



universität
wien

MASTERARBEIT / MASTER'S THESIS

Titel der Masterarbeit / Title of the Master's Thesis

„CONSUMER CULTURE POSITIONING AND BRAND
SCHEMA EVALUATIONS: THE ROLE OF IN-
GROUP/OUT-GROUP BIAS“

Verfasst von / submitted by

Evelin Ivanova Gitsov, BSc

angestrebter akademischer Grad / in partial fulfilment of the requirements for the degree of
Master of Science (MSc)

Vienna, 2023

Studienkennzahl lt. Studienblatt /
degree programme code as it appears on
the student record sheet:

UA 066914

Studienrichtung lt. Studienblatt /
degree programme as it appears on
the student record sheet:

Internationale Betriebswirtschaft

Betreut von / Supervisor:

ao. Univ.-Prof. Mag. Dr. Katharina Auer-Zotlöterer

Acknowledgements

First and foremost, I would like to express my gratitude to Dr. Milena Micevski for her help, expertise, advice, and patience. I also could have not completed my thesis without the support of other members of the Chair of International Marketing at the University of Vienna, who assisted me whenever needed.

I am also grateful to my team members at Henkel CEE for their advice, guidance, and support.

Finalizing my paper would also have not been possible without my best friend Iskra, who assisted with the translation of the scales for the main study.

A “Thank you” is also owed to my parents, who didn’t stop pushing me until the very end.

To my husband and children, for their unconditional love and much needed support and understanding.

Extract

To progress into the structure of this thesis, two of the many factors that influence the choice of positioning strategy, and which also often play a role in the formation/organization of schema, are personality and collective identity. Therefore, the present work contributes to marketing research in that it delves into the topic of ad-brand incongruity through the vantage point of Social Identity Theory and draws conclusions based on empiric research conducted in Austria by testing consumer preferences using an existing domestic brand – the chocolate manufacture Zotter.

Contents

1. Introduction	0
2. Theoretical background	3
a. Consumer Culture Positioning	3
b. Brand Schema	12
c. Ad-Brand Incongruity	15
d. Social Identity Theory	17
e. Consumer ethnocentrism vs Consumer world-mindedness	20
3. Hypothesis development	23
4. Moderators	25
a. Preference for authenticity	25
b. Consumer Ethnocentrism	26
c. Ad skepticism	27
d. Product Category Involvement	28
5. Methodology	28
a. Research Design	28
b. First Pre-Test	29
c. Second pre-test	30
d. Main study	31
e. Print Advertising	33
f. Construct Measurement	38
g. Data Collection	38
h. Demographics	38
6. Data Analysis	39
a. Reliability analysis	39
b. Manipulation check	40
7. Main Analysis	43
a. Hypothesis 1	43
b. Hypothesis 2	44
c. Hypothesis 3	45
i. Consumer characteristics as moderators	45
ii. Moderated Multiple Regression	46
iii. Hypothesis testing	47
d. Hypothesis 4	48
e. Hypothesis 5	49
f. Hypothesis 6	50

g. Summary of results	52
8. Discussion	55
9. Conclusion	57
Annex 1	63
Annex 2	64
Annex 3	65
Annex 4	68
Annex 5	78
Annex 6	79
Annex 7	89

List of Figures

Figure 1: Bulgarian Rose oil advertising	5
Figure 2: Stiegl example of LCCP	5
Figure 3 Coca Cola's GCCP example	7
Figure 4: Nike's GCCP example "Just do it"	8
Figure 5 Red Bull's advertising theme	9
Figure 6 Benetton`s campaign with an accent on humanity	9
Figure 7 Häagen-Dasz's use of foreign language symbols.	10
Figure 8 Volkswagen's use of the German "Fahrvergnügen" in English ads.....	11
Figure 9: Austrian brand Chin Min, positioning themselves through FCCP	11
Figure 10 Chiquita logo	12
Figure 11 Hierarchical levels of the product category schema.....	13
Figure 12 Brand Schema example.....	15
Figure 13 Framework Westjohn, 2012.....	18
Figure 14 "For Upper Austria. Buy regionally, secure jobs"	22
Figure 15 Conceptual model	23
Figure 16 Ad Simulation: LCCP	31
Figure 17 Ad Simulation FCCP	32
Figure 18 Ad Simulation GCCP	32
Figure 19 Ad Simulation: Control.....	32
Figure 20Chocolate ad example: Godiva	35
Figure 21 Chocolate ad example: Cadbury	35
Figure 22 Chocolate ad example: Lindt.....	36
Figure 23 Milka "One piece and you're there"-campaign, Example A.....	37
Figure 24 Milka "One piece and you're there"-campaign, Example B.....	37

List of Tables

Table 1 Ad-Brand In-/Congruity & CCP	17
Table 2 In- and out-group bias concepts' interaction	21
Table 3 Individual group sample sizes	39
Table 4 Manipulation Check	42
Table 5 Incongruity Mean & SD per CCP ad	44
Table 6 Ad Attitude Mean & SD per CCP ad type	45
Table 7 Consumer characteristics Mean & SD	45
Table 8 Consumer Characteristics Means per CCP ad	46
Table 9 SPSS Output Hypothesis 3	48
Table 10 SPSS Output Hypothesis 4	49
Table 11 SPSS Output for Hypothesis 5.1 (GCCP)	49
Table 12 SPSS Output for Hypothesis 5.2 - FCCP	50
Table 13 SPSS Output for Hypothesis 6.1 - GCCP	51
Table 14 SPSS Output for Hypothesis 6.2 - FCCP	51
Table 15 Summary of Results H3-H6	55

List of Annexes

Annex 1	First PreTest
Annex 2	Second PreTest
Annex 3	Filler Ads
Annex 4	Questionnaire Design
Annex 5	Demographics
Annex 6	SPSS Output
Annex 7	Deutschsprachiger Abstract

Table of Abbreviations

AdAtt: Ad attitude

AdCred: Ad Credibility

AdSkep: Ad Skepticism

BrAttr: Brand Attractiveness

BrFAM: Brand Familiarity

CET: Consumer Ethnocentrism

FCCP: Foreign Consumer Culture Positioning

GCCP: Global Consumer Culture Positioning

LCCP: Local Consumer Culture Positioning

PBF: Perceived Brand Foreignness

PBG: Perceived Brand Globalness

PBL: Perceived Brand Localness

PCIn: Product Category Involvement

PrefAut: Preference for authenticity

PrIn: Product Involvement

1. Introduction

Bringing even one single product to the market is a process carefully planned within companies by teams of scientists, sales representatives, business planners, brand managers and many others that have to work closely together to correctly choose the elements of the marketing mix – be it the standard 4 Ps (Product, Price, Place, Promotion) or the extended, upgraded version which adds three additional ones – people, process, physical. A launch is a very complex process, sometimes it can take months, even years to identify the correct features to develop and/or communicate, the target audiences, the right pricing and channels, the suitable positioning. Looking in detail into every single step would result in a very extensive academic analysis with many focal points. Thus, this thesis will only deal with one aspect – positioning. Seeing as how nowadays due to trade treaties, economic and political unions across countries (which have resulted in free trade and more open markets), brands have been able to profit off of globalization by reaching foreign clientele across country borders, it is not surprising that this element of the marketing mix is of such interest to researchers. Logically, entry into more markets can lead to increased sales, on the one hand, and access to new/ possibly cheaper suppliers, on the other hand, just to name a few examples.

Delving into the subject at hand, namely positioning, if carried out correctly, it can be a very powerful tool in communicating to the recipient of the marketing message as to why they should care about the brand/product/service. In other words, as Feistinger (1957), puts it, quoted in Westjohn (2016), for a brand to create its positioning strategy, it means to intentionally create a unique image for itself in the mind of the targeted customers that fits with either the lifestyle, the values or the culture that said consumers identify with. And to build on that, consumer culture, according to one of many interpretations, is perceived as a *“a system in which the transmission of existing cultural values, norms and customary ways of doing things from generation to generation is largely understood to be carried out through the exercise of free personal choice in the private sphere of everyday life”* (Arnould & Thompson, 2005). Subsequently, this is relevant to marketing research in that “free personal choice” covers also purchase decisions made by individuals. Thus, taking also into consideration, the influence that globalization has had on a number of fields, it is not surprising that the so-called western-style consumption culture, commonly referred to as global consumer culture, has been a matter of extensive research so far (Alden et al, 1999; Nijssen/Douglas, 2011; Westjohn, 2012). In brief, three consumer culture positionings have been outlined so far – local (LCCP), global (GCCP), foreign (FCCP). According to Alden (1999), each one of them can be described as

positioning the brand as a symbolic representative of the respective culture. And even though a great deal of academic effort has been exerted into focusing on GCC and the different factors that influence it, a lot of marketing research has also analysed the relation of consumer responsiveness towards the other two consumer cultures – local and foreign, often times comparing them to GCC (Westjohn, 2016; Njissen/Douglas, 2011). Even though one might be under the impression that the three are antipodes, and a brand can be positioned solely on one of them, however it can also be placed *“predominantly on one of the three types while incorporating elements of other types of positioning”* (Alden et al,1999).

Investigating how positioning a brand/product or a service according to the different consumer culture positionings affects purchase behaviour has been facilitated by the fact that companies with different scales have been using consumer culture positioning strategies when marketing their brands for quite some time now – chocolates and sweets advertising as Swiss, coffee roasts from South America, fast-food chains available all over the globe, just to name a few typical examples. Notably, consumers are overflooded with information from businesses trying to gain a spot in the awareness set of every current or prospect customer. To overcome this hurdle and reduce uncertainty, individuals organize the knowledge they gather regarding brands and products into categories and schemata. In other words, they are exposed to stimuli provided by a brand, e.g. an ad, which is being processed and stored into a consumer’s mind accordingly. On occasion, the stimuli provided in advertising contradicts the already existing brand schema (or the construct which is mentally applied to organize knowledge about a product’s attributes, the benefits that these bring, it’s image, pricing, and position in the market), from which arises an incongruity between advertising and brand positioning, as per Halkias (2015). Previous research, conducted by Halkias & Kokkinaki (2016) in the subject indicates that such inconsistencies can be resolved depending on the level of incongruity, and also that moderate incongruity to existing brand schema can actually be used as a marketing tool as consumers have been recorded to react positively in such settings.

To progress into the structure of this thesis, two of the many factors that influence the choice of positioning strategy, and which also often play a role in the formation/organization of schema, are personality and collective identity. Therefore, the present work contributes to marketing research in that it delves into the topic of ad-brand incongruity through the vantage point of Social Identity Theory and draws conclusions based on empiric research conducted in Austria by testing consumer preferences using an existing domestic brand – the chocolate manufacture Zotter. To summarize the findings of this paper, it managed to confirm that a

Local CCP ad would be perceived as most congruent when the brand in question is a domestic one. However, the analysis whether a GCCP ad would be considered less incongruent in comparison to a FCCP ad, could not provide any consequential results. Building up on schema incongruity and the moderate level of incongruity, it was hypothesized that a GCCP (as the moderate level) would result in a more favourable ad attitude, compared to LCCP and FCCP, however, this hypothesis could not be confirmed. What was analyzed as well was the role of a set of consumer characteristics as moderators on the relationship between incongruity and ad attitude. It was speculated that both Preference for Authenticity and Consumer Ethnocentrism would positively influence this relationship, where cases of an LCCP ad were concerned. Nevertheless, this thesis failed to prove such moderating effect. Furthermore, it was considered that for the incongruent positionings, Ad Skepticism and Product Category Involvement would negatively influence the interaction between Incongruity and Ad Attitude. Altogether, the only moderating effect that could be established was that of Product Category Involvement for the FCCP ad.

This thesis will be presented withing 8 sections, starting with the introductory part, which essentially represents an executive summary of the research, briefly presenting previous academic findings and how these are relevant to the subject and offering an insight into the contribution that the thesis has to offer. Following that, the second segment – “Theoretical Background” reviews in detail all the essential concepts that have been applied, presenting definitions, previous discoveries of academic research and theoretical frameworks that are relevant in this case, namely:

- The three types of consumer culture positionings
- Product category, brand and ad schema
- The matter of ad-brand incongruity
- The relevance of Social Identity Theory

Following the literature analysis, the hypotheses (four in total) which were postulated and tested empirically within this thesis are presented, starting with a schematic study design (Fig. 16). The latter is then followed by a discussion of the results and a conclusion, drawn from the findings.

2. Theoretical background

a. Consumer Culture Positioning

As already mentioned in the introduction, for a brand to create its positioning strategy, it means to intentionally create a unique image for itself in the mind of the targeted customers that fits with either the lifestyle, the values or the culture that said consumers identify with (Festinger 1957, in Westjohn 2016). One of the most commonly used criterium by which brand positioning is based can be the country of origin, or the culture within which the image is defined. Based on previously completed extensive research on consumer culture positioning strategies, some important takeaways can be outlined about all three types – e.g. why one would be preferred to others, when would which each one be more successful and nevertheless, what unites or differentiates them all. First and foremost, it is worth noting that consumer culture positioning and country of origin of the brand do not necessarily coincide – e.g. in one (or some) market(s) a brand can be positioned as a domestic label, while in others it can position itself as global. A central work in the matter of defining and categorizing the positioning strategies in question is the paper by Alden et al(1999) regarding brand positioning in North America, Asia and Europe. In this work the authors start off by emphasizing the importance of semiotics as the basis for all – regardless of whether a brand wants to position itself as local, foreign, or global, they are going to use verbal, visual or thematic signs to accomplish their goal. To continue this train of thought, they go a step further in their analysis of the commonalities all three positioning strategies share and define the ingredients of a cultural symbol set as “language, aesthetic styles, and story themes”. Even though, each positioning type stands for something distinguishable, all three do not completely exclude each other. As a matter of fact, as mentioned above, it could so happen, that a brand is positioned using primarily one, but also involve elements of the other two. Before going in detail into the specifications of each CCP said paper by Alden et al.(1999) conceptualizes the global consumer culture positioning strategy as one that “*identifies the brand as a symbol of a given global culture*”. It also provides definitions for local consumer culture positioning strategy as one which “*associates the brand with local cultural meanings & reflects the local culture’s norms and identities*” and finally, for foreign consumer culture positioning strategy as being a strategy that “*positions the brand as symbolic of a specific foreign consumer culture*”. Nevertheless, all three positioning strategies are scrutinized more thoroughly, also applying real life advertising examples in the following paragraphs.

To delve further into the subject, if a brand opts for a local consumer culture positioning (LCCP), it is not most likely to try and associate itself with some foreign symbol. This owes to the fact that, as mentioned in the introduction part of this paper, LCCP is aimed at facilitating an association between the brand and the local culture, be it by using the corresponding language or emphasizing some cultural symbol, etc. The focal point in this model lies in the origins of the product – here the intention is to emphasize that the good is basically produced by local people for local people and as such falls in perfect harmony with the customs or the way of living typical for a specific country or geographic area. Thus, advertising that accentuates the domestic background of the product is characterized by the use of local language, even slang sometimes. Therefore, to a big extent, brands that position themselves as local are “*often associated with trustworthiness and value*” (Schuiling and Kapferer 2004, quoted in Westjohn, 2016). Concerning aesthetics – such brands normally go for colours (e.g. those of the national flag), shapes and design styles or symbols that would come across as typical for the culture, with which they are trying to associate themselves. A very conventional example, that well illustrates this point, is perhaps the retail sale of Bulgarian rose oil – the product is usually offered in packaging that resembles an old-time flask decorated with the typical Bulgarian embroidery clothing or the colours of the flag (Figure 1). It is most often advertised through images of young women, dressed in the traditional folk costume, picking roses in the green fields, which on its own represents the story theme of workers which is often used in tales & songs in the local culture. In practice, this LCCP is often very successfully applied with fruits, vegetables and other foodstuffs (e.g. dairy products, meat) that are normally cultivated in the area. Another good example for communicating an LCCP is the campaign of Austrian beer producer Stiegl. They use the colours red and white, identical to the ones of the country’s flag and apply slogans referencing the brand’s belongingness to local culture (Figure 2) – “This is the taste of Austria”.



