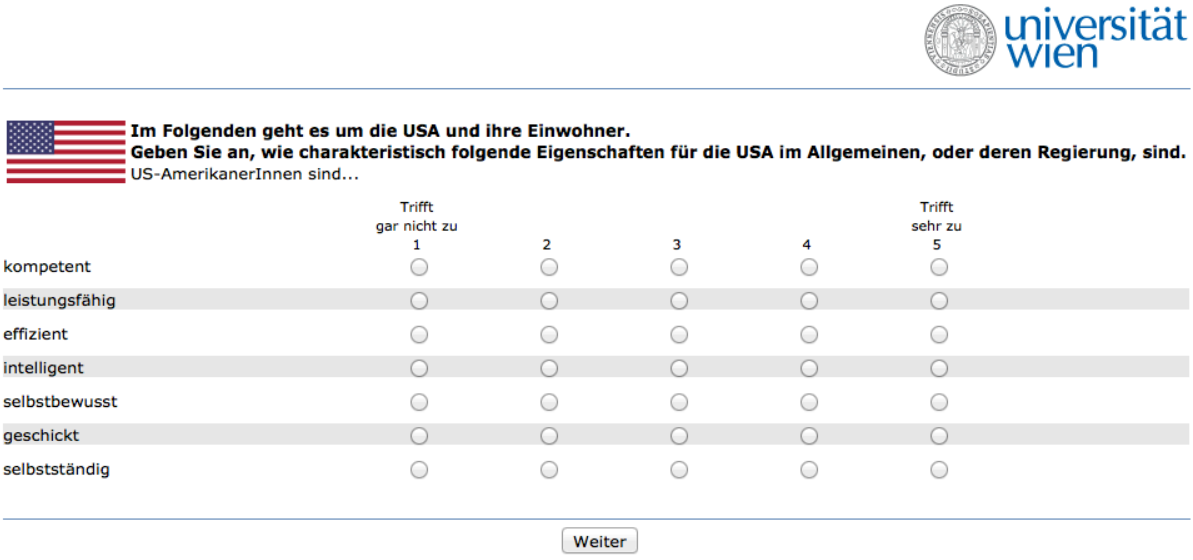
universität wien

Im Folgenden geht es um die USA und ihre Einwohner.
Geben Sie an, wie charakteristisch folgende Eigenschaften für die USA im Allgemeinen, oder deren Regierung, sind.
US-AmerikanerInnen sind...

	Trifft gar nicht zu 1	2	3	4	Trifft sehr zu 5
herzlich	○	○	○	○	○
freundlich	○	○	○	○	○
gutmütig	○	○	○	○	○
wohlwollend	○	○	○	○	○
vertrauenswürdig	○	○	○	○	○
ehrlich	○	○	○	○	○
liebenswert	○	○	○	○	○
sympathisch	○	○	○	○	○
verständnisvoll	○	○	○	○	○
tolerant	○	○	○	○	○
nett	○	○	○	○	○

Weiter

SCM competence dimension – USA.



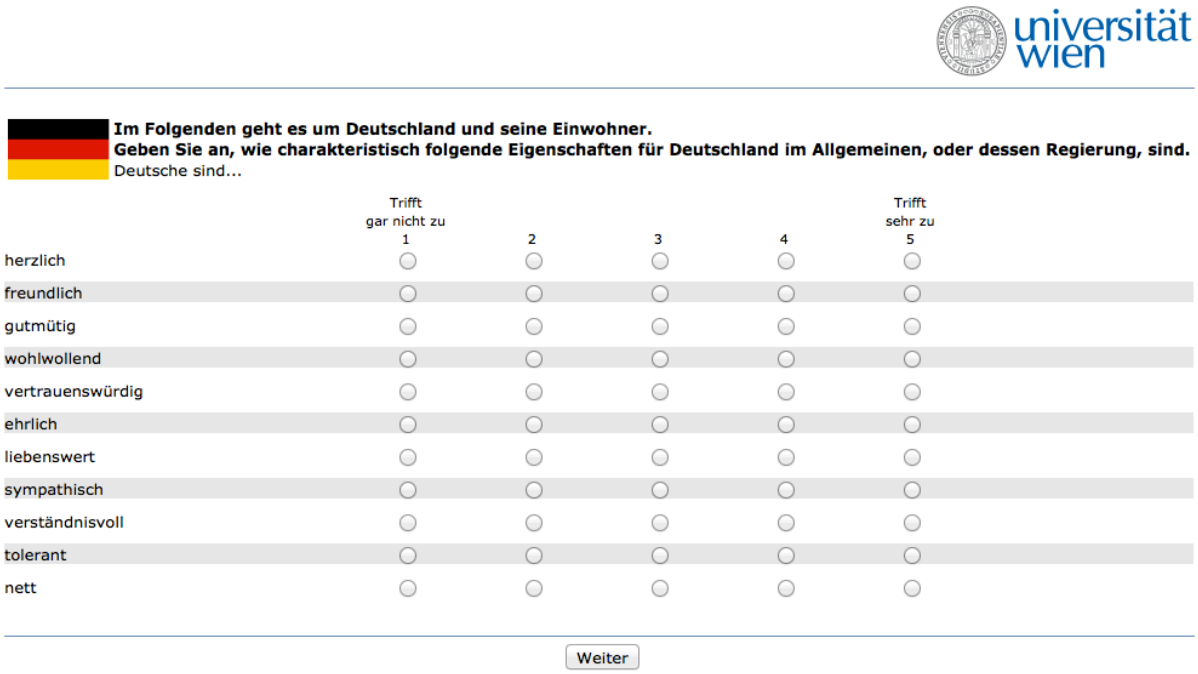
universität wien

Im Folgenden geht es um die USA und ihre Einwohner.
Geben Sie an, wie charakteristisch folgende Eigenschaften für die USA im Allgemeinen, oder deren Regierung, sind.
US-AmerikanerInnen sind...