Figure 1: Bulgarian Rose oil advertising



Figure 2: Stiegl example of LCCP

In addition to the statements made in the previous paragraphs about LCCP in relation to other consumer culture positionings, the clarification should be made at this point that a comparison

“LCCP vs. global consumer culture positioning (GCCP)” should not be interpreted as “*standardized versus adapted marketing strategies*” (Alden, Steenkamp, and Batra 1999). A Global CCP is, as already mentioned, a consumer positioning strategy, which aims to associate a brand with the global culture. What lays in the foundation of this approach is the concept of “globalisation”. The Cambridge Dictionary refers to “globalisation” as the term, used to describe “*a situation in which available goods and services, or social and cultural influences, gradually become similar in all parts of the world*”¹. Hence, advertising a product as one which is being consumed by people all around the globe, would signal that it is available overall, implying superior quality and that, further, by consuming the good/service in question, individuals can more easily identify themselves as parts of the global culture. Naturally, such advertising is created in English (the most common language), sometimes referencing popular phrases, and attempts to approach the audience targeting it based on attributes that transcend mother tongue or local culture – e.g. addressing universal values like happiness (beverage brands like Coca Cola, Fig. 3), sports aficionados everywhere (Nike, Fig. 4), adrenaline seekers (Red Bull, Fig. 5) or customers in general as part of humankind (the “United Colours of Benetton” campaigns that stress the role of humanity over religion and politics, Fig. 6). As regards the aesthetic styles, these are usually noticed in the logo designs. A typical case here, for example, would be a logo that has incorporated in itself a globe (AT&T), or, on the other hand, geometrical forms that would not make a reference to some specific culture (MasterCard). Further, the exemplary story theme in the case of GCCP is usually the image of the urban young professional, who wants to get the best out of life and finds it in the consumption of the very same product, offered in New York, London, Milan and everywhere else, for example.

¹ <https://dictionary.cambridge.org/dictionary/english/globalization>



Figure 3 Coca Cola's GCCP example



Figure 4: Nike's GCCP example "Just do it"



**Vitalizes Body
and Mind.®**



**ONE CAN
AND YOU CAN.**

RED BULL GIVES YOU WINGS. 

Figure 5 Red Bull's advertising theme



Figure 6 Benetton's campaign with an accent on humanity

Last, but not least, marketers can opt for the Foreign consumer culture positioning (FCCP) when positioning a brand. In its essence this consumer culture positioning strategy represents “a brand whose personality, use occasion, and/or user group are associated with a foreign culture” (Alden et al, 1999). This is most commonly accomplished by using brand names or slogans in foreign language – the American ice cream brand, named Häagen-Dazs, which uses

“umlauts” in advertisements to signal a foreign nature (Fig. 7); the car manufacturer Volkswagen, which used the German slogan “Fahrvergnügen” in ads in the USA (Fig. 8), are just some examples. Two further cases of FCCP are both Chin Min cosmetics, produced in Lower Austria. This brand has a foreign name, written on the packaging and communication materials in a font and colour that reference Eastern cultures (Fig. 9). Such positioning is easy to implement with product categories which are perceived as exemplary for specific countries or regions of the world – e.g. Swiss chocolate products, Italian fashion, caffeine products from Latin America, etc. Here again the aesthetics are represented through colours, shapes or symbols that would create a reference to the foreign culture – just like the biggest distributor of fruits and vegetables that is Swiss-based – Chiquita (Fig. 10) whose logo depicts a lady, wearing typical South American clothing and holding a fruit basket on her head. As regards the story-telling narrative in FCCP, that depends on the image of the foreign culture in question – e.g. brands which advertise themselves as Italian opt for displaying a stylish, lavish lifestyle. Brands that strive to be associated with southern cultures would opt for advertising which appeals to the more emotional side of consumers, while on the other hand, a positioning association with northern cultures would accentuate more on logical and functional characteristics – e.g. precision, quality, etc.



Figure 7 Häagen-Dasz's use of foreign language symbols.



Figure 8 Volkswagen's use of the German "Fahrvergnügen" in English ads



Figure 9: Austrian brand Chin Min, positioning themselves through FCCP



Figure 10 Chiquita logo

b. Brand Schema

As previously discussed in brief, consumers are exposed to enormous amounts of information, stemming from the market, which needs to be processed and organized. Generally, a semantic network of mental connections humans form in their brains is what is referred to as “*schema*” and as it is further developed through interaction with one’s social environment, it is what allows us to (subjectively) encode, store, and decode bits and pieces of information we collect every day, per Hye Jin Yoon (2013). Naturally, people in their role as consumers, are exposed to a great deal of information coming from the market and given the complexity and the scale of the latter, they develop a large number of schemata – e.g. about products, products’ features, brands, etc. depending on the extent to which they are active in market transactions. The most straightforward schema represents consumers categorizing objects based on some feature of theirs which is similar/comparable to that of others. On the other hand, in a more complex way, consumers may also develop a schema based on products’ ability to satisfy the same goal regardless of the fact whether they can be put in the same classification (commonly referred to as goal-driven). Or they could also form a schema that regards the relations of brands to advertising/market positioning (market-based) – e.g. statements like “Better brands use advertising more often and more heavily”.

All in all, the more knowledge consumers gather from the market, the more sophisticated their schemata become. However, the ones that are most relevant to marketing research and this paper as well, are three types – product category schema, brand schema and ad schema, depicted in the graphic in Fig.8 as represented in Halkias (2015). The first can be explained as the categorization of products into groups based on distinct features that they possess and share with one another. This schema also provides cues about how the members of one homogenous product group are related to those of other categories. According to prior research, product category schema has a hierarchical structure with three positions – the superordinate, the basic and the subordinate levels. The superordinate, being the first layer, is where the differentiation begins to occur, however there are still resemblances between members of categories. The basic level is where the features of products are considered in more detail and the most similarities and differences within the product category are represented. In the last phase, at the subordinate level, members in a category have, all in all, the most similarities amongst each other, because here distinction is drawn with the most precision (Hoyer and MacInnis, 2008, Meyers-Levy and Tybout, 1989, Sujan and Dekleva (1987) in Halkias, 2015).

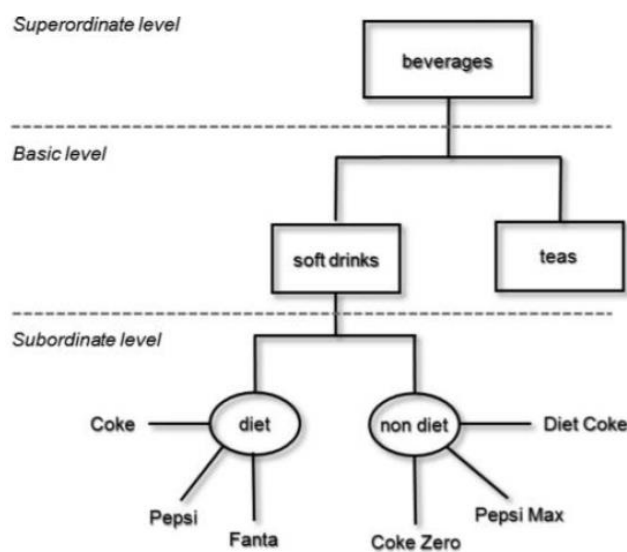


Figure 11 Hierarchical levels of the product category schema

Ad schema, in turn, is formed in an attempt to organize knowledge about the way advertising is done, it's different types and the tools used, etc. As normally consumers are frequently exposed to repetitive advertisements or to the same stimulus in various formats (same visuals, slogans, branding etc. delivered through different channels), forming certain expectations

about some type of advertising gets easier. To delve a step further in the ad schema, it contains bits and pieces of information related to the "standard" settings - the theme of visuals, the content of slogans, the background and typical personas, the features accentuated. What is more, in their essence, these structures of knowledge (about ads) are generally centred around previously collected product category knowledge. Therefore, a consumer would expect that advertisements for sports cars, for example, would have similar, if not the same theme and content. However, for brands that enjoy higher familiarity, ad schema is normally based on brand knowledge.

Last, but not least is the consumer schema, which has relevance for the purposes of this paper - the brand schema. It addresses the process of organizing consumers' knowledge stemming from the market into categories which are connected to specific concepts in one's mind (Halkias, 2015). In other words, it typically revolves around a product's attributes, the benefits that these bring, its image, pricing, and position in the market. So therefore, the brand schema combines both subjective and objective statements, in that a feature is functionally attributed to a brand and its worth is evaluated by the individual creating the schema. What is more, in some cases, the characteristics contained in a brand schema can be not the ones, that would usually come in association with the brand in question. This owes to the fact that the consumption of products of a specific brand sometimes goes beyond serving the standard needs that the good is supposed to satisfy or to the fact that sometimes a brand would not be considered the standard representative of a product category (Halkias, 2015).

At this point, it is worth noting that even though ad schema is defined by product and brand knowledge, it can also have some influence over the other two. And even though a certain stimulus might activate only one of the three, it could also activate all three to a different extent. And even though all three types of schema, which are marketing relevant, exist in an interchangeable relationship, the one which has some weight over the others is brand schema, in that it regulates the effect of product and ad schema and has the biggest influence over consumers' decisions.

Nowadays, professionals working in brand management invest enormous efforts into building up brands and simultaneously reinforcing their image with the purpose of making consumers well aware of their offer and gaining a top-of-mind position. As normally most of the stimuli used in advertising are organized around the brand itself, the amount of information that the receiving side of marketing communication (namely the consumer) needs to assimilate, and process is vast. Therefore, it comes as no surprise that "brand" and all terms related to it have

been of interest to researchers and a subject of conceptualisation. Some, around which brand schemas are typically organized, are brand image, brand associations etc. The former represents a set of important impressions that consumers have collected and attach to a brand, and the latter – some outstanding features that the consumer relates to the product.

Thus, ultimately, as mentioned in above paragraphs, a brand schema is the construct that organizes a body of knowledge in its entirety. It contains both objective and subjective (feeling-related) statements. Furthermore, some scholars argue that the aggregate that the brand schema is, can be divided into subsets that reflect various brand-related concepts such as the brand image. This can be observed in Fig. 13, for instance, which represents an exemplary brand schema for the luxury car brand “Mercedes”, put together for the purposes of this thesis. It can be observed that the individual who has created it has specified both impressions they have collected about the brand and functional features they attach to “Mercedes”.

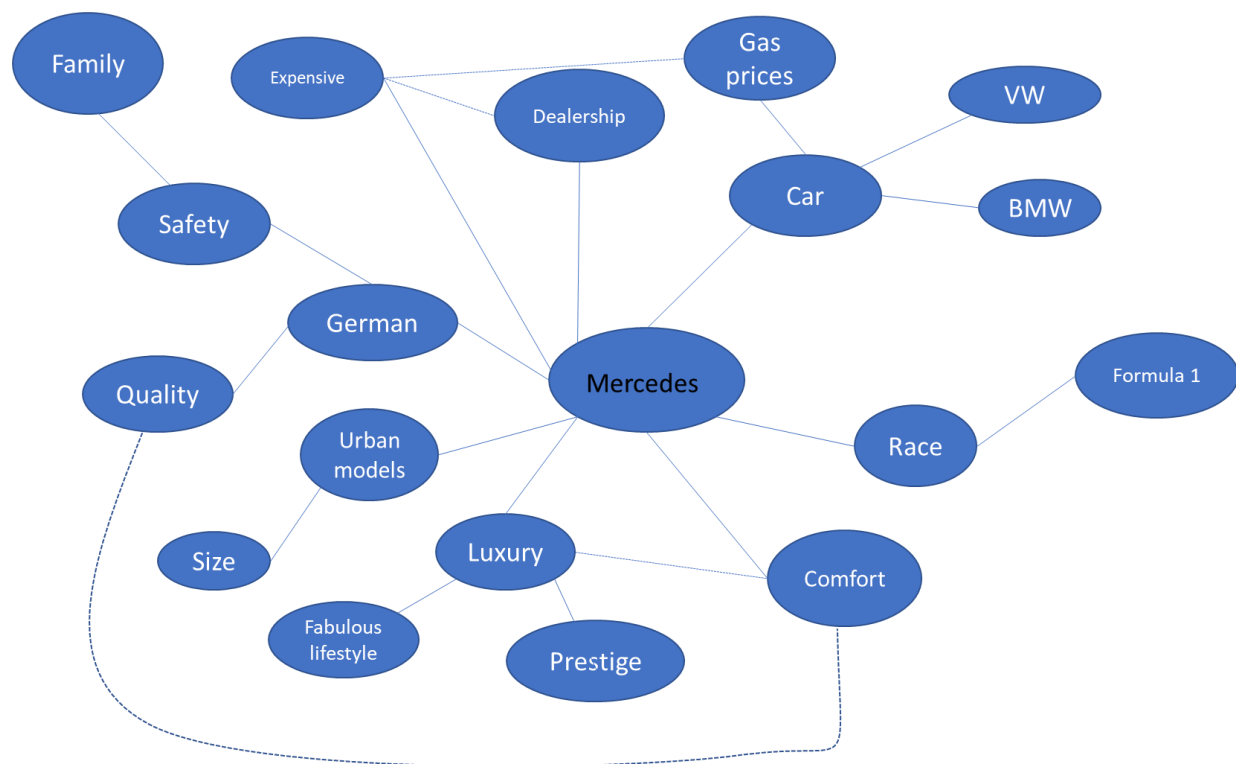


Figure 12 Brand Schema example

c. Ad-Brand Incongruity

After reviewing the two types of schemata in the previous subsection, namely brand and ad schema, it is important to also review the correlation between these two. Particularly, in the

case that consumers perceive a mismatch between the brand schema they have already established for themselves for a specific brand and a stimulus element of an advertisement for said brand. In this particular case, we will be looking at the country of origin of the brand according to consumer perception. Studying the influence that the country of origin has is not new to marketing researchers. For many years they have been focusing their efforts around examining the advantages a brand can enjoy when being associated with a particular country of origin, be it the actual country of manufacture or not. One such example is the paper of Jaffe & Nebenzahl (2006, quoted in Halkias, Davvetas, Diamantopoulos (2016)). To elaborate, consumers can categorize brands according to their country of origin as either global or foreign, or local. Perceived brand globalness is defined as the extent to which “*consumers believe that a brand is marketed in multiple countries and is recognized as global in these countries*” (Steenkamp et al., 2003, p. 54, in Halkias, Davvetas, Diamantopoulos, 2016). As a rule, consumers perceive global brands as being of high quality due to their worldwide availability and ability to satisfy demand in different markets and consumer segments (Holt, Quelch, & Taylor, 2004, In Halkias, Davvetas, Diamantopoulos, 2016). Moreover, global brands have been found to bring about associations with (a) strong functional value, (b) enhanced symbolic benefits, and (c) identity-expressing capabilities (Özsomer, 2012; Steenkamp et al., 2003; Swoboda et al., 2012).