	Trifft gar nicht zu 1	2	3	4	Trifft sehr zu 5
kompetent	○	○	○	○	○
leistungsfähig	○	○	○	○	○
effizient	○	○	○	○	○
intelligent	○	○	○	○	○
selbstbewusst	○	○	○	○	○
geschickt	○	○	○	○	○
selbstständig	○	○	○	○	○

Weiter

SCM warmth dimension – Germany.



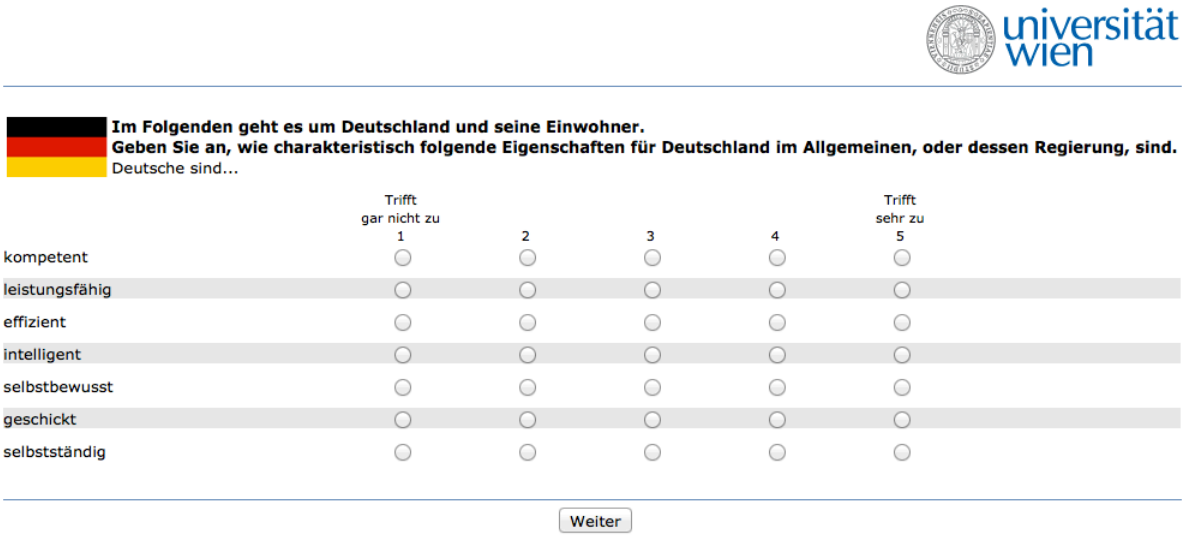
universität wien

Im Folgenden geht es um Deutschland und seine Einwohner.
Geben Sie an, wie charakteristisch folgende Eigenschaften für Deutschland im Allgemeinen, oder dessen Regierung, sind.
Deutsche sind...

	Trifft gar nicht zu 1	2	3	4	Trifft sehr zu 5
herzlich	○	○	○	○	○
freundlich	○	○	○	○	○
gutmütig	○	○	○	○	○
wohlwollend	○	○	○	○	○
vertrauenswürdig	○	○	○	○	○
ehrlich	○	○	○	○	○
liebenswert	○	○	○	○	○
sympathisch	○	○	○	○	○
verständnisvoll	○	○	○	○	○
tolerant	○	○	○	○	○
nett	○	○	○	○	○

Weiter

SCM competence dimension – Germany.



universität wien

Im Folgenden geht es um Deutschland und seine Einwohner.
Geben Sie an, wie charakteristisch folgende Eigenschaften für Deutschland im Allgemeinen, oder dessen Regierung, sind.
Deutsche sind...

	Trifft gar nicht zu 1	2	3	4	Trifft sehr zu 5
kompetent	○	○	○	○	○
leistungsfähig	○	○	○	○	○
effizient	○	○	○	○	○
intelligent	○	○	○	○	○
selbstbewusst	○	○	○	○	○
geschickt	○	○	○	○	○
selbstständig	○	○	○	○	○

Weiter

Questions on digital cameras made in USA – introduction.

universität wien

Es folgen nun Fragen zu Digitalkameras aus den USA.

Weiter

Brand quality – USA.

universität wien

Bitte denken Sie an Digitalkameras aus den USA.
Wie schätzen Sie Digitalkameras aus den USA ein? Diese Produkte sind...

	1	2	3	4	5	6	7	
von geringer Qualität	○	○	○	○	○	○	○	von hoher Qualität
minderwertig	○	○	○	○	○	○	○	hochwertig
schlecht	○	○	○	○	○	○	○	gut
schlechter als Digitalkameras der meisten Länder	○	○	○	○	○	○	○	besser als Digitalkameras der meisten Länder
negativ	○	○	○	○	○	○	○	positiv

Weiter

Brand affect – USA.

universität wien

Bitte denken Sie an Digitalkameras aus den USA.
Wie fühlen Sie sich, wenn Sie Digitalkameras aus den USA benützen?

	stimme gar nicht zu 1	2	3	4	5	6	stimme sehr zu 7
Ich fühle mich gut, wenn ich Digitalkameras aus den USA benütze.	○	○	○	○	○	○	○
Digitalkameras aus den USA machen mich glücklich.	○	○	○	○	○	○	○
Es bereitet mir Vergnügen, Digitalkameras aus den USA zu benützen.	○	○	○	○	○	○	○

Weiter

Purchase intentions – USA.

universität wien

Im Folgenden geht es um Digitalkameras aus den USA.
Wie sehr stimmen Sie folgenden Aussagen zu?

	stimme gar nicht zu 1	2	3	4	5	6	stimme sehr zu 7
Ich vermeide nach Möglichkeit, Digitalkameras aus den USA zu kaufen.	○	○	○	○	○	○	○
Ich würde nie eine Digitalkamera aus den USA kaufen.	○	○	○	○	○	○	○
Mir behagt die Vorstellung nicht, Digitalkameras aus den USA zu besitzen.	○	○	○	○	○	○	○
Ich würde mich schuldig fühlen, wenn ich eine Digitalkamera aus den USA kaufen würde.	○	○	○	○	○	○	○
Wenn sich die Gelegenheit bietet, kaufe ich gerne Digitalkameras aus den USA.	○	○	○	○	○	○	○
Ich würde Digitalkameras aus den USA kaufen.	○	○	○	○	○	○	○
Mir gefällt die Vorstellung, Digitalkameras aus den USA zu besitzen.	○	○	○	○	○	○	○
Ich würde mich gut fühlen, wenn ich Digitalkameras aus den USA kaufen würde.	○	○	○	○	○	○	○

Weiter

Positive word of mouth – USA.

universität wien

Bitte denken Sie nun an Digitalkameras aus den USA.
Wie sehr stimmen Sie folgenden Aussagen zu?

	stimme gar nicht zu 1	2	3	4	5	6	stimme sehr zu 7
Ich schwärme bei Bekannten von Digitalkameras aus den USA.	○	○	○	○	○	○	○
In Gesprächen mit Freunden rede ich gut über Digitalkameras aus den USA.	○	○	○	○	○	○	○
Ich spreche häufig vorteilhaft über Digitalkameras aus den USA.	○	○	○	○	○	○	○

Weiter

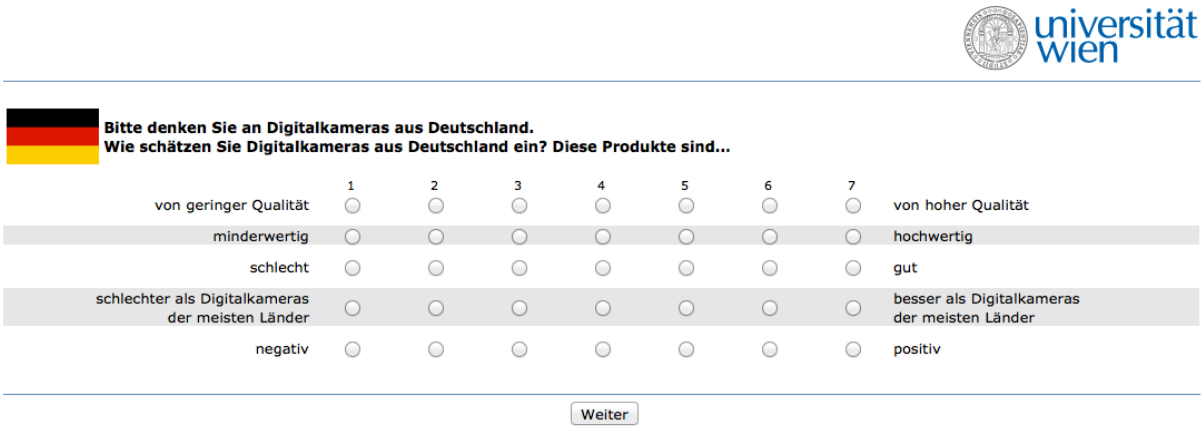
Questions on digital cameras made in Germany – introduction.


universität wien

Es folgen nun Fragen zu Digitalkameras aus Deutschland.

Weiter

Brand quality – Germany.

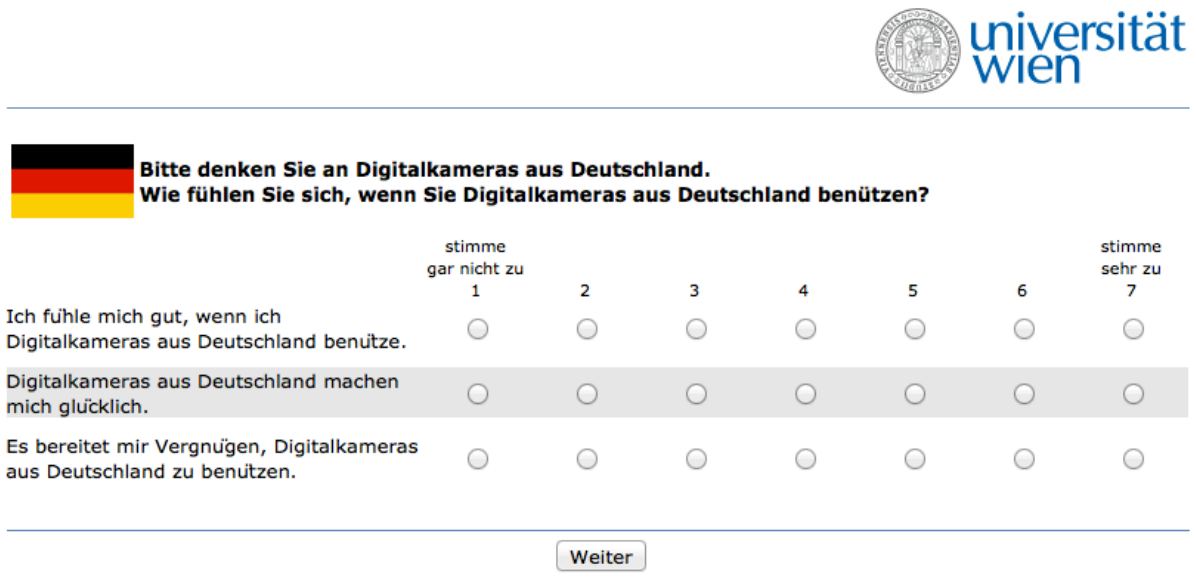

universität wien

Bitte denken Sie an Digitalkameras aus Deutschland.
Wie schätzen Sie Digitalkameras aus Deutschland ein? Diese Produkte sind...