Simultaneously, global brands are perceived as status symbols, carrying prestige and social recognition (Özsomer, 2012; Steenkamp et al., 2003). However, the same can be noted for foreign brands, according to research, especially in emerging markets. Batra et al (2000) have studied this phenomenon in India. In their research they define perceived brand foreignness or nonlocalness as “*the perception that the brand is marketed locally and in foreign countries, instead of only locally.*” Although some brands are clearly local (e.g., Taaza tea in India), and others clearly nonlocal (e.g. Coca-Cola), many have a "hybrid" origin (e.g., BPL-Sanyo TV sets, in India). In addition, they argue that even though some brands may have a spread-out non-local image (due to e.g. production in multiple countries), consumers still associate them with some primary (foreign) CO.

Last, but not least, the concept of “perceived brand localness” has to be reviewed as well. In previous academic papers it is defined as the extent to which a brand is “*being recognized as a local player and a symbol or icon of the local culture*” (Swoboda et al., 2012, p. 72). A characteristic of said local brands is their ability to adapt to local taste and satisfy needs or desires, typical for a distinct local consumer group. As a matter of fact, local brands are not

perceived as merely local produce, but as proud representatives of the local community (Dimofte et al., 2008, In Halkias, Davvetas, Diamantopoulos, 2016).

Previous research has helped outline three levels of (in)congruity: congruity, moderate incongruity and extreme incongruity. In general, some stimulus that does not correspond to a pre-existing knowledge base (in this case the schema) brings about a state of dissonance. In this particular instance ad-brand incongruity in the context of CCP takes place when the positioning of the advertisement and the perceived cultural background of the brand (in said case the perceived brand globalness/foreignness or localness) do not match (Table 1). In alignment with schema incongruity theory, moderate discrepancies between schema and stimulus can be resolved auspiciously according, prompting *“more positive subsequent responses through a psychological reward mechanism (Mandler 1982; Meyers-Levy and Tybout 1989).”* (Halkias, Kokkinaki, 2016). In reverse, we speak of congruity if the ad, the consumer is exposed to, is associated to the same consumer culture as the one the brand is associated with. However, according to Törn & Dahlen (2008), whose work was quoted by Halkias & Kokkinaki (2016), exposing consumers to incongruent, rather than congruent ads leads to increased attention, better ad recall, and higher ad attitude.

Table 1 Ad-Brand In-/Congruity & CCP

	LCCP	FCCP	GCCP
PBL	✓	⊗	⊗
PBF	⊗	✓	⊗
PBG	⊗	⊗	✓

d. Social Identity Theory

After briefly reviewing how consumers organize their formed judgements and opinions on products and services, the next step is to assess based on what should a brand opt for a certain consumer culture positioning, so that they appeal to their target audience. One way, suggested in literature previously, is to look at it through the viewpoint of Social Identity Theory, first

stipulated by Tajfel and Turner (1979) in their work. And this is the next logical step, as personality has a major influence on the nature and outcomes of social interactions and the ways in which these are interpreted by the individual. Prior research (Linh, 2010) showed that consumers' brand preferences & loyalty are decided by the degree to which a brand's personality reflects their self-perception (e.g. Chinese are more prone to buying jewellery or furniture that has their cultural symbols or looks representative of their traditions). Moreover, identity is correlated to positioning strategy in that consumers are likely to cultivate behaviour patterns in line with their identity, meaning more likely to opt for a brand that they can identify with. For some product categories, it is also true that consumers actively seek out brands that would enable them to reinforce their personality and collective identity.

To delve further into the topic, Brewer & Gardner (1996) stipulate that there exist three layers of self-identity: individual, relational, and collective. The second and the third couple with social identities such as global and national identity. In his paper, Westjohn (2012) suggests a framework, which applies Five-Factor Theory of Personality to get from individualistic traits to collective identity, which is then linked to the way consumers react to CCPs via Self-Verification Theory (Fig. 13). However, Westjohn's rationale circles around only two out of three CCPs – global and local, opposing global and national collective identities. Nonetheless, this conceptualization can and will be used in this paper as a starting point in the analysis of the influence of Social Identity Theory on consumer preferences.

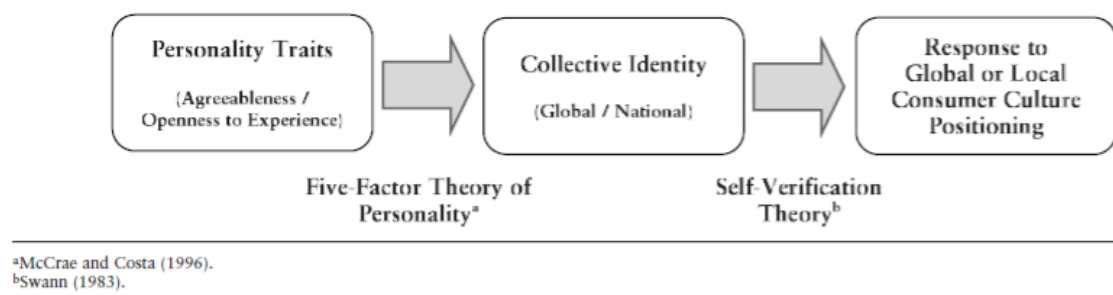


Figure 13 Framework Westjohn, 2012

First and foremost, it is suggested in research literature that people tend to create or build up their identity based on their viewing of the world as one entity. That is, if they are more willing to consider themselves as part of the whole wide world and are more globally oriented or if they tend to identify more with a local community. Furthermore, the other factor that plays a

role while one is constructing their identity are personality traits. According to previous work done in the field of consumer behaviour research (Mowen 2000), personality itself is responsible for a highly significant share of fluctuation in individual behaviour. Therefore, nowadays we have already many theories on personality, but perhaps one of the more widely recognized and applied ones (also in the case of Westjohn's framework) builds upon the five domains of personality – *agreeableness*, *openness to change*, *extraversion*, *conscientiousness*, *neuroticism*, which are also the ones laying out the foundations for Five-factor theory of Personality, conceptualized by McCrae and Costa (1996), as reviewed in Westjohn (2012). In contemporary research, the five traits are used as a “decoder” for explaining one's preference to different personality types and responsiveness to the types of advertising and brand loyalty.

In brief, the purpose of Five-Factor Theory of Personality is to represent the latter, keeping in mind additional influencing factors, outside of the already mentioned five. A major factor here is called “characteristic adaptations”, which is described as the set of learned skills, habits and beliefs, or in other words – aspects that represent the individualistic part of personality. Thus, what the Five-Factor Theory provides us with is a model, created to reflect both individual characteristics and fragments of collective identity. And what the theory manages is to make the link from personality trait to collective identity.

In addition, the personality traits expressed in the model in Fig. 13 – “agreeableness” and “openness to experience”, are chosen for further analysis of the topic in question, as they can offer the most relevance to positioning strategies and identity. As “agreeableness” is associated with terms such as “appreciative”, “kind”, “forgiving”, etc. and with common-goals and interpersonal relationships, this trait is commonly affiliated with collective identity. And furthermore, as it is expected to foster more interpersonal harmony, “agreeableness” matches on a next level to one's national identity. That is, because this sub-identity offers access to a like-minded group of individuals, which is easily approached and reached, and what is more – it can be characterized as an “in-group” characteristic.

The “openness to experience”, on the other hand, is detailed by constructs such as “curious” and “preference for variety”. Creative thinking and activities are said to be central to the interest in new cultural experiences, and desire to learn what spins the globe. Typically, people are born and raised into a specific national culture, so taking interest in some foreign civilization requires a certain level of openness to experience. Thus, that is why the second personality trait we review is linked to world-mindedness, which in Westjohn's work is viewed as connected

to Global Consumer Culture Positioning, and in other works, it refers to an “out-group”-state of mind.

However, seeing as how nowadays there exists a “global” market and consumers can have access to information now more than ever or can easily relocate for shorter/longer periods of time to other countries, other research does view the opposition of consumer culture positionings not only as a dual one (LCCP vs. GCCP), but including FCCP. Why? Because, even though, globalization and the emergence of global consumer segments carries the notion of an alignment of interests, activities and likeness towards brands, some studies (Kjeldgaard and Askegaard, 2006) reveal that the individuals in such segments tend to have varying understandings of cultural practices in the context of a global consumer culture. The concept of consumer world-mindedness, as mentioned above, reflects an affection for brands and/or products from different parts of the world, but not necessarily the world as a “global village” in particular. Therefore, consumers that can be ranked as “world-minded” could be ranked as having a positive attitude towards both FCCP and GCCP. It could even be stated that the success of global brands has paved the way for foreign ones looking to penetrate a market.

e. Consumer ethnocentrism vs Consumer world-mindedness

In this case, where we will be examining all three consumer culture positionings, looking at them through the prism of “agreeableness vs. openness to experience” would not suffice it. Hence, finding another pair of terms that influence consumers’ perception and disposition towards brand positioning in advertising, is needed. A conceptualization, fitting to the purposes of this thesis, is offered by Zeugner-Roth, Žabkar & Diamantopoulos (2015). This work digs deeper into Tajfel’s Social Identity Theory to examine in- and out-group bias (or the tendency to choose the respective group and its members, traditions, meanings, etc. over the other) by looking at consumer behaviour based on national identity as a pro-in-group construct; consumer ethnocentrism, as the anti-out-group concept; consumer cosmopolitanism as a pro-out-group construct and how these three interact with one another in both foreign and domestic purchase situations (Table 2).

Table 2 In- and out-group bias concepts' interaction

	Anti-	Pro-
IN-group	-	National Identity
OUT-Group	Consumer ethnocentrism	Consumer Cosmopolitanism

Per definition, National Identity is the extent to which individuals have a sense of belongingness to their own nation and how important that feeling is to them. The construct, in general, varies on a scale from “positive” to “negative”, however, for the purposes of this paper, we will only be looking at the positive aspect of it, because as a norm people hold a positive opinion about themselves, and logically about the nation they belong to. In-group bias, resulting from the prevalence of National Identity, is defined as *“feeling of attachment to the in-group, without making specific ex ante assumptions about the treatment of the out-group”* (Brewer 1999, Brewer and Gaertner, 2003, cited in Zeugner-Roth, Žabkar, Diamantopoulos, 2015), thus distinguishing itself from consumer ethnocentrism in this aspect, which assumes superiority of the in-group. Therefore, it can be stated that the National Identity is rather a pro-in-group construct, with no relation to the out-group.

Consumer ethnocentrism, on the other hand, is defined as the *“view of things in which one’s own group is the centre of everything, and all others are scaled and rated with reference to it”* (Sumner, 1906, in Zeugner-Roth, Žabkar, & Diamantopoulos, 2015). Consumer ethnocentrism can also be viewed as a sub-section of ethnocentrism which relates to the economic aspects of the matter, such as the concern that opting for foreign products could do damage to domestic employment and industries and can hurt the well-being of the nation. Therefore, for consumers that score high on consumer ethnocentrism it is of importance to buy domestic products over foreign ones, regardless of the quality or features, so as to protect domestic economy. It can also be implied that consumer ethnocentrism is both a pro-in-group and an anti-out-group construct. So naturally, it’s common for companies that accentuate their local origin and ties to local communities to create advertising campaigns, centred around ethnocentric themes, e.g. “Buy local”-slogans, just like the example in Fig. 14 from Upper Austria. A further example is Hofer’s take on offering regional products. In their communication materials, the supermarket chain claims that half of their produce comes from Austria, because *“Austria’s economy is one of the best in the world and ensures the preservation of nature with its rich diversity of species*

and varieties.” In their visuals they use wordplay to emotionalize Austrian consumers, altering the German word for groceries, so that it includes “love” (Fig. 15).



Figure 14 "For Upper Austria. Buy regionally, secure jobs"



Figure 15 Hofer's Campaign „Liebensmittel aus Österreich zum Hoferpreis“

Last, but not least, consumer cosmopolitanism describes “the extent to which a consumer (1) exhibits open-mindedness towards foreign countries and cultures, (2) appreciates the diversity brought about by the availability of products from different national and cultural origins, and (3) is positively disposed towards consuming products from different countries” (Riefler, Diamantopoulos, and Siguaw, 2012, p. 287, in Zeugner-Roth, Žabkar & Diamantopoulos., 2015). Therefore, it was previously mentioned in relation to Five Factor Theory’s “openness to change” and to foreign cultures. Some researchers even propose a distinction between consumers that score high on cosmopolitanism and tourists (that show interest into a foreign

culture while visiting it) and expats (which are spending time in a foreign cultural setting for only a limited period of time), because the first ones proactively express their interest in the unfamiliar and thrive in market settings where they have an assortment of non-domestic products to choose from. For cosmopolitan consumers, it is of importance to be able to treat themselves with experiences from all over the world.

3. Hypothesis development.

As stated in the beginning of this paper, its purpose is to research how Social Identity Theory intervenes with ad-brand incongruity in the specific case of consumers in the Austrian market - both people of Austrian descent and such individuals who are settled in the country for a longer period of time, but enough for them to understand and be able to identify with the domestic cultural symbols and meanings (for the purposes of the study this period has been defined as 6 years). The research has been conducted from the viewpoint of a domestic brand. The following hypotheses have been developed in relation to the scientific concepts reviewed in section “2. Theoretical Background”, based on the framework presented under Figure 16:

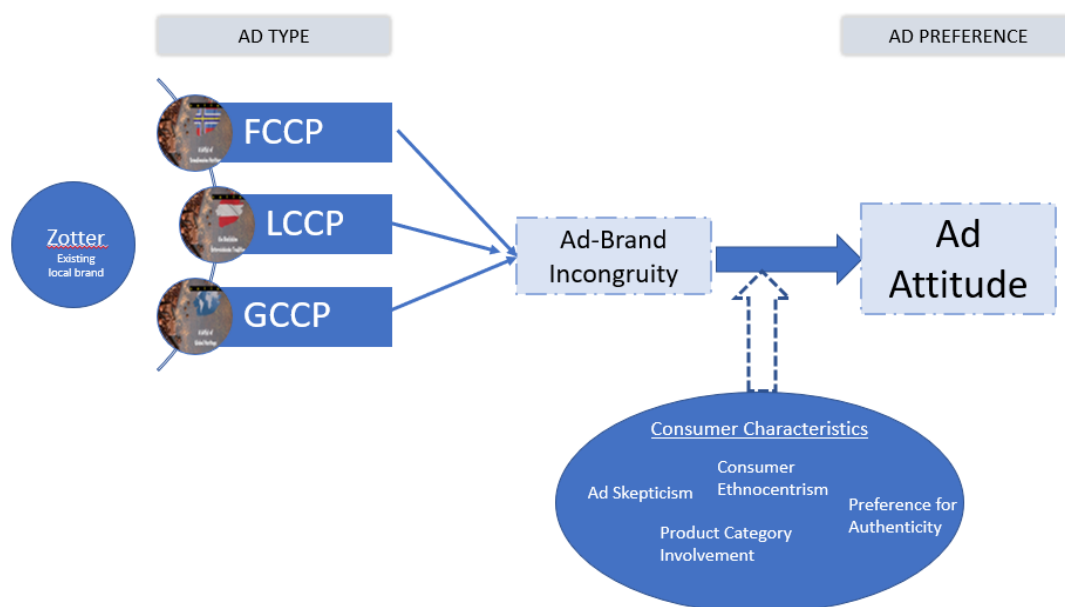


Figure 15 Conceptual model

As considered already in previous paragraphs, a brand can be positioned on any one of three CCPs or on a combination of any two. However, for a domestic brand a LCCP would be considered the standard. On the one hand, a positioning as a global brand will also be accepted

by consumers as it signals quality and worldwide availability, but in this case as less congruent one. On the other hand, FCCP will be perceived as less favoured and the least congruent one (Halkias & Kokkinaki, 2011;2014; 2016). As previously discussed, when reviewing PBL, PBF and PBG, global brands are oftentimes seen as of better quality. The practice already knows many examples of companies replacing a local brand with a global one - e.g. Frito-Lay taking Smiths Chips off the market to replace it with Lay's in the Netherlands, Vodafone or A1 taking over for local service providers in several countries. This is usually done for a number of reasons, such as “*economies of scale and scope in R&D, manufacturing and marketing*” (Yip, 1995, quoted in In Steenkamp, Batra, Alden, 2003), or that “*strategic appeal increases as meaningful segments of consumers around the world develop similar needs and tastes*” (Hassan and Katsanis, 1994), to name a few. Last, but not least, an argument most relevant to this paper, according to previous research in the matter, nowadays consumers perceive brands with a “global image” as superior to their local counterparts, quality and value being equal (Schocker et al., 1994, quoted in Steenkamp, Batra, Alden, 2003). Previous research (Alden et al, 1999) and practical examples, as well, can serve as proof that corporation oftentimes make use of image-enhancing effects by implying in their communication that a brand is of global origin by using elements such as a logo/slogan or the brand name itself, visuals etc. which signal that. Thus, for the first hypothesis it is assumed:

Hypothesis 1: A Local Consumer Culture Positioning will be perceived as most congruent for a domestic brand. Compared to FCCP, GCCP will be considered less incongruent.