	1	2	3	4	5	6	7	
von geringer Qualität	○	○	○	○	○	○	○	von hoher Qualität
minderwertig	○	○	○	○	○	○	○	hochwertig
schlecht	○	○	○	○	○	○	○	gut
schlechter als Digitalkameras der meisten Länder	○	○	○	○	○	○	○	besser als Digitalkameras der meisten Länder
negativ	○	○	○	○	○	○	○	positiv

Weiter

Brand affect – Germany.

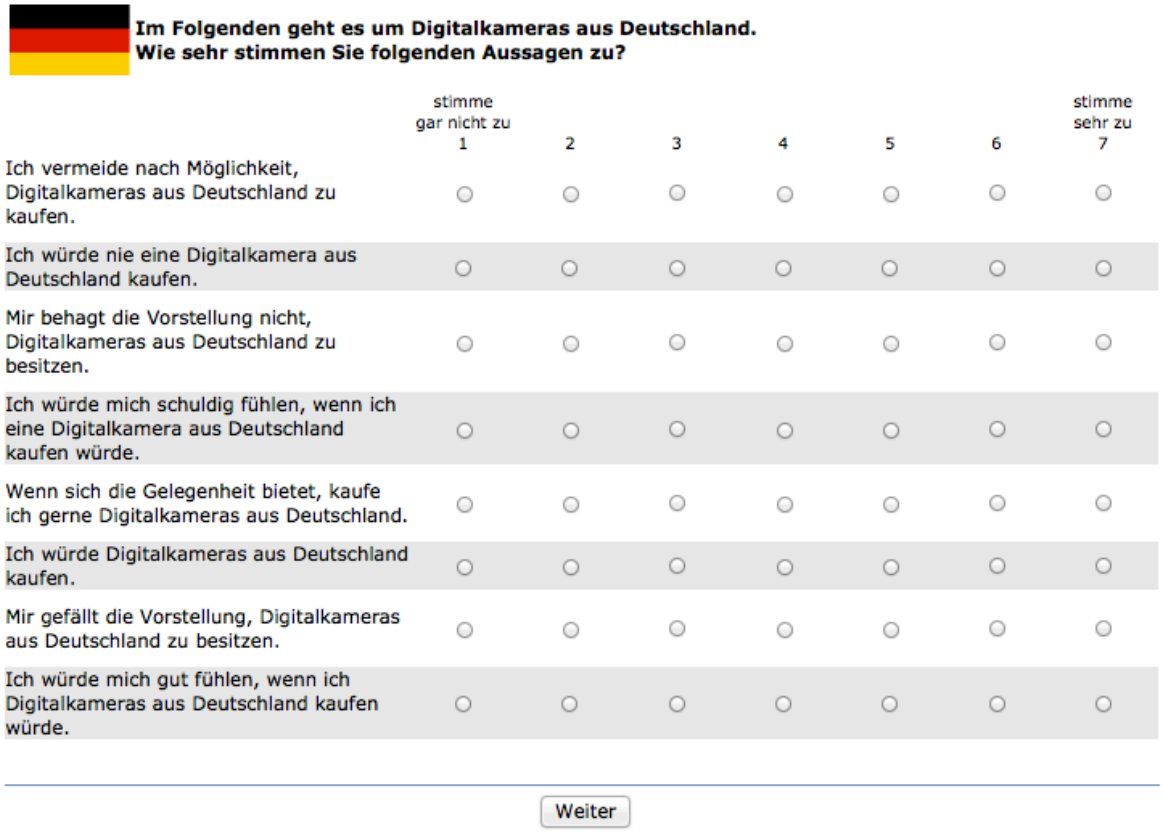

universität wien

Bitte denken Sie an Digitalkameras aus Deutschland.
Wie fühlen Sie sich, wenn Sie Digitalkameras aus Deutschland benützen?

	stimme gar nicht zu 1	2	3	4	5	6	stimme sehr zu 7
Ich fühle mich gut, wenn ich Digitalkameras aus Deutschland benütze.	○	○	○	○	○	○	○
Digitalkameras aus Deutschland machen mich glücklich.	○	○	○	○	○	○	○
Es bereitet mir Vergnügen, Digitalkameras aus Deutschland zu benützen.	○	○	○	○	○	○	○

Weiter

Purchase intentions – Germany.