Thus, deriving from Hypothesis 1, GCCP is considered the moderate level of incongruity – a mismatch, but one that can be resolved. Previous research on ad-brand incongruity stipulates that schema-congruent stimuli are processed without difficulties and as such they do not entice any additional incentives (Halkias, Kokkinaki, 2016). Whereas moderate incongruity affects consumers' attitudes towards the brand in a rather positive way. Generally, users depend on their brand schema to evaluate information, irrespective of the level of in-/congruity. As long as a thorough evaluation of the stimulus can be combined with brand schema knowledge, incongruity may be processed by the consumer and being able to resolve it could even bring satisfaction (Mandler 1982; Meyers-Levy and Tybout 1989, cited in Halkias & Kokkinaki,

2016). In the research conducted by Halkias & Kokkinaki (2016) on the levels of incongruity and their processing it was demonstrated that moderate incongruity ads were proven to positively intensify both ad and brand attitudes. In their paper schema incongruity was of semantic nature and was depicted through a pictorial element. In their paper they specify that *“to develop incongruity implies the use of some sort of pictorial rhetorical figure, which can increase the pleasure received from advertisements”*. Additionally, as mentioned previously GCCP brings about additional benefits, such as signalling worldwide availability and superior quality. Thus, for the second hypothesis in this research, the following is proposed:

Hypothesis 2: Concerning a local brand, a GCCP strategy would result in a more favourable ad attitude, compared to FCCP or LCCP.

4. Moderators

As discussed in previous paragraphs where incongruity was reviewed, the degree to which a consumer processes and is able to resolve ad-incongruity is broken through the prism of their individual personality – their preferences, experiences, and decision-making process. Existing research in the field of the relationship between identity and positioning strategy shows that *“identity is relevant to positioning strategy because people tend to develop attitudes and behaviours that reinforce their identity”* (Westjohn et al, 2012). Thus, people should normally engage in behaviours and actions that tend to bolster their identity. Therefore, for the next hypothesis, several consumer characteristics will be reviewed and their role as moderators will be investigated as part of the empirical study.

a. Preference for authenticity

The concept of “Preference for authenticity” has been reviewed by Nijssen and Douglas (2011) and defined as *“consumers’ desire for products, brands, and ideas that are representative of a culture”*. Consumers who value this characteristic are interested in products and services that are the offering of original brands or such with long-standing traditions, products which are characterized by a distinct design, even though there might exist a non-authentic product of better quality.

For the purposes of this thesis where the central point is a local brand, it is assumed that consumers who favour preference for authenticity would also be in favour of an LCCP, because this positioning strategy will be true and authentic to the brand identity.

b. Consumer Ethnocentrism

The second moderator, one which was already discussed in this paper, was part of the framework applied by Zeugner-Roth, Žabkar & Diamantopoulos (2015) when researching consumer attitudes towards positioning. Ethnocentrism, in its essence, as stated also in the previous subsection, represents a “*view of things in which one’s own group is the center of everything, and all others are scaled and rated with reference to it*” (Sumner 1906, p. 13, cited in Halkias & Kokkinaki, 2016). The narrower term “consumer ethnocentrism” is regarded as a form of in-group bias, which is economically founded. Even though on the one hand, this moderator can be viewed as an anti-outgroup bias which finds expression in attitudes such as fear of hurting domestic producers and service providers by purchasing foreign products and services or causing fellow countrymen to lose employment, on the other hand, consumer ethnocentrism can be categorized as a form of pro-in-group bias, characterized by an aspiration to protect domestic industries by buying locally. Nevertheless, Balabanis and Diamantopoulos (2004) observed that consumer ethnocentrism was a better predictor of consumers’ positive bias towards domestic products instead of a negative bias against products originating from specific foreign countries. Last, but not least, Nijssen and Douglas (2011) found that consumer ethnocentrism has a positive effect on consumers’ attitudes towards LCCP, whereas the construct was negatively correlated to FCCP and GCCP. Following what was reviewed in subsections a. and b. the next two hypotheses were formulated as:

Hypothesis 3: For the congruent ad (LCCP) the effect of ad-brand incongruity on ad attitude will be positively influenced by Preference for Authenticity leading to a more favourable add attitude for LCCP.

Hypothesis 4: For the congruent ad (LCCP) the effect of ad-brand incongruity on ad attitude will be positively influenced by Consumer Ethnocentrism leading to a more favourable add attitude for LCCP.

c. Ad skepticism

Skepticism towards advertising or ad skepticism was defined by Obermiller and Spangenberg (1998) as *“the tendency to dis-believe the informational claims of advertising”*. According to the two scholars, this concept is pre-defined by certain personality traits, experience on the marketplace, level of education and consumer socialization. Previous research in the matter has shown that consumers generally react with skepticism towards products/service advertising, which in terms results in behaviours such as trying to circumvent advertising claims and looking for information about the product or service elsewhere. Furthermore, according to Obermiller and Spangenberg (1998) *“other moderated responses include processing of the ads, formation of brand beliefs, attitude toward the ad, responsiveness to certain advertising tactics, and purchase intention.”* The two researched skepticism in relation to immediate response to ads, skepticism and behavioural responses to advertising (part of the scale, used to measure the correlation between these two constructs was adapted and used in the present paper) and lastly, skepticism as a moderator for ad appeal. To summarize the findings of their three-phased study, they found 1) that participants showed no preference for ads which were shown to consist of more informational content; 2) that participants who would be ranked as highly skeptical, are not for or against non-informational claims in advertising and 3) that skeptics react in a more positive manner towards emotional appeals in advertising. Moreover, even though they found only limited proof of this claim, their research also showed that highly skeptical participants had overall better responses towards advertising for products, for which they were highly involved. Moreover, in a later study, Obermiller et al (2005) investigated the connection between ad skepticism and ad appeal (translated to the purposes of this particular paper, the corresponding term to be regarded would be ad attitude) by testing the relationship between ad skepticism and informational vs. emotional appeal. The key finding of said work was that a strong relationship between ad skepticism and the attitude towards the two types of ad appeals was confirmed. Moreover, a distinction was made between the two types of ad appeals, confirming that participants who scored high on skepticism were less responsive to informational claims, whereas consumers who were highly skeptical did not differ in their response towards emotional appeals, compared to consumers who were low on skepticism. Therefore, drawing on these conclusions, in the present paper the following hypothesis was also stipulated:

Hypothesis 5: For the incongruent ads (FCCP and GCCP) the effect of ad-brand incongruity on ad attitude will be negatively influenced by Ad Skepticism.

d. Product Category Involvement

Product category involvement, in terms, has often been used as a moderator when researching consumer responses to advertising. The broader term *involvement* refers to the extent to which an individual perceives that some focal object is of relevance to them, based on their needs, interests, etc. In line with the Elaboration Likelihood Model, an individual's level of involvement during information processing is treated as vital for determining the route to persuasion. According to this model, persuasion occurs via a central route when one's motivation, ability and opportunity to process are high. The alternative to the central is the peripheral processing, which is based, for instance, on heuristic cues. Thus, in the field of marketing research, it is usually distinguished between two levels of involvement – low and high. A high level of product category involvement is usually connected to central processing, which signifies that the consumer will exert cognitive efforts to evaluate the cues he or she is presented with. In such settings, the individual is highly likely to aim their attention at cues like product attributes and performance information (Dens, De Pelsmacker, 2010).

For the purposes of this study, Product Category Involvement is being measured with a scale adapted from Halkias & Kokkinaki (2016), where during the study participants are asked to assess a set of statements evaluating their involvement with the chosen product category and the hypothesis up for testing has been constructed as follows:

Hypothesis 6: For the incongruent ads (FCCP and GCCP) the effect of ad-brand incongruity on ad attitude will be negatively influenced by Product Category Involvement.

5. Methodology.

a. Research Design

This section describes the method of constructing and conducting the empirical study and also explains the experimental design and why and how the pre-tests and main study were managed. The study was conducted through experimental design, in that a real domestic

brand was defined as subject of the analysis. The reason behind selecting a domestic brand existing on the Austrian market was for purposes of credibility. The brand itself – Zotter Chocolates was chosen after two pre-tests, assessing the familiarity and opinions of domestic consumers regarding a list of predefined brands. The suggestions were selected by online desktop research and discussions with Austrian nationals. The product category (chocolates) was a by-product of the choice of brand.

b. First Pre-Test

The first pre-test was organized with five domestic brands from different product categories:

- Giesswein: a sports shoes and clothing producer, based in Tirol. The goods, produced with Merino wool, are available online and in a number of outlets all across Austria. Moreover, the brand accentuates its Austrian heritage as a family-owned company.
- J. Hornig: started out as a family-owned goods trader in Graz in 1912. Today, the brand is known for coffee producing and coffee shops, as well.
- Matador: known as a children's toy producer that started out in 1899, based in Vienna. The wooden toys are distinguished by their design and have been patented since 1901.
- Palmer's: was chosen as a relatively famous underwear brand, which was founded over 105 years ago in Austria. However, due to their international availability and marketing strategy, they are often perceived as a global brand.
- Eisbär: produces ski hats and winter accessories since 1950. The brand is rather well-known among Austrians, as it is also the sponsor of the Austrian National Ski Team.

The survey consisted of the same set of questions for all five brands, randomized. The questions were listed as follows, in German:

- a. Do you know the brand XXX?
- b. How familiar are you with the brand XXX?
- c. What is your opinion of the brand XXX?
- d. In your opinion, where does the brand XXX come from?
- e. How sure are you, that the country you named in the previous question, is the correct one?
- f. To what extent do you agree with following statements:

- I relate the brand XXX to Austrian culture.
- I relate the brand XXX to a foreign culture.
- I relate the brand XXX to global culture.

In total, 31 responses were collected during the first pre-test, which was conducted and distributed online. Participants were only shown the logos of the above-mentioned companies. No additional visual stimuli were included. The answer forms were analysed using IBM SPSS Software, applying repeated measures ANOVA within subjects. However, results were not conclusive enough, as the brand familiarity for each one was below average and none of the 5 above mentioned brands could be used for the main study.

c. Second pre-test

For reasons stated in the previous paragraph, a second pre-test was prepared and carried out. Through a combination of desktop research and person-to-person discussions with locals being asked the question “Off the top of your head, which brand(s) would you name as an Austrian one?”, a second set of brands was defined. Suggestions such as Manner wafers or Almdudler soda were not kept into consideration, due to the fact that their country of origin is more than well-known. Three brands were selected for the second pre-test:

- Nöm: probably the biggest producer of dairy products in Austria. The brand name itself is an abbreviation of Niederösterreichische Molkerei (Dairy Production Lower Austria). Besides this, Nöm has also several brand extensions,
- Zotter: a fair-trade chocolate manufacture, based in Styria. The products are well-known for their artistic packaging design, which does not necessarily depict Austrian culture. However, their most famous design includes Gustav Klimt’s painting “The Kiss”.
- Puch (Wieser): Bicycle Producer from Styria that has been on the market since 1899. Their designs and products are very well-known within the borders of Austria, but also outside.

The same set of questions used for the first pre-test was applied in the second one and this time it was filled out by 41 participants. Participants were only shown the logos of the above-mentioned companies. No additional visual stimuli were included. The questionnaire was again created, executed, and distributed to participants online. Again, the results were analysed in

IBM SPSS Software, using repeated measures ANOVA within subject. Ultimately, the second test was repeated with only Zotter and Puch. The last version of pre-testing was intended to help define more clearly which one of two is the better choice for the main study. After analysing 34 response forms, the choice was made to go for Zotter Chocolates. Moreover, because the product category is a more typical one and chocolates are more often bought/consumed, compared to bicycles.

d. Main study

As mentioned before, the main study was designed to include an existing domestic brand, which would be presented in LCCP, FCCP and GCCP print advertisement settings to separate groups of participants. The main study was designed as a three CCP ad types x 1 real brand / brand schema full factor, between-subjects experimental design. The hypotheses are tested with IBM SPSS Software, through ANOVA (Analysis of Variance) and moderation analysis.

There are the three levels of CCP ad type which were also previously reviewed in Section 2 Theoretical Background, namely LCCP, FCCP and GCCP and one level on brand schema, the domestic brand Zotter (chosen after pre-tests 2 and 3). The degree of ad-brand incongruity was handled through the pictorial component of a print ad. The verbal elements and ad format were similar across conditions. The four different ads were developed via an online design platform (www.canva.com) to create the three CCPs, plus one “control” version (Figures 12-15). Each visual has the same theme and “construction” – the variable components to reflect the CCPs are the text and the flag image. Naturally, based on the CCP variations is how the three independent groups for the main study were done.



Figure 16 Ad Simulation: LCCP



Figure 17 Ad Simulation FCCP

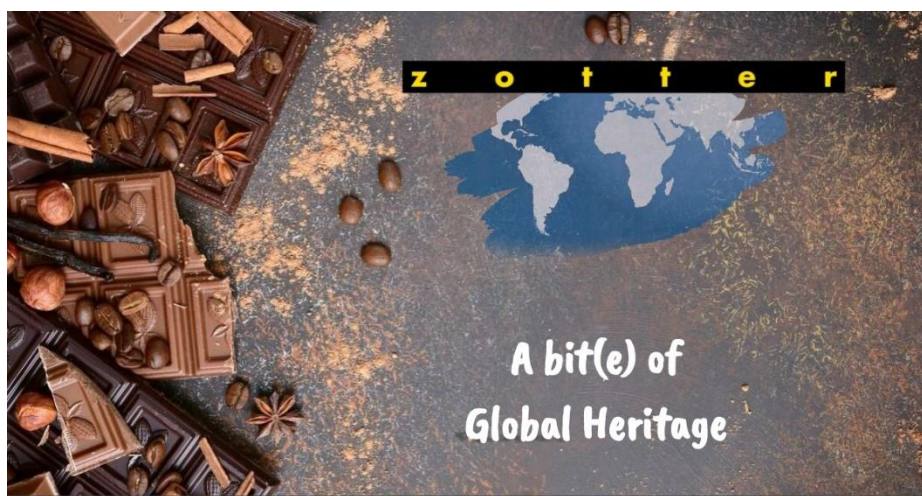


Figure 18 Ad Simulation GCCP

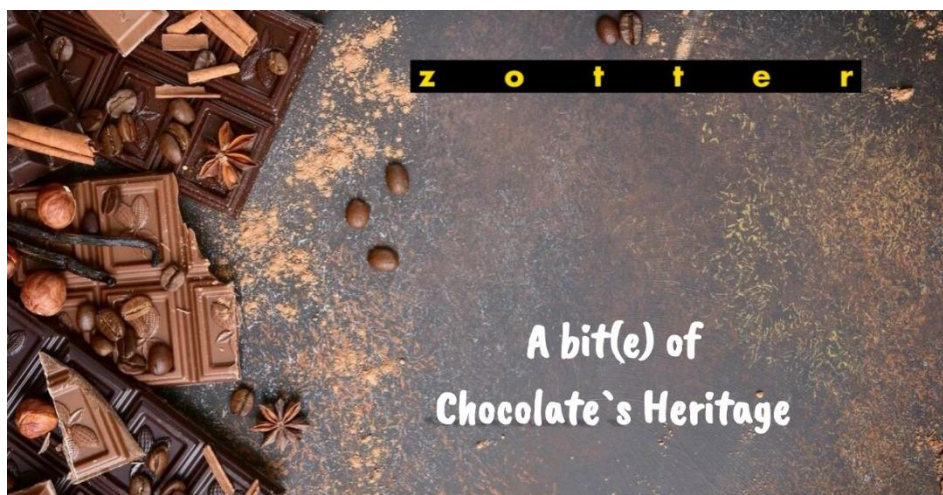


Figure 19 Ad Simulation: Control

The three versions of the questionnaire were equally distributed online to four individual groups of participants, each with a minimum of 30 participants. Participants were under no

time constraint and had the opportunity to go back and forth in the questionnaire form. The visual stimulus was presented among three filler ads (see Annex), which have relatively neutral themes. The three visuals used were from the German DIY-chain, also heavily present in Austria – Hornbach, the international cosmetics giant – Guerlain and the world-renowned repair glue – Loctite, and all three rather are a representation of GCCP. The idea behind this is to distract participants from focusing exclusively on the version of the Zotter ad that is assigned to them. For each questionnaire form filled out, the ads were presented automatically in a random way.

At the beginning of their participation, each contributor was presented with a brief description of the study and its purpose, disclosing that their input will not be used for commercial purposes. The first block of the questionnaire constituted of warm-up questions regarding opinions, preference, and usage of all four brands, for which a visual stimulus was presented in the next section (namely Hornbach, Guerlain, Loctite and Zotter). This was done again with the purpose of deviating participants' attention from solely focusing on the brand Zotter and to create a more natural feeling.

After being exposed to the visual stimuli, in section 3, individuals were informed that the brand, whose ad they would be asked to evaluate, will be Zotter. Right after that participants were asked to evaluate the ad they were previously exposed to, by rating it in the context of the variable AdATT (Ad Attitude), through opposing sets of values, namely *“Bad-good/ unfavourable- favourable/ negative- positive/ unpleasant- pleasant”*.

The following section revolved around the consumer culture positionings (LCCP, FCCP, GCCP), in that consumers were required to evaluate statements and the extent to which those correspond to a certain type of positioning in their opinion.

e. Print Advertising

Consumers tend to perceive every form of commercial promotional activities as advertising and thus are likely to approach it with a dose of skepticism. However, it is not the case that all types of promotion are regarded as advertising. Throughout the years many advertising or marketing textbooks and practitioners have used numerous definitions of the term “advertising”. Probably the most commonly used interpretation is the one used by Kotler in “Principles of Marketing” (2017), which defines the concept as *“...any paid form of nonpersonal presentation and promotion of ideas, goods or services by an identified sponsor.”*

Nevertheless, nowadays this definition may not be broad enough to capture the technological advancements and newly developed methods in this field. The Internet, for example, maybe the biggest game-changer, has managed to make advertising more personal, putting the “non-personal”-element to question. Some have argued that this medium might not even be classified as advertising, but rather as a form of direct marketing (Richards & Curran, 2002).

Therefore, the stimulus ads for the main study were developed in the form of print advertising. The reason as to why this form of advertising was chosen was because it can be found in the traditional means of mass communication, such as for example newspapers and magazines. Both are available to the wider audience and do not imply personalization of the content. Moreover, print ads provide the viewer with enough time to process the components of the ad on their own pace.

Prior to developing the stimulus ads and after choosing the product category, some desktop research was done on the typical themes and motives in advertising for chocolates. Consistently, three main motives were identified across studied real-life examples:

1. The product (chocolate) as the focal point of the ad
2. Chocolate, accompanied by another image.
3. Chocolate as the secondary image.

Naturally, the recurring colour in chocolate ads is brown and the communicated message almost always points towards the quality of the raw materials used in the production and the unique taste of the product, as in the examples below for Lindt, Milka, Godiva and Cadbury. Therefore, the same theme was applied when developing the stimulus ads. A colour scheme, that centres around brown was searched out and the background of the main image included the product – chocolate.

Even though the majority of the chocolates are coming from Switzerland (e.g. Lindt, Sprüngli, Milka, Toblerone, Movenpick, Cailler)², most brands do communicate this as a quality indicator, and not as base for a consumer culture positioning. The focus in the communication of such brands is rather on the product and its qualities.

² <https://www.ranker.com/list/best-swiss-chocolate-brands/ranker-shopping>



Figure 20 Chocolate ad example: Godiva



Figure 21 Chocolate ad example: Cadbury



Figure 22 Chocolate ad example: Lindt

However, one example of an LCCP that can be presented is Milka's campaign "One piece and you are there"-campaign. In a series of print ads and TV spots, the Swiss-born giant referenced its homeland by introducing a series of images that represent landscapes from the Swiss Alps, combined with the slogan "One piece and you are there", implying that the taste of the chocolate can directly be linked to its birthplace.



Figure 23 Milka "One piece and you're there"-campaign, Example A



Figure 24 Milka "One piece and you're there"-campaign, Example B

f. Construct Measurement

The present subsection outlines the measurements used in the main experiment. The scales provided in the questionnaire were either taken 1:1 or adapted from existing scales in previously conducted studies. As the reviewed literature was in English, the constructs were translated into German for the questionnaire. All translations were then proofread by a third person. A detailed list of all the scales, together with the translations and the sources has been provided in the Appendix.

g. Data Collection

The main study was conducted online, by means of a self-administered questionnaire, created on the platform www.qualtrics.com. As it was already previously stated, four versions of the survey were created, depending on the CCP ad version for Zotter, including one control version. Since the assumption of normality (Field, 2013) requires a sample with a minimum of 30 responses, a minimum of 120 participants was required for the study.

The original sample was then filtered for nationality (Austrian) or permanent residence in the country for a minimum of six years. The final sample consisted of 145 consumers. The target ad for LCCP was seen a total of 37 times, the FCCP version had 32 respondents, while the GCCP one – 41 participants; and finally, 35 consumers were exposed to the control version (Table 4). Each participant in the study was randomly assigned to a questionnaire version. The form was distributed online, primarily through social media – both to personal contacts, applying snowball technique and to participants in larger interest groups.

h. Demographics

The sample of the main study (145 individuals) is composed of 102 Austrian citizens (70,3 %) and 43 participants (29,7 %) who have had their permanent residence in Austria for 6 years or more. The age of consumers who participated ranged from 18 to 55+, divided into 5 groups. However, the represented majority came from the 26-35 fraction with 56 participants (38,6%), which appears only natural, as the study was distributed online and mainly to students at the University of Vienna and their social circle. Further proof of that can be that the second largest group was the age fraction 18-25 with 35 cases. With regards to gender, the ratio male to female is 39,3%:60,7%, with 88 female participants and 67 male ones. Furthermore, concerning education, there were two equally large groups of participants who possessed a University diploma, be it a Bachelors' or a Masters' Degree, each with 30,3 % or 44 consumers, who

participated. Last, but not least, the question on income level offered three more general reply options, as sometimes, this is considered a sensitive matter. Thus, the majority of the participants 47,6% or 69 people, said that they have an amount between € 1.000 and € 3.000 at their disposal each month. The number of consumers who reported earnings below or above said interval, were equalized (Table 5). On overview of the Demographics can be found in Annex 5.

Table 3 Individual group sample sizes

	Zotter
LCCP	37
FCCP	32
GCCP	41
Control	35
Total	145

6. Data Analysis

a. Reliability analysis

A few of the constructs used in the main study are a product of separate items. In order for the conclusions of this thesis to be valid, proof is required that the applied measurement items can be deemed reliable. The chosen method to check and test for internal consistency was Chronbach's Alpha (α). The test was conducted with the intent to assess whether multiple Likert scale questions are reliable, and it is supposed to tell how closely the set of items are related as a group. Predominantly, a result of the test $\alpha > 0,9$ is considered excellent and $< 0,6$ poor, however, according to Wilson (2006) an acceptable threshold can also be $\alpha > 0,6$. Thus a higher α may mean that items in the questionnaire are highly correlated. However, Chronbach's α is also sensitive to the number of items, meaning a larger number of items may result in a larger α . With that said, the analysis in this case study revealed that the scales applied in the questionnaire were all reliable according to the test, with the majority scoring higher than 0.8. It should be noted though that the test for

the Likert scales applied for Preference for authenticity and Product Category Involvement returned a Cronbach's alpha above 0.7 and the one for Brand Familiarity returned a coefficient of 0.664. However, on the one hand, it had only two items, which could serve as justification for the abovementioned value, and on the other hand, when looking at the SPSS output and the "Item-Total Statistics", the Corrected Item-Total Correlation values for both scales shows a value of 0.504, which according to Field (2013) would indicate that both items correlate well with the scale on the overall. As a second step, in order to interpret the data, the items of the separate scales were summarized by estimating the median.

b. Manipulation check

To determine how effective the manipulations of the local/ foreign/ global ad were, a manipulation check was carried out. This test was done to ensure that the participants in the study have perceived and comprehended and also reacted as they were expected. The average means of the three CCPs were compared within each ad, but also across the three ads, using one-way ANOVA. The following table 6 sums up the results. Before running the test, a check for the three assumptions required for the ANOVA was conducted. First of all, it can be stated that the observations are independent, as there is no relation between the subjects in each of the groups. Second assumption is that the data is normally distributed. To check for this inference a test for normality was run in SPSS and considering the sample sizes were small (<50), the results from the Shapiro-Wilk test were interpreted. According to it, the data is not normally distributed. However, after taking a look at the histograms for the CCPs, it appeared that there were no outliers. Furthermore, one way ANOVA is considered a robust test against the normality assumption (Maxwell & Delaney, 2004) What was performed as well was the Test of Homogeneity of Variances to test the assumption that the samples to be compared come from a population with the same variance. Keeping in mind that the sample sizes are not sharply unequal (Liz, Keselman & Keselman, 1996), the p-value for Levene's test that came back for two CCPs was greater than 0.05 (for LCCP $p=0.749$, for GCCP $p=0.275$), confirming the assumption of homogeneity of variances. However, for FCCP there was a significant difference between the variances. In light of the results from the test, the ANOVA was repeated, this time adding the Welch test to the analysis. In this case, the ANOVA is statistically significant and therefore, it can be concluded that the means of all three CCPs for the different ads are statistically different from one another. The LCCP was statistically significantly different

for the three ad manipulations with a test result of Welch's $F(3, 76.809)=13.094$, $p<0.05$. FCCP was statistically significantly different the result from the test can be reported as Welch's $F(3;72.705)=23.501$, $p<0.05$. Last, but not least the GCCP was statistically significantly different as well, Welch's $F(3;75.841)=18.541$, $p<0.05$.

Table 4 Manipulation Check

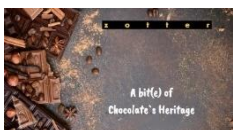
	Local ad	Foreign ad	Global ad	Control ad
				
	Mean/SD	Mean/SD	Mean/SD	Mean/SD
LCCP	4.7 (1.6)	2.6 (1.7)	2.8 (1.5)	3.0 (1.4)
FCCP	1.5 (.90)	4.1 (1.7)	3.1 (1.6)	2.7 (1.8)
GCCP	2.3 (1.5)	3.9 (1.9)	4.7 (1.4)	4.0 (1.6)

Table 6 Manipulation Check

A factor to keep in mind, while reviewing the results here is that due to simple randomization and study dropouts, the samples' sizes in this case are unequal. This, in turn, can lead to general loss of power and unequal variances, which could affect the assumption of equal variances in tests like ANOVA. This complication, however, could be overcome by carrying out a test such as the Games-Howell pairwise comparison, which is an analysis, performed post-hoc to provide confidence intervals for the differences between group means, revealing whether the differences are statistically significant. Running the Games-Howell post-hoc test revealed that there is a significant difference between each group of participants.

7. Main Analysis.

a. Hypothesis 1

Hypothesis 1: A Local Consumer Culture Positioning will be perceived as most congruent for a domestic brand. Compared to FCCP, GCCP will be considered less incongruent.

Ad-brand incongruity for the local brand Zotter and all three CCPs was measured through a one-way ANOVA. Incongruity perceived by the participants in the study was measured through a combination of three different Likert scales. The statement to be evaluated was posed in the questionnaire as “In my opinion, the contents of the ad are:

Unexpected=1 / Expected=7

Irrelevant=1 / Relevant=7

Unpredictable=1 / Predictable=7.” (source: Halkias & Kokkinaki, 2014, 2016; Fleck & Quester, 2007; Halkias et al., 2016).

As a first steps in the analysis the assumptions were checked. According to the output from the Shapiro-Wilk test, the data is not normally distributed. However, like mentioned above, in the section “Manipulation check”, ANOVA is relatively robust when it comes to the assumption of normally distributed data. Running the Test of Homogeneity of Variances revealed that the variances are not significantly different from each other, or in other words that the homogeneity assumption of the variance is met. When looking into the output table for the ANOVA itself, it appeared that there is a statistically significant difference between the different groups, with $F(3,141)=11.059$, $p<0.001$, $\eta^2=0.190$. The latter indicating how far apart the samples means lie. In our case, an effect size above 0.140 is considered large.

The Tukey-Kramer post-hoc test revealed that there is a significant difference between LCCP and FCCP, however the comparison between GCCP – LCCP and GCCP – FCCP didn’t show any significant difference in their means. The exact values from the SPSS output have been added to the Annex.

The below table provides an overview of the means of the Incongruity construct for the three different ads. What can be concluded from the above analysis is that, like hypothesized, the LCCP would be the most congruent from the three. However, since the pairwise comparison between the mean for GCCP – LCCP and GCCP – FCCP was not significant, it cannot be concluded whether GCCP was perceived by participant as less incongruent, despite the values of the means. Thus, Hypothesis 1 can only be partially confirmed.

Table 5 Incongruity Mean & SD per CCP ad

Mean (SD)	Local Zotter ad	Foreign Zotter ad	Global Zotter ad
R1 (Incongruity)	4.8 (1.3)	3.6 (1.7)	4.2 (1.4)

b. Hypothesis 2

Hypothesis 2: Concerning a local brand, a GCCP strategy would result in a more favourable ad attitude, compared to FCCP or LCCP.