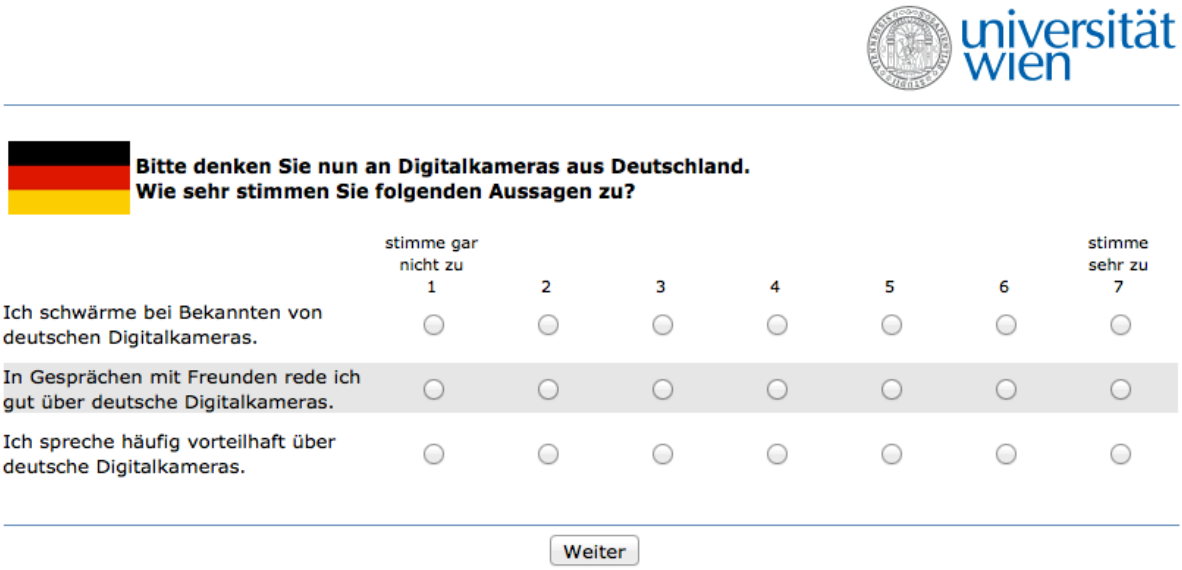
universität wien

Im Folgenden geht es um Digitalkameras aus Deutschland.
Wie sehr stimmen Sie folgenden Aussagen zu?

	stimme gar nicht zu 1	2	3	4	5	6	stimme sehr zu 7
Ich vermeide nach Möglichkeit, Digitalkameras aus Deutschland zu kaufen.	○	○	○	○	○	○	○
Ich würde nie eine Digitalkamera aus Deutschland kaufen.	○	○	○	○	○	○	○
Mir behagt die Vorstellung nicht, Digitalkameras aus Deutschland zu besitzen.	○	○	○	○	○	○	○
Ich würde mich schuldig fühlen, wenn ich eine Digitalkamera aus Deutschland kaufen würde.	○	○	○	○	○	○	○
Wenn sich die Gelegenheit bietet, kaufe ich gerne Digitalkameras aus Deutschland.	○	○	○	○	○	○	○
Ich würde Digitalkameras aus Deutschland kaufen.	○	○	○	○	○	○	○
Mir gefällt die Vorstellung, Digitalkameras aus Deutschland zu besitzen.	○	○	○	○	○	○	○
Ich würde mich gut fühlen, wenn ich Digitalkameras aus Deutschland kaufen würde.	○	○	○	○	○	○	○

Weiter

Positive word of mouth – Germany.



universität wien

Bitte denken Sie nun an Digitalkameras aus Deutschland.
Wie sehr stimmen Sie folgenden Aussagen zu?

	stimme gar nicht zu 1	2	3	4	5	6	stimme sehr zu 7
Ich schwärme bei Bekannten von deutschen Digitalkameras.	○	○	○	○	○	○	○
In Gesprächen mit Freunden rede ich gut über deutsche Digitalkameras.	○	○	○	○	○	○	○
Ich spreche häufig vorteilhaft über deutsche Digitalkameras.	○	○	○	○	○	○	○

Weiter

Country familiarity – USA.

universität wien

Bitte beantworten Sie folgende Fragen zu den USA.

	1	2	3	4	5	6	7	
Wie gut kennen Sie die USA?								
gar nicht gut	○	○	○	○	○	○	○	sehr gut
Wie vertraut ist Ihnen die USA?								
gar nicht vertraut	○	○	○	○	○	○	○	sehr vertraut
Wie viel wissen Sie über die USA?								
weiß gar nichts	○	○	○	○	○	○	○	weiß viel
Wie informiert sind Sie über die USA?								
gar nicht informiert	○	○	○	○	○	○	○	sehr informiert

Haben Sie die USA schon einmal bereist?

○ ja ca. ☐ mal

○ nein

Haben Sie schon einmal in den USA gelebt?

○ ja für insgesamt ca. ☐ Jahr(e)

○ nein

Country familiarity – Germany.

universität wien

Bitte beantworten Sie folgende Fragen zu Deutschland.

	1	2	3	4	5	6	7	
Wie gut kennen Sie Deutschland?								
gar nicht gut	○	○	○	○	○	○	○	sehr gut
Wie vertraut ist Ihnen Deutschland?								
gar nicht vertraut	○	○	○	○	○	○	○	sehr vertraut
Wie viel wissen Sie über Deutschland?								
weiß gar nichts	○	○	○	○	○	○	○	weiß viel
Wie informiert sind Sie über Deutschland?								
gar nicht informiert	○	○	○	○	○	○	○	sehr informiert

Haben Sie Deutschland schon einmal bereist?

○ ja ca. ☐ mal

○ nein

Haben Sie schon einmal in Deutschland gelebt?

○ ja für insgesamt ca. ☐ Jahr(e)

○ nein

Product category involvement.

universität wien

Wie sehr stimmen Sie folgenden Aussagen über Digitalkameras zu?

	Stimme gar nicht zu 1	2	3	4	5	6	Stimme sehr zu 7
Ich interessiere mich sehr für Digitalkameras.	○	○	○	○	○	○	○
Digitalkameras sind mir sehr wichtig.	○	○	○	○	○	○	○
Für mich sind Digitalkameras nicht von Bedeutung.	○	○	○	○	○	○	○
Ich würde Digitalkameras sehr sorgfältig auswählen.	○	○	○	○	○	○	○
Digitalkameras auszuwählen ist für mich eine wichtige Entscheidung.	○	○	○	○	○	○	○
Was für eine Digitalkamera ich kaufe hat für mich große Bedeutung.	○	○	○	○	○	○	○

Weiter

IAT – general introduction.