To put the second hypothesis to the test, again a one-way ANOVA was performed, assessing the effect of the CCP (via local, global and foreign Zotter ad) on ad attitude. A 7-point Likert scale was applied to measure the construct. Participants were asked to evaluate the statement “In my opinion, Zotter’s print ad is:

Bad=1 / good=7

Unfavourable=1 / favourable=7

Negative=1 / positive=7

Unpleasant=1 / pleasant=7” (Nijssen & Douglas, 2011).

Before running the test in IBM SPSS, the assumptions were checked. After running the Shapiro-Wilk test, it was established that the data is not normally distributed, however after checking the histograms, no outliers were detected.

Levene's test returned a p-value of 0.757, thus confirming that the variances are not significantly different from each other, and the homogeneity assumption of the variance is met. The table delivering the output of the ANOVA, on the other hand, returned a p value of 0.757, indicating that the correlation is not statistically significant, thus rejecting the second hypothesis.

Table 6 Ad Attitude Mean & SD per CCP ad type

Mean (SD)	Local Zotter ad	Foreign Zotter ad	Global Zotter ad
AdATT (Ad Attitude)	5.1 (1.4)	4.9 (1.5)	4.7 (1.5)

c. Hypothesis 3

Hypothesis 3: For the congruent ad (LCCP) the effect of ad-brand incongruity on ad attitude will be positively influenced by Preference for Authenticity leading to a more favourable add attitude for LCCP.

i. Consumer characteristics as moderators

As can be seen from the annex detailing the questionnaire content, a number of questions was included with the intent of measuring some consumer characteristics. For a better overview, the following two tables have them listed, together with standard deviations and means, but also per group as well. All constructs were measured via Likert scales, as listed in the Annex "Questionnaire Design".

Hypotheses 3 and 4 are formulated to suggest that these consumer characteristics would have a moderating effect on the ad-brand incongruity. The method used for testing them was moderated multiple regression.

Table 7 Consumer characteristics Mean & SD

Consumer characteristic	Mean	Standard Deviation
Ad Scepticism	4.5	1.5
Preference for Authenticity	4.3	1.7
Consumer Ethnocentrism	2.8	1.7

Product Category Involvement	5.0	1.5
------------------------------	-----	-----

Table 8 Consumer Characteristics Means per CCP ad

	Ad Scepticism	Preference for Authenticity	Consumer Ethnocentrism	Product Category Involvement
LCCP	4.7	4.7	2.8	5.1
FCCP	4.2	3.8	3.1	5.2
GCCP	4.3	4.3	3.0	4.6

ii. Moderated Multiple Regression

To begin with, regression models are generally used to describe relationships between an independent and a dependant variable. Moderated regression analysis is *“used for evaluating the effect of a moderator variable, which is a predictor that influences the association of some other predictor to the criterion. Such effects can be viewed as multiplicative effects in a regression model, where two predictors combine multiplicatively to influence the criterion.”* (MacCallum & Mar, 1995). The equation for this model is essentially a comparison of the two least-squares regression equations. The first equation represents the sample-based ordinary least squares regression that tests the additive model of the main effects for predicting the dependant variable Y from a predictor X and a second predictor Z and is represented as:

$$Y = a + b_1X + b_2Z + e$$

where

Y = the dependant variable

a = the least-squares estimate of the intercept

b1 = the least-squares estimate of the population regression coefficient for the predictor variable X

b2 = the least-squares estimate of the population regression coefficient for the second predictor Z

e = a residual term

The second equation is created by adding a new variable $X*Z$, which refers to the interaction term, that is simply the product of the scores for the two predictor variables (a predictor and a moderator) for each case (Aguinius, 1995) and is formulated as:

$$Y = a + b_1X + b_2Z + b_3X*Z + e$$

Where b_3 = the sample-based least squares estimate of the population regression coefficient for the product term

iii. Hypothesis testing

A moderated multiple regression can be carried out in IBM SPSS using a regression procedure, whereby testing the statistical significance of the moderator would require a calculation of the F-value, based on the difference of the coefficients of determination (R^2) from regression equations 1 and 2. As an initial step one would have to compute the interaction term. Furthermore, to be able to deliver a more reliable interpretation of the results and to reduce collinearity between the predictor variable and the interaction term, it is a good idea to grand-mean center any continuous predictor variable that will be involved in a potential interaction. Multicollinearity between the predictors is a concern when developing the regression, because what it signifies is that, if two predictors are perfectly correlated (their correlation coefficient is 1), then it is practically impossible to calculate the individual importance of each predictor. The method to check this, using the IBM SPSS software is to run the variance inflation factor (VIF), which should be below 10 and the tolerance should not be at a value below 0.2. What it does is signal whether there exists a strong relationship between the predictors (Field, 2013). As mentioned above, the steps for a moderated multiple regression in IBM SPSS involve creating standardized values variables, calculating the interaction term and only then performing the moderation analysis. It is worth noting that all of the above steps can be completed automatically by using the extension PROCESS macro.³ And that is the method that was applied for the testing of Hypotheses 3 to 6.

Hypothesis 3: For the congruent ad (LCCP) the effect of ad-brand incongruity on ad attitude will be positively influenced by Preference for Authenticity leading to a more favourable add attitude for LCCP.

³ [How To Perform Moderation Analysis in SPSS \[2 Methods\] - Uedufy](#)

Firstly, the assumption that the dependant variable is normally distributed was checked and the Shapiro-Wilk test revealed a $p=0.022$, (greater than 0.005), confirming that the data is, in fact, normally distributed. Then, the cases were filtered for LCCP. Furthermore, no outliers were identified when looking through the histograms. Checking the assumption for multicollinearity revealed a collinearity tolerance of 0.997, signifying that 99.7% of the variance in incongruity is unique to incongruity, and a $VIF = 1.003$, which is also below 10 (as discussed above). The model, unfortunately appeared to have no statistical significance with $F(3,33)=2.036$ and a $p=0.128 (>0.05)$. In this case where the p value is greater than the significance level, it indicates there is insufficient evidence in the sample to conclude that a non-zero correlation exists. Therefore, Hypothesis 3 is rejected.

Table 9 SPSS Output Hypothesis 3

<u>Outcome H3</u>	<u>AdATT (b and significance)</u>
<u>Model</u>	$F(3,33)=2.036$, $p=0.128(>0.05)$; $R^2=0.156$
<u>Incongruity</u>	0.34 ; $p<0.05$
<u>Moderator: Preference for Authenticity</u>	-0.24 ; $p>0.05$
<u>Interaction term: Incongruity*PrefAut</u>	-0.09 ; $p>0.05$

d. Hypothesis 4

Hypothesis 4: For the congruent ad (LCCP) the effect of ad-brand incongruity on ad attitude will be positively influenced by Consumer Ethnocentrism leading to a more favourable add attitude for LCCP.

Since the dependant variable is still the same, the Shapiro-Wilk test performed for Hypothesis 3 is still valid. Checking the assumption for multicollinearity revealed a collinearity tolerance of 0.957, signifying that 95.7% of the variance in incongruity is unique to incongruity, and a $VIF = 1.045$, which is also below 10. With the model for Hypothesis 4, the same circumstance, with regards to the statistical significance can be observed, with an $F(3,33)=1.29$ and $p=0.295 (>0.05)$, it cannot be concluded that a correlation exists. Thus, Hypothesis 4 is rejected as well.

Table 10 SPSS Output Hypothesis 4

<u>Outcome H4</u>	<u>AdATT (b and significance)</u>
<u>Model</u>	<u>$F(3,33)=1.29, p=0.295 (>0.05);$</u> <u>$R^2=0.105$</u>
<u>Incongruity</u>	<u>$0.28; p>0.05$</u>
<u>Moderator: Consumer Ethnocentrism</u>	<u>$0.15; p>0.05$</u>
<u>Interaction term: Incongruity*CET</u>	<u>$0.05; p>0.05$</u>

e. Hypothesis 5

Hypothesis 5: For the incongruent ads (FCCP and GCCP) the effect of ad-brand incongruity on ad attitude will be negatively influenced by Ad Skepticism.

To run the analysis for Hypothesis 5, it was split into two parts – the first one filtering for cases, which were part of the GCCP group, and the second one – filtered for FCCP. The results from the tests are summarized below in the two tables. Before that, checking the assumption for multicollinearity revealed a collinearity tolerance of 0.669, signifying that 66.9% of the variance in incongruity is unique to incongruity, and a VIF = 1.495, which is also below 10. The model for Hypothesis 5 appears to have statistical significance with $F(3,37)=7.54, p=0.0005 (<0.05); R^2=0.38$. Therefore, the regression model explains 38% of the variance in Ad Attitude. Incongruity itself, positively predicts the outcome Ad Attitude with $b=0.55, p<0.05$. Ad Skepticism and the Interaction term IncongruityXAdSkept, on the other hand are not statistically significant, as their p-values are >0.05 . Hence, these characteristics do not significantly moderate the relationship between Ad Skepticism and Ad Attitude for the Global ad. The first part of Hypothesis 5, which regards the global ad cases is rejected.

Table 11 SPSS Output for Hypothesis 5.1 (GCCP)

<u>Outcome H5 Global</u>	<u>AdATT (b and significance)</u>
<u>Model</u>	<u>$F(3,37)=7.54, p=0.0005 (<0.05);$</u> <u>$R^2=0.38$</u>
<u>Incongruity</u>	<u>$0.55; p<0.05$</u>

<u>Moderator: Ad Skepticism</u>	<u>0.17; $p>0.05$</u>
<u>Interaction term: Incongruity*AdSkept</u>	<u>0.03; $p>0.05$</u>

For the FCCP cases, the multicollinearity test revealed a collinearity tolerance of 0.572, signifying that 57.2% of the variance in incongruity is unique to incongruity, and a VIF = 1.748, which is again below 10. The overall model was statistically significant with $F(3,28)=8.37, p=0.0004 (<0.05)$ and an $R^2=0.47$. Thus, it can be stated that this regression model explains 47% of the variance in Ad Attitude. Similar to the first part of Hypothesis 5, here only the Incongruity appears to have statistical significance with $b=0.38, p<0.05$. Both Ad Skepticism ($b=0.22; p>0.05$) and the interaction term ($b=0.06; p>0.05$) are not statistically significant. In the case, where the interaction term of the regression is non-significant, the second part of Hypothesis 5 (FCCP ad) is rejected as well.

Table 12 SPSS Output for Hypothesis 5.2 - FCCP

<u>Outcome H5 Foreign</u>	<u>AdATT (b and significance)</u>
<u>Model</u>	<u>$F(3,28)=8.37, p=0.0004 (<0.05);$ $R^2=0.47$</u>
<u>Incongruity</u>	<u>0.38; $p<0.05$</u>
<u>Moderator: Ad Skepticism</u>	<u>0.22; $p>0.05$</u>
<u>Interaction term: Incongruity*AdSkept</u>	<u>0.06; $p>0.05$</u>

f. Hypothesis 6

Hypothesis 6: For the incongruent ads (FCCP and GCCP) the effect of ad-brand incongruity on ad attitude will be negatively influenced by Product Category Involvement.

As in Hypothesis 5, this one has also been split into two parts and separate regressions have been run for the GCCP and FCCP cases. For the first part (GCCP) the multicollinearity test revealed a collinearity tolerance of 1.000, signifying that 100% of the variance in incongruity is unique to incongruity, and a VIF = 1.000, which is again below 10. The overall model was

statistically significant with $F(3,37)=11.46$ $p<0.05$ and an $R^2=0.48$, signifying that this regression model for Ad Attitude explains 48% of the variance in Ad Attitude. Both Incongruity and Product Category Involvement positively predicted the outcome with respective b values of 0.77 and 0.24. The negative regression coefficient of the interaction term, however, $(-0.3; p<0.05)$ confirmed the hypothesized negative moderating effect of Product Category Involvement on the relationship between Incongruity and Ad Attitude and explained 9% of the variance in Ad Attitude (R^2 change = 0.09; $F(1,37)=6.568$).

Table 13 SPSS Output for Hypothesis 6.1 - GCCP

<u>Outcome H6 Global</u>	<u>AdATT (b and significance)</u>
<u>Model</u>	<u>$F(3,37)=11.46, p=0.000 (<0.05);$ $R^2=0.48$</u>
<u>Incongruity</u>	<u>$0.77; p<0.05$</u>
<u>Moderator: Product Category Involvement</u>	<u>$0.24; p<0.05$</u>
<u>Interaction term: Incongruity*PCIn</u>	<u>$-0.3; p<0.05$</u>

For the FCCP cases, the multicollinearity test revealed a collinearity tolerance of 0.803, signifying that 80.3% of the variance in incongruity is unique to incongruity, and a VIF = 1.246, which is again below 10. The model for the second part of Hypothesis 6 is statistically significant with $F(3,28)=7.71, p=0.0007 (<0.05)$. The $R^2=0.45$ indicates that 45% of the variance in the dependant variable is explained by the model. The direction of the interaction term appears to be negative, just as hypothesized, with $b= -0.2$. However, the p-value being greater than 0.05, demonstrates that this effect is not significant, thus negating the second part of Hypothesis 6 which inspects the cases, in which participants were exposed to the foreign CCP ad.

Table 14 SPSS Output for Hypothesis 6.2 - FCCP

<u>Outcome H6 Foreign</u>	<u>AdATT (b and significance)</u>
----------------------------------	--

<u>Model</u>	<u>$F(3,28)=7.71, p=0.0007 (<0.05);$</u> <u>$R^2=0.45$</u>
<u>Incongruity</u>	<u>$0.51; p<0.05$</u>
<u>Moderator: <i>Product</i> <i>Category</i></u> <u><i>Involvement</i></u>	<u>$0.20; p>0.05$</u>
<u>Interaction term: <i>Incongruity*PCIn</i></u>	<u>$-0.2; p>0.05$</u>

g. Summary of results

The following section represents a summary of the findings of this thesis, which resulted from the manipulations and analyses that were conducted in the course of the previous section.

Manipulation Check

In an initial step to examine the success of the manipulations of the local/ foreign/ global ad were, a manipulation check was carried out. This test's purpose was to establish whether the participants in the empirical study have reacted as expected. The average means of the three CCPs were compared within each ad, but also across the three ads, using one-way ANOVA. The p-value for Levene's test that SPSS computed for two CCPs was greater than 0.05 (for LCCP $p=0.749$, for GCCP $p=0.275$), confirming the assumption of homogeneity of variances. However, this was not the case for FCCP and therefore, the ANOVA was repeated, including the Welch test to the analysis. Thereafter, the ANOVA was proven to be statistically significant and it was concluded that the means of all three CCPs for the different ads are statistically different from one another.

The Effect of Consumer Culture Positioning

The aim behind the formulation of the first two hypotheses was to investigate the effect that the different CCP ad manipulations would have on the perceived incongruity and the attitude towards the ads themselves. To summarize, firstly it was hypothesized that a LCCP would be perceived as most congruent for a domestic brand. In a second step, it was proposed that a GCCP would be considered less incongruent, in comparison to an FCCP, based on the theoretical work that was reviewed in the second part of this thesis – the theoretical background.

The supposed correlation was examined through a one way ANOVA, which presented a $F(3,141)=11.059$, $p<0.001$. To see which group means differ from each other exactly, the Tukey-Kramer post-hoc test was interpreted. It showed that there is a significant difference between LCCP and FCCP, however the comparison between GCCP – LCCP and GCCP – FCCP didn't show any significant difference in their means. A review of the group means for the three groups confirmed the first part of Hypothesis 1, namely that the LCCP ad would be identified by participant as the most congruent. However, seeing as how the post-hoc test dismissed any significant difference when comparing the means of the the GCCP group to the other two groups, the second part of this Hypothesis was rejected.