Es folgt nun eine Kategorisierungsaufgabe. Dazu werden Sie sofort weitergeleitet.

Weiter

IAT: Introduction.

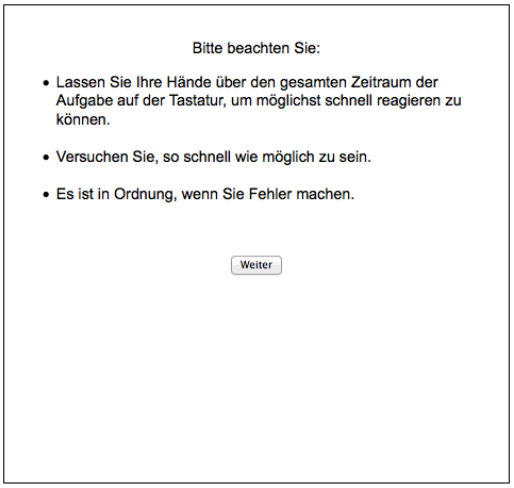
In der nächsten Aufgabe werden Sie Worte Kategorien zuordnen. Die Worte erscheinen in der Mitte des Bildschirmes. Die Kategorien werden links und rechts oben angezeigt.

Verwenden Sie zur Zuordnung die Tasten **E** (für die Kategorie links) und **I** (für die Kategorie rechts).
Wenn Sie einen Fehler machen, erscheint ein **X**. Erst, wenn Sie die richtige Taste drücken, geht es weiter.

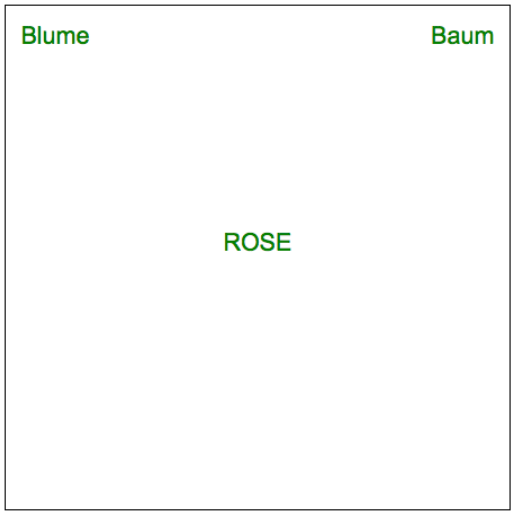
Dieser Teil der Studie wird etwa zehn Minuten dauern.

Weiter

IAT: Notes on usage.



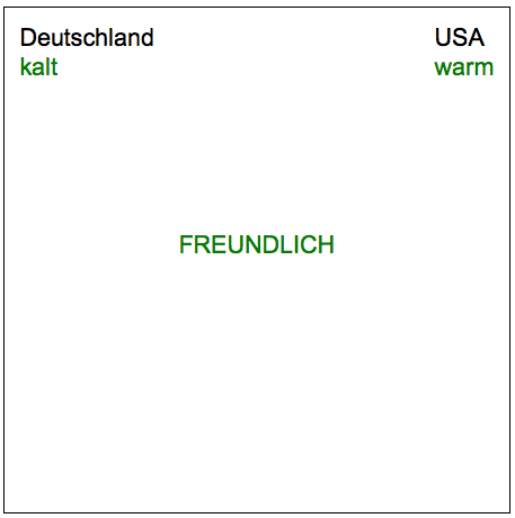
IAT block 0: Initial task.



IAT block 1: Target concept Germany and USA.

IAT block 2: Attribute dimension cold-warm.

IAT block 3 and block 4: Combination task.

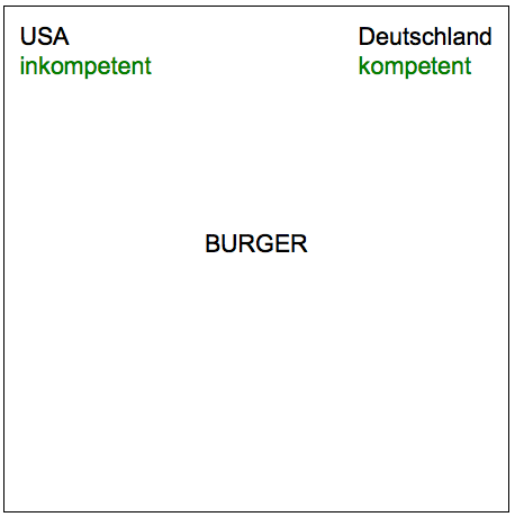


IAT block 5: Target concept Germany and USA reversed.

IAT block 6 and block 7: Combined classification task reversed.

IAT block 8: Attribute dimension incompetent-competent.

IAT block 9 and block 10: Combination task.



IAT block 11: Target concept USA and Germany reversed.

IAT block 12 and block 13: Combined classification task reversed.

IAT: End and redirection to survey page.

Demographics.

Zum Abschluss bitten wir Sie noch ein paar Fragen zu Ihrer Person zu beantworten.

Alter

Jahre

Geschlecht

Weiblich Männlich

Nationalität

Höchste abgeschlossene Ausbildung

- Pflichtschule
- Lehrabschluss
- Matura/Abitur
- Universität oder Fachhochschule

Wie lange leben Sie schon in Österreich?

- seit meiner Geburt
- seit Jahren

Weiter

Further comments on the participant's side.