As already mentioned above, a second construct, for which it was assumed that the different CCPs would have an effect, was ad attitude. The second hypothesis stipulated that a GCCP strategy would result in a more favourable ad attitude, compared to FCCP or LCCP, where a domestic brand is concerned. This statement resulted from the review of the schema incongruity theory. As it was specified previously in this paper, a GCCP would be interpreted as a moderate level of incongruity and as such, resolving it would lead to a more favourable ad attitude. The hypothesis was put to the test by running a one-way ANOVA in SPSS. Initially, Levene's test returned a p-value of 0.757, practically confirming that the homogeneity assumption of the variance is met. The output of the ANOVA, however, returned a p-value =0.757, This meant that the correlation is not statistically significant and the second hypothesis had to be rejected.

Consumer Characteristics

Hypotheses 3 to 6 focused on the moderator effect that consumer characteristics could have on ad attitude. To research their plausibility, for each one a moderated multiple regression was conducted in SPSS, checking the assumptions beforehand. It is also worth noting at this point that the regressions were run via the PROCESS 4.3 extension in the software. The results are summarized below in Table 16. Two of them (3 and 4) proposed a positive correlation between incongruity and ad attitude for the LCCP ad cases, where for the third one the moderator was chosen to be "Preference for Authenticity" and for the fourth one – "Consumer Ethnocentrism". However, both failed to be confirmed. The model, which was produced for Hypothesis 3 unfortunately appeared to have no statistical significance with $F(3,33)=2.036$ and a $p=0.128$ (>0.05). Since there was not sufficient evidence in the sample to conclude that a correlation exists, Hypothesis 3 failed to be confirmed. The regression for Hypothesis 4 delivered a model

with an $F(3,33)=1.29$ and $p=0.295$ (>0.05), therefore, just like with in the previous case, the existence of a correlation could not be confirmed. Thus, Hypothesis 4 was rejected as well.

The next two Hypotheses 5 and 6 focused around a negative effect of the moderator on the relationship between incongruity and ad attitude for the incongruent ads. Since in this case, the analysis needed to be done for two groups – FCCP and GCCP, both hypotheses were split into two parts. The fifth one inspected the effect of Ad Skepticism as a moderator and the sixth one – that of Product Category Involvement. The model for Hypothesis 5G (GCCP) was statistically significant with $F(3,37)=7.54, p=0.0005$ (<0.05). The regression model could account for 38% of the variance in Ad Attitude. Incongruity positively predicted the outcome Ad Attitude with $b=0.55$, $p<0.05$. Ad Skepticism on the other hand was not statistically significant. The same applies for the Interaction term $\text{Incongruity} \times \text{AdSkept}$. For this reason, the first part of Hypothesis 5, which accounts for the global ad cases, was rejected. Hypothesis 5F (FCCP ad) appeared to deliver results similar to the previous sub-hypothesis. The model returned an $F(3,28)=8.37, p=0.0004$ (<0.05) and an $R^2=0.47$. The regression model explained 47% of the variance in Ad Attitude. Solely Incongruity seemed to have statistical significance with $b=0.38$, $p<0.05$. Both Ad Skepticism ($b=0.22$; $p>0.05$) and the interaction term ($b=0.06$; $p>0.05$) were not statistically significant. Since the interaction term of the regression was not significant, the second part of Hypothesis 5 (FCCP ad) was rejected as well.

Last, but not least, the moderator Product Category Involvement was placed in a regression model to investigate whether it would affect the relationship between the independent variable Incongruity and the dependant – Ad Attitude. The last hypothesis was also split into two parts – for the cases, which were exposed to the GCCP ad (Hypothesis 6G), and those exposed to the FCCP ad (Hypothesis 6F). The model for Hypothesis 6G was statistically significant with $F(3,37)=11.46$ $p<0.05$. The R^2 value demonstrated that the model for Ad Attitude explained 48% of the variance in Ad Attitude. The negative regression coefficient of the interaction term, $(-0.3; p<0.05)$ confirmed what was stated in the hypothesis with regards to the negative moderating effect of Product Category Involvement on the relationship between Incongruity and Ad Attitude and explained 9% of the variance in Ad Attitude (R^2 change = 0.09; $F(1,37)=6.568$). On the other hand, the model for the second part of Hypothesis 6 could not be confirmed. The model itself was statistically significant with $F(3,28)=7.71, p=0.0007$ (<0.05). The $R^2=0.45$ indicated that 45% of the variance in the Ad Attitude was explained by the model. The direction of the interaction term was negative, with $b= -0.2$. However, the p-value was greater than 0.05, thus rejecting the second part of Hypothesis 6.

Table 15 Summary of Results H3-H6

Hypothesis	Direction of effect	Significant	Hypothesis confirmed?
3 (LCCP)	positive	no	no
4 (LCCP)	positive	no	no
5G (GCCP)	negative	no	no
5F (FCCP)	negative	no	no
6G (GCCP)	negative	yes	yes
6F (FCCP)	negative	no	no

8. Discussion

Reviewing the literature on consumer culture positioning research lead this thesis into the development of the hypothesis that for a domestic brand a local consumer culture positioning would result into the participants of the study perceiving it as the most congruent one. Alden et al (1999) and their conceptualization of consumer culture positionings served as basis for the development of the part of the conceptual model of this thesis that regards the ad type and its creation. After assessing the results of the empiric study it became clear that the statement could be confirmed. Additionally, previous research outlined that positioning a brand as a global one would also be accepted by consumers, because it is perceived to be an indicator of quality and worldwide availability, but in this case it would be considered a less congruent one. On the other hand, FCCP would be perceived as less favoured and the least congruent one (Halkias & Kokkinaki, 2011;2014; 2016). To rephrase, the GCCP would be considered as the moderate level of incongruity. However, the empirical study that was conducted failed to make a significant distinction in this case and the only finding that were in line with already existing research were that the LCCP would be the most congruent one for the domestic brand.

As it was discussed previously in the literature review and when develeoping the second hypothesis, a moderate level of incongruity is still a mismatch, but one that can be resolved. Previous research on the subject showed that schema-congruent stimuli are processed without difficulties and therefore do not bring about any additional incentives (Halkias, Kokkinaki, 2016). Whereas moderate incongruity affects consumers` attitudes towards the brand in a rather positive way. If a comprehensive evaluation of the stimulus can be combined with brand schema knowledge, incongruity could be processed by the consumer and if they could resolve it then they would experience satisfaction (Mandler 1982; Meyers-Levy and Tybout 1989, cited in Halkias & Kokkinaki, 2016). However, the present research could not deliver any

significant findings. This could owe to consumers not having a substantial brand schema knowledge on the domestic brand used in the empirical study – Zotter.

The conceptual model was created so that the ad-brand (in-)congruity would have an effect on ad attitude. It was formulated so that certain consumer characteristics would have a moderating effect on the interaction between both. The first to be scrutinized was the construct “Preference for authenticity” (Nijssen and Douglas, 2011). The definition that was derived from this work was “*consumers’ desire for products, brands, and ideas that are representative of a culture*”. Hence, for the present paper, it was assumed that the LCCP ad would be preferred by consumers who score high on Preference for Authenticity, because such an ad positioning would be congruent with the domestic nature of the brand. However, the regression model that was used to assess the proposed effect could not deliver significant results.

Building on Social Identity Theory, a framework, fitting to the purposes of this thesis, is offered by Zeugner-Roth, Žabkar & Diamantopoulos (2015). The paper focuses on Tajfel’s Social Identity Theory to analyze in- and out-group bias where consumer ethnocentrism is regarded as the anti-out-group concept. Balabanis and Diamantopoulos (2004) could conclude in their research that consumer ethnocentrism could better predict consumers’ positive bias towards domestic products in comparison to a negative bias against products coming from specific foreign countries. Acknowledging these findings, it was assumed that Consumer Ethnocentrism would positively influence the relationship between incongruity and ad attitude, with respect to the congruent ad. However, in this case, the findings of this research could not comply with the literature reviewed to develop the hypothesis.

Ad Skepticism as “*the tendency to dis-believe the informational claims of advertising*” (Obermiller and Spangenberg, 1998) was added as a moderator in this paper, owing to previous research by Obermiller (2005) drawing the conclusion that a strong relationship between ad skepticism and the attitude towards the two types of ad appeals (informational and emotional) was confirmed. For this reason, it was conceptualized that Ad Skepticism would negatively affect the relationship between Incongruity and Ad Attitude. The Hypothesis was formulated for the incongruent cases and was thus split into two parts – for GCCP ads and for FCCP ads. Nonetheless, the resulting two regressions could not deliver statistically significant results and the hypothesis was rejected.

Product Category Involvement is a moderator that is often used in research of advertising. This is due to the fact that a high level of product category involvement is usually connected to

central processing, meaning that the consumer will exert cognitive efforts to evaluate the cues they are confronted with (Dens, De Pelsmacker, 2010). Building up on these findings, it was assumed that Product Category Involvement would negatively moderate the relationship between incongruity and ad attitude, when reviewing the incongruent ads (FCCP and GCCP). The regression analysis that could be conducted from the gathered data, confirmed the part of the hypothesis, which regarded the GCCP ad. However, the model did not hold through for the foreign CCP ad.

9. Conclusion

The purpose of the present thesis was to investigate how consumer culture positioning in advertising affected consumer's perceptions. As it was already outlined, more often than not, the use of such positioning strategies by companies, can diverge from the brand schema that consumers might have for a brand. The way in which this paper contributes to marketing research is that it delves into the topic of ad-brand incongruity through the angle of Social Identity Theory and tests the stipulated hypotheses, based on empiric research conducted in Austria by testing consumer preferences using an existing domestic brand – the chocolate manufacture Zotter.

A total of 145 participants living in Austria (both natives and individuals living in Austria for a longer period of time) took part in the study, which was administered via an online questionnaire. Perhaps a limitation to this thesis was the number of participant and the results would have been more conclusive had the sample groups been larger.

Theoretically, the results of this study conform with previous findings on Consumer Culture Positioning, more specifically, they confirm the assertion that a congruity between brand perception and consumer culture positioning in advertising is the more successful combination. Therefore, the managerial implications that can be drawn from this research are also that for an existing domestic brand, the most sensible or rather reliable positioning with regards to advertising claims would be the congruent one – namely the local consumer culture positioning. It also confirmed that Product Category Involvement has a negative moderating effect on the relationship between Incongruity and Ad Attitude.

Perhaps a suggestion on how to build up on this research in the future, would be to factor in the increasing role of sustainability, in the sense that locally sourced, produced and/or marketed goods cause less CO₂ emissions and as such are better for the environment and for the well-being of the local community – a topic which is gaining more and more in importance for

consumers. In recent times sustainability claims have started playing a major role in advertising. Moreover, marketing research has been gravitating around exploring the connection between sustainability advertising claims and product quality (van Doorn, Verhoef, Risselada, 2020) or new product innovation sales (van Doorn, Verhoef, Risselada, 2021). Exploring how sustainability advertising claims affects attitude towards ads or how it moderates the relationship between (in-)congruent CCP ads would have significant managerial implications, also depending on the product category and consumer's level of involvement in it.

References

- Alden, Dana L., et al. "Brand Positioning Through Advertising in Asia, North America, and Europe: The Role of Global Consumer Culture." *Journal of Marketing*, vol. 63, no. 1, 1999, pp. 75–87. JSTOR, JSTOR, www.jstor.org/stable/1252002.
- Alden, Dana L., Steenkamp, Jan-Benedict E.M. & Batra, Rajeev (1999), Consumer attitudes toward marketplace globalization: Structure, antecedents and consequences. *International Journal of Research in Marketing*, Volume 23, Issue 3, September 2006, Pages 227-239
- Arnould, E. J., & Thompson, C. J. (2005). Consumer Culture Theory (CCT): twenty years of research. *Journal of Consumer Research*, 31(4), 868–882. <https://doi.org/10.1086/426626>
- Balabanis, George and Adamantios Diamantopoulos (2004), "Domestic Country Bias, Country-of-Origin Effects, and Consumer Ethnocentrism: A Multidimensional Unfolding Approach," *Journal of the Academy of Marketing Science*, 32 (1), 80–95.
- Batra, R., Ramaswamy, V., Alden, D. L., Steenkamp, J. B. E., & Ramachander, S. (2000). Effects of brand local and nonlocal origin on consumer attitudes in developing countries. *Journal of consumer psychology*, 9(2), 83-95.
- Brewer, M. B., & Gardner, W. (1996). Who is this "We"? Levels of collective identity and self representations. *Journal of personality and social psychology*, 71(1), 83.
- Dahlén, M., Rosengren, S., & Törn, F. (2008). Advertising creativity matters. *Journal of advertising research*, 48(3), 392-403.
- Dens, N., & De Pelsmacker, P. (2010). Consumer response to different advertising appeals for new products: The moderating influence of branding strategy and product category involvement. *Journal of Brand Management*, 18, 50-65.
- Dens, N., De Pelsmacker, P. Consumer response to different advertising appeals for new products: The moderating influence of branding strategy and product category involvement. *J Brand Manag* 18, 50–65 (2010). <https://doi.org/10.1057/bm.2010.22>
- Dimofte, C. V., Johansson, J. K., & Ronkainen, I. A. (2008). Cognitive and affective reactions of US consumers to global brands. *Journal of International Marketing*, 16(4), 113-135.
- EM Steenkamp, J. B., Batra, R., & Alden, D. L. (2003). How perceived brand globalness creates brand value. *Journal of International Business Studies*, 34, 53-65.

- Fleck, N. D., & Quester, P. (2007). Birds of a feather flock together... definition, role and measure of congruence: An application to sponsorship. *Psychology & Marketing*, 24(11), 975-1000.
- Georgios Halkias, Vasileios Davvetas, Adamantios Diamantopoulos, The interplay between country stereotypes and perceived brand globalness/localness as drivers of brand preference, *Journal of Business Research*, Volume 69, Issue 9, 2016, Pages 3621-3628, ISSN 0148-2963, <https://doi.org/10.1016/j.jbusres.2016.03.022>.
- Halkias, G., Davvetas, V., & Diamantopoulos, A. (2016). The interplay between country stereotypes and perceived brand globalness/localness as drivers of brand preference. *Journal of Business Research*, 69(9), 3621-3628.
- Halkias, Georgios & Kokkinaki, Flora. (2014) The Degree of Ad–Brand Incongruity and the Distinction Between Schema-Driven and Stimulus-Driven Attitudes, *Journal of Advertising*, 43:4, 397-409, DOI: 10.1080/00913367.2014.891087
- Halkias, Georgios & Kokkinaki, Flora. (2016) Schema strength, processing opportunity, and the rewarding nature of incongruity resolution in advertising, *International Journal of Advertising*, 36:3, 415-438, DOI: 10.1080/02650487.2016.1169579
- Halkias, Georgios. (2015) "Mental representation of brands: a schema-based approach to consumers' organization of market knowledge", *Journal of Product & Brand Management*, Vol. 24 Issue: 5, pp.438-448, <https://doi.org/10.1108/JPBM-02-2015-0818>
- Hassan, S. S., & Katsanis, L. P. (1994). Global market segmentation strategies and trends (pp. 47-62). New York: International Business Press.
- Hoyer, W. D., & MacInnis, D. J. (2008). *Consumer Behavior* 5th ed.
- Hye Jin Yoon (2013) Understanding schema incongruity as a process in advertising: Review and future recommendations, *Journal of Marketing Communications*, 19:5, 360-376, DOI: 10.1080/13527266.2012.671187
- Jaffe, Eugene D., and Israel D. Nebenzahl. *National image & competitive advantage: The theory and practice of place branding*. Copenhagen Business School Press, 2006.
- Jef I. Richards & Catharine M. Curran (2002) Oracles on “Advertising”: Searching for a Definition, *Journal of Advertising*, 31:2, 63-77
- Kjeldgaard, D., & Askegaard, S. (2006). The glocalization of youth culture: The global youth segment as structures of common difference. *Journal of consumer research*, 33(2), 231-247.