Wie leicht ist es Ihnen gefallen, den Fragebogen auszufüllen?

	1	2	3	4	5	6	7	
gar nicht leicht								sehr leicht

Wie sehr haben Sie sich beim Ausfüllen des Fragebogens bemüht?

	1	2	3	4	5	6	7	
gar nicht bemüht								sehr bemüht

Was wurde Ihrer Meinung nach in der Studie untersucht?

Haben Sie während der Studie Fehler im Fragebogen bemerkt oder hatten sie technische Probleme?

Hier ist Platz für weitere Anmerkungen und Verbesserungsvorschläge zur Studie:

Weiter

Thank you note.

Vielen Dank für Ihre Teilnahme!

Appendix D

IAT items: Used German items left column, translated items right column.

Warmth-IAT (Cold Items)	
kalt	cold
unwirsch	gruff
unsympathisch	dislikeable
unfreundlich	unfriendly
hartherzig	cold-hearted
harsch	harsh
Warmth-IAT (Warm Items)	
liebenswert	loveable
herzlich	sincere
wohlwollend	benevolent
nett	nice
freundlich	friendly
gutmütig	good-natured
warm	warm
Competence-IAT (Incompetent Items)	
unsicher	insecure
leistungsschwach	under-performing
ineffizient	inefficient
ungeschickt	clumsy
unfähig	incapable
inkompetent	incompetent
unqualifiziert	unqualified
Competence-IAT (Competent Items)	
leistungsstark	high-performing
sicher	secure
kompetent	competent
fähig	capable
geschickt	skillful
qualifiziert	qualified
effizient	efficient
Germany-related Items	
Oktoberfest	Oktoberfest
Deutschland	Germany
München	Munich
Berlin	Berlin
Neuschwanstein	Neuschwanstein
Goethe	Goethe
USA-related Items	
Baseball	Baseball
New York	New York
Jeans	Jeans
Hollywood	Hollywood
Washington	Washington
Burger	Burger
Amerika	America

Appendix E

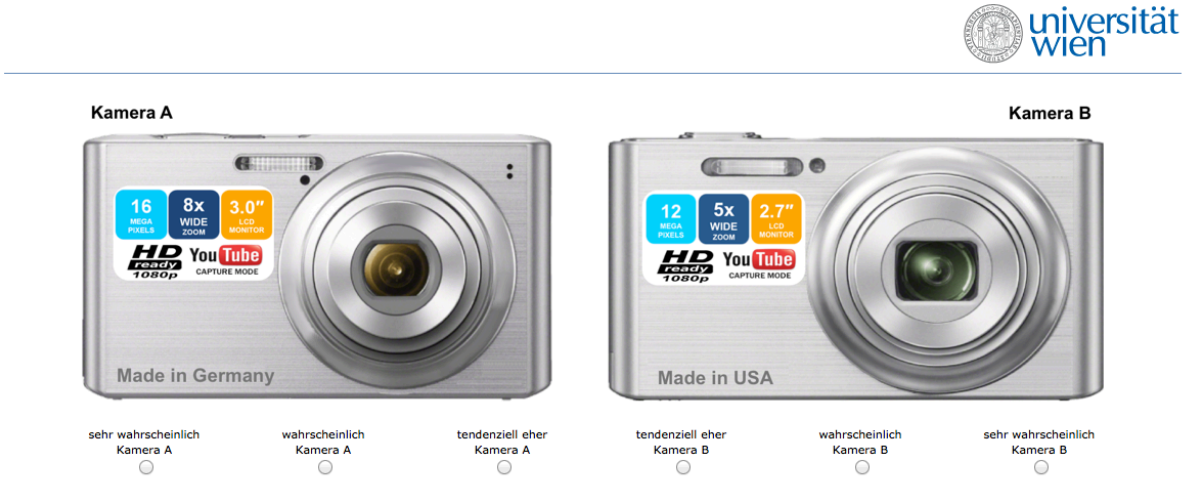
Original digital cameras (Sony Cyber-shot).

DSC-W610 (Model X)

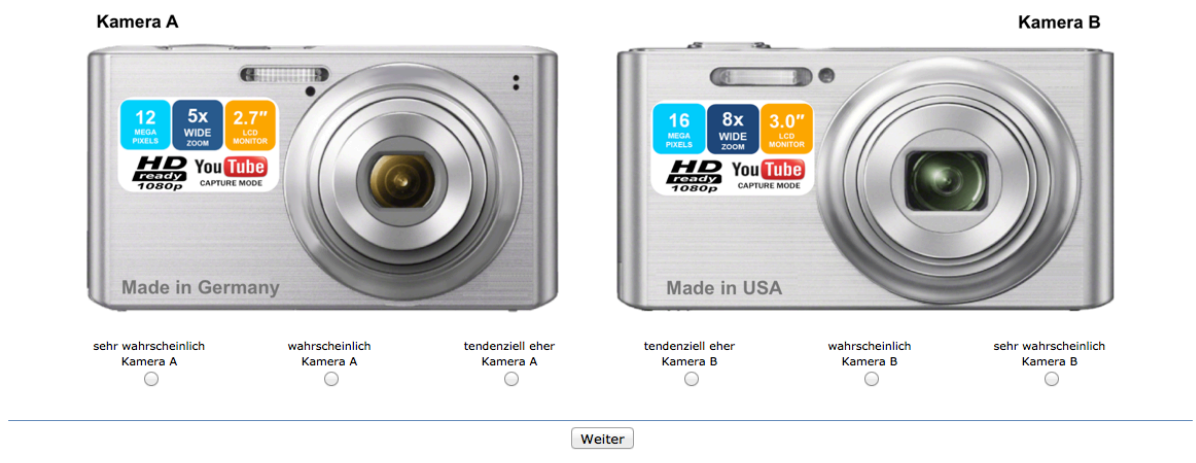
DSC-W730

Overview of digital camera arrangements used in the product choice task.

Arrangement A1.



Arrangement A2.



Arrangement A3.

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Kamera A

Kamera B

sehr wahrscheinlich Kamera A ○ | wahrscheinlich Kamera A ○ | tendenziell eher Kamera A ○ | tendenziell eher Kamera B ○ | wahrscheinlich Kamera B ○ | sehr wahrscheinlich Kamera B ○

Weiter

Arrangement A4.

universität wien

Kamera A

Kamera B

sehr wahrscheinlich Kamera A ○ | wahrscheinlich Kamera A ○ | tendenziell eher Kamera A ○ | tendenziell eher Kamera B ○ | wahrscheinlich Kamera B ○ | sehr wahrscheinlich Kamera B ○

Weiter

Arrangement A1 reversed.

universität wien

Kamera A

Kamera B

sehr wahrscheinlich Kamera A ○ | wahrscheinlich Kamera A ○ | tendenziell eher Kamera A ○ | tendenziell eher Kamera B ○ | wahrscheinlich Kamera B ○ | sehr wahrscheinlich Kamera B ○

Weiter

Arrangement A2 reversed.

universität wien

Kamera A

Kamera B

sehr wahrscheinlich Kamera A | wahrscheinlich Kamera A | tendenziell eher Kamera A | tendenziell eher Kamera B | wahrscheinlich Kamera B | sehr wahrscheinlich Kamera B

Weiter

Arrangement A3 reversed.

universität wien

Kamera A

Kamera B

sehr wahrscheinlich Kamera A | wahrscheinlich Kamera A | tendenziell eher Kamera A | tendenziell eher Kamera B | wahrscheinlich Kamera B | sehr wahrscheinlich Kamera B

Weiter

Arrangement A4 reversed.

universität wien

Kamera A

Kamera B

sehr wahrscheinlich Kamera A | wahrscheinlich Kamera A | tendenziell eher Kamera A | tendenziell eher Kamera B | wahrscheinlich Kamera B | sehr wahrscheinlich Kamera B

Weiter

Zusammenfassung (Summary)

Bisherige Forschung zum Einfluss des Country of Origin (COO), also des Herkunftslandes eines Produkts, auf Konsumentenbewertungen zeigt den methodischen Mangel auf, dass explizite Verfahren Anwendung finden, aber weitestgehend auf implizite Messungen des COO verzichtet wurde. Kognitionspsychologische Erkenntnise weisen jedoch darauf hin, dass Einstellungen einen expliziten und impliziten Charakter haben (Wilson et al., 2000), denen im automatischen und kontrollierten Verhalten jeweils eine unterschiedliche Gewichtung zukommt (Dovidio et al., 1997). Aufbauend auf der Annahme, dass Länderstereotpye COO bezogenen Urteilen zu Grunde liegen (Chattalas et al., 2008), untersucht die vorliegende Diplomarbeit den Zusammenhang zwischen explizit (Fragebogen) als auch implizit (IAT) gemessenen Länderstereotypen und einer spontanen bzw. durchdachten Produktwahl. Dabei wurde das Stereotype Content Model (SCM; Fiske et al., 2002) zur Operationalisierung von Länderstereotypen herangezogen das zwei Dimensionen für die stereotype Bewertung von sozialen Gruppen betont: Wärme und Kompetenz. Die Versuchspersonen bewerteten Deutschland und USA auf diesen Dimensionen und entschieden sich zwischen einem deutschen und einem amerikanischen Produkt, während die Möglichkeit zur Informationsverarbeitung manipuliert wurde. Im ersten Analyseschritt wurde gezeigt, dass Deutschland sowohl implizit als auch explizit kompetenter aber auch implizit wärmer wahrgenommen wurde als USA. Weiters wurde die implizite Wärme eines Landes insbesondere bei einer spontanen Produktwahl relevant, während die explizite Kompetenz bei einer durchdachten Entscheidung Vorhersagewert besaß. Dieser Einfluss war derart gerichtet, dass höhere implizite Wärme Beurteilungen in spontanen Situationen und höhere explizite Kompetenz Bewertungen in durchdachten Situationen für Deutschland die Wahl einer deutschen Digitalkamera begünstigten. Es werden Erklärungsansätze sowie praktische Implikationen und Limitationen der Studie im Detail diskutiert.

Curriculum Vitae

Personal Data

Name	Ada Sil Patterer, BA
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Nationality	Austria

Education

Oct 07 – today	University of Vienna, Austria Diploma Studies Psychology
Mar 09 – Jan 14	University of Vienna, Austria BA Korean Studies
Aug 11 – Dec 11	Georgetown University, Washington D.C., USA Non-EU Student Exchange Program
Sept 99 – Jun 07	Stiftung Theresianische Akademie Wien, Austria Secondary school

Work Experience

Dec 14 – today	Herbert Jilg Beratung & Training GmbH, Vienna, Austria Training Assistant
Apr 13 – Sept 13	Robert Bosch Korea Ltd., Yongin, South Korea Intern - Project Team: Ramp up of Gasoline Systems Korea
Oct 12 – Mar 13	Robert Bosch GmbH, Stuttgart, Germany Intern - Human Resources and Organizational Development
Oct 10 – Aug 12	University of Vienna, Austria, Department of East Asian Studies Research Assistant

Additional Skills

Languages	German (native), English (fluent), Korean (conversant), French (basic)
IT	SPSS, MS Office