- MacCallum, R. C., & Mar, C. M. (1995). Distinguishing between moderator and quadratic effects in multiple regression. *Psychological Bulletin*, 118(3), 405.
- Meyers-Levy, Joan, and Alice M. Tybout. "Schema congruity as a basis for product evaluation." *Journal of consumer research* 16.1 (1989): 39-54.
- Mowen, J. C. (2000). *The 3M model of motivation and personality: Theory and empirical applications to consumer behavior*. Springer Science & Business Media.
- Nijssen, Edwin J., Douglas, Susan P. (2011) Consumer World-Mindedness and Attitudes Toward Product Positioning in Advertising: An Examination of Global Versus Foreign Versus Local Positioning. *Journal of International Marketing*: September 2011, Vol. 19, No. 3, pp. 113-133.
- Obermiller, C., & Spangenberg, E. R. (1998). Development of a scale to measure consumer skepticism toward advertising. *Journal of consumer psychology*, 7(2), 159-186.
- Obermiller, C., Spangenberg, E., & MacLachlan, D. L. (2005). Ad skepticism: The consequences of disbelief. *Journal of advertising*, 34(3), 7-17.
- Obermiller, Carl, and Eric R. Spangenberg (1998), "Development of a Scale to Measure Consumer Skepticism Toward Advertising," *Journal of Consumer Psychology*, 7 (2), 159–186
- Özsomer, A. (2012). The interplay between global and local brands: A closer look at perceived brand globalness and local iconness. *Journal of International Marketing*, 20(2), 72-95.
- Rajeev Batra, Venkatram Ramaswamy, Dana L. Alden, Jan-Benedict E.M. Steenkamp, S. Ramachander, Effects of Brand Local and Nonlocal Origin on Consumer Attitudes in Developing Countries, *Journal of Consumer Psychology*, Volume 9, Issue 2, 2000, Pages 83-95, ISSN 1057-7408, https://doi.org/10.1207/S15327663JCP0902_3.
- Roth, Katharina P. & Diamantopoulos, Adamantios, 2009. "Advancing the country image construct," *Journal of Business Research*, Elsevier, vol. 62(7), pages 726-740, July.
- Sumner, W.G. (1906), *Folkways: The Sociological Importance of Usages, Manners, Customs, Mores, and Morals*. New York: Ginn & Co
- Swoboda, B., Pennemann, K., & Taube, M. (2012). The effects of perceived brand globalness and perceived brand localness in China: Empirical evidence on Western, Asian, and domestic retailers. *Journal of International Marketing*, 20(4), 72-95.

- Turner, J. C., Brown, R. J., & Tajfel, H. (1979). Social comparison and group interest in ingroup favouritism. *European journal of social psychology*, 9(2), 187-204.
- van Doorn, Jenny, Hans Risselada and Peter C. Verhoef. 2021. Does sustainability sell? The impact of sustainability claims on the success of national brands' new product introductions. *Journal of Business Research*, Volume 137, December 2021, Pages 182-193
- van Doorn, Jenny, Peter C. Verhoef, and Hans Risselada. 2020. "Sustainability Claims and Perceived Product Quality: The Moderating Role of Brand CSR" *Sustainability* 12, no. 9: 3711. <https://doi.org/10.3390/su12093711>
- Westjohn, Stanford & J. Arnold, Mark & Magnusson, Peter & Reynolds, Kristy. (2016). The Influence of Regulatory Focus on Global Consumption Orientation and Preference for Global vs. Local Consumer Culture Positioning. *Journal of International Marketing*. 24. 22-39. 10.1509/jim.15.0006.
- Westjohn, Stanford A., Singh, Nitish, Magnusson, Peter. (2012) Responsiveness to Global and Local Consumer Culture Positioning: A Personality and Collective Identity Perspective. *Journal of International Marketing*: March 2012, Vol. 20, No. 1, pp. 58-73.
- Winit, Warat & Gregory, Gary & Cleveland, Mark & Verlegh, Peeter. (2014). Global vs. Local Brands: How Home Country Bias and Price Differences Impact Brand Evaluations. *International Marketing Review*. 31. 10.1108/IMR-01-2012-0001.
- Zeugner-Roth, Katharina & Žabkar, Vesna & Diamantopoulos, Adamantios. (2015). Consumer Ethnocentrism, National Identity, and Consumer Cosmopolitanism as Drivers of Consumer Behavior: A Social Identity Theory Perspective. *Journal of International Marketing*. 23. 150305080544008. 10.1509/jim.14.0038.

Annex 1
First PreTest

Pre-Test Brands

1. Kennen Sie die Schuh- und Kleidungsmarke Giesswein?

GIESSWEIN

Mark only one oval.

- ☐ Ja
☐ Nein

2. Kennen Sie die Kaffeemarke J. Hornig?

J.
HORNIG

Annex 2

Second PreTest

1. Kennen Sie die Marke Nöm?



Mark only one oval.

- ☐ Ja
☐ Nein

2. Wie vertraut sind Sie mit der Marke Nöm?



Mark only one oval.

	1	2	3	4	5
Überhaupt nicht	☐	☐	☐	☐	☐ sehr gut

3. Was halten Sie von der Marke Nöm?

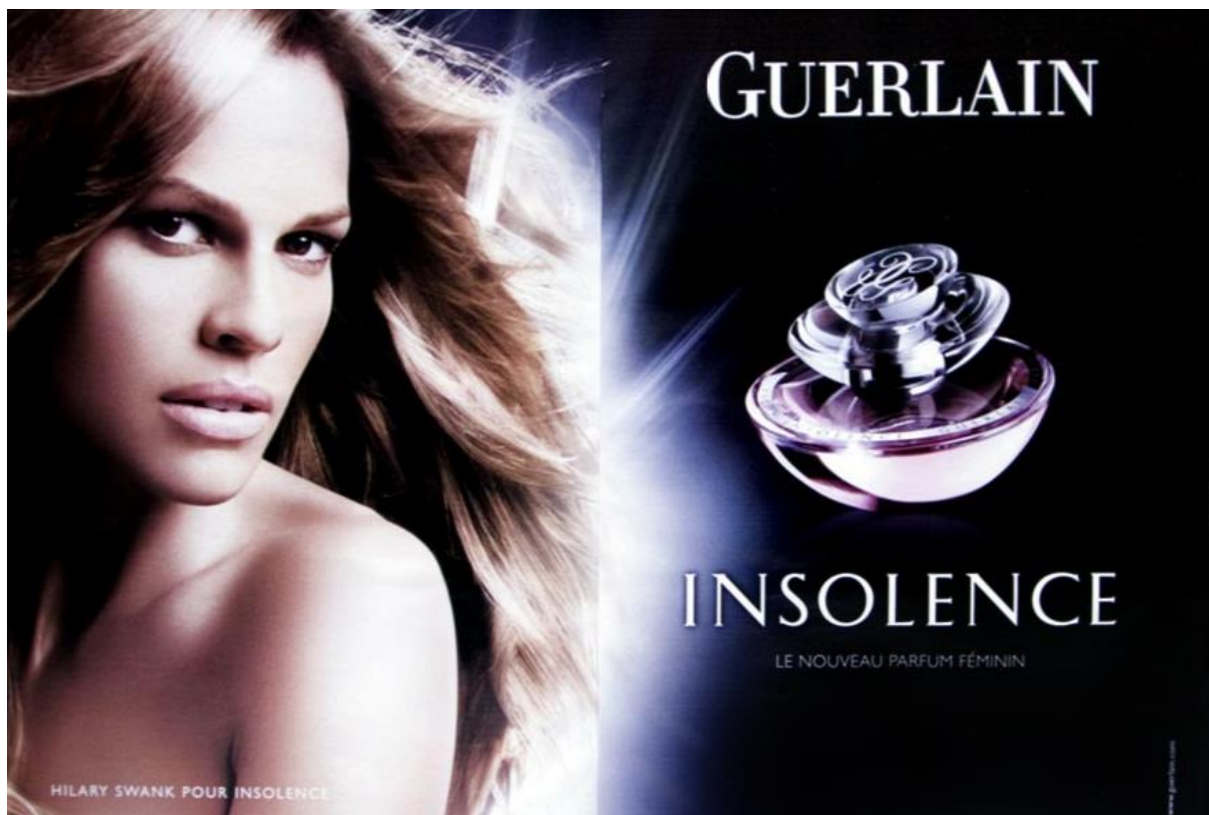


Mark only one oval.

	1	2	3	4	5
Gefällt mir überhaupt nicht	☐	☐	☐	☐	☐ Gefällt mir sehr

Annex 3

Filler ads





Annex 4

Questionnaire Design

Construct Name	Source	German	Scale	English	Scale
		Die folgende Studie befasst sich mit der Meinung von Konsumenten zu verschiedenen Werbeanzeigen und Ihre Meinung zum Thema Konsumentenverhalten. Die Umfrage wird am Lehrstuhl für Internationales Marketing an der Universität Wien durchgeführt. Durch Ihre Teilnahme tragen Sie zu der erfolgreichen Absolvierung meiner Masterarbeit zu. • Selbst wenn Sie sich nicht sicher sind, wie sie eine Frage beantworten sollten, versuchen Sie bitte, alle Fragen vollständig und nach bestem Wissen auszufüllen. Ihr Beitrag ist uns wichtig. • Informationen, die Sie uns zur Verfügung stellen, werden anonym bearbeitet. Teilnehmer können mittels Ihrer Antworten nicht identifiziert werden. Diese		The following Study aims to look at the opinion of consumers with regards to advertising and consumer behaviour. The study is carried out at the Chair of International Marketing at the University of Vienna. With your participation you are contributing to the successful completion of my master thesis. • Even when you are not sure what your answer should be, please try to fill out all questions completely and as best as possible. Your contribution is important to us. • Any information that you provide will be processed anonymously. Participants cannot be identified by their answers. This study has no commercial purpose. It will take you approximately 8min to fill out this questionnaire. Thank you for your support and participation!	

		Studie hat keine kommerziellen Ziele. Für die Beantwortung der Fragen brauchen Sie ca. 8min. Vielen Dank für Ihre Unterstützung und Teilnahme! Evelin Ivanova e-mail: evellyne.i.ivanova@gmail.com		Evelin Ivanova e-mail: evellyne.i.ivanova@gmail.com	
		Bitte bewerten Sie folgende Aussagen: Wie oft kaufen Sie Kosmetik von Guerlain ein? / Wie oft kaufen Sie bei Hornbach ein? / Wie oft nutzen Sie den Sekundenkleber Loctite?	7 point Likert scale (1=überhaupt nicht; 7=sehr oft)	Please evaluate the following statements: How often do you buy cosmetics from Guerlain? / How often do you shop at Hornbach? / How often do you use Loctite glue?	7 point Likert scale (1=not at all; 7=very often)
		Bitte bewerten Sie folgende Aussagen. Wie gefällt Ihnen die Modemarke Guerlain? / Wie gut kennen Sie die Klebstoffmarke Loctite? / Wie gefällt Ihnen die Schokoladenmarke Zotter?	7 point Likert scale (1=überhaupt nicht; 7=sehr gut)	Please evaluate the following statements: How much do you like the brand Guerlain? / How well do you know the brand Loctite? How do you like the brand Zotter?	7 point Likert scale (1=not at all; 7=very much)
		Haben Sie schon einmal Werkzeuge bei Hornbach gekauft?	Ja/Nein	Have you ever bought tools from Hornbach?	Yes/No.
		In diesem Abschnitt werden Ihnen einige Printanzeigen von bekannten		In this section, you will be shown some print ads of famous brands which operate	

		Marken gezeigt, die am österreichischen Markt tätig sind. Bitte schauen Sie sich diese genau an. Anschließend werden Sie aufgefordert Fragen über diese Anzeigen und Marken zu beantworten.		in the Austrian market. Please take a careful look at them. After that you will be asked to reply to questions about these ads and brands.	
		Hornbach			
		Zotter LCCP			
		Loctite			
		Guerlain			
		Hornbach			
		Zotter FCCP			
		Loctite			
		Guerlain			
		Hornbach			
		Zotter Control			
		Loctite			
		Guerlain			
		Hornbach			
		Zotter Global			
		Loctite			
		Guerlain			
		In den folgenden Abschnitten werden Ihnen Fragen über die Schokoladenmarke Zotter und Ihre Printanzeige gestellt.		In the following sections you will be asked questions about the brand Zotter and its print ad.	
AdAtt (Ad attitude)	Nijssen, Edwin J., Douglas, Susan P. (2011) Consumer World-Mindedness and Attitudes Toward Product Positioning in Advertising: An Examination of Global Versus	Meiner Meinung nach, ist die gezeigte Printanzeige von der Marke Zotter? Schlecht- gut / unvorteilhaft- vorteilhaft / negativ-positiv / unangenehm-angenehm		In my opinion, Zotter`s print ad is: Bad-good/ unfavourable- favourable/ negative- positive/ unpleasant- pleasant	

	Foreign Versus Local Positioning. Journal of International Marketing: September 2011, Vol. 19, No. 3, pp. 113-133.; page 130 (Based on Feltham 1994; Wells 1964)				
LCCP	Halkias, Georgios, Micevski, Milena, Diamantopoulos, Adamantios, Milchram, Christine, (2017) "Exploring the effectiveness of foreign brand communication: Consumer culture ad imagery and brand schema incongruity", Journal of Business Research (2017), http://dx.doi.org/10.1016/j.jbusres.2017.04.018 ; Web Appendix: Consumer culture imagery (adapted from Alden et al., 1999)	Inwieweit stimmen Sie den folgenden Aussagen zu? 1.Für mich scheint dies eine lokale Anzeige zu sein. 2.Diese Anzeige repräsentiert die österreichische Kultur sehr gut. 3. Die Marke, die in der Anzeige präsentiert wird, scheint mit der österreichischen Kultur verbunden zu sein. 4. Ich verbinde die Anzeige mit Österreich. 5. Diese Anzeige enthält Hinweise auf die typisch österreichische Werte.	7 point Likert scale (1=stimme überhaupt nicht zu; 7=stimme voll und ganz zu)	To what extent do you agree with these statements: 1.To me, this appears to be a local brand. 2.This ad represents Austrian culture very well. 3.The brand that is presented in the ad, appears to be connected to Austrian culture. 4.I associate this ad with Austria. 5.This ad contains cues to the typical Austrian values.	7 point Likert scale (1=i strongly disagree; 7=I agree fully)
FCCP	Halkias, Georgios, Micevski, Milena, Diamantopoulos, Adamantios, Milchram, Christine, (2017) "Exploring the effectiveness of foreign brand communication: Consumer culture ad imagery and brand schema incongruity", Journal	Inwieweit stimmen Sie den folgenden Aussagen zu? 1.Ich verbinde die Anzeige mit einer fremden Kultur. 2. Diese Anzeige scheint ausländischer Herkunft zu sein. 3. Die Marke, die in der Anzeige präsentiert wird, scheint mit einer fremden Kultur verbunden zu sein.	7 point Likert scale (1=stimme überhaupt nicht zu; 7=stimme	To what extent do you agree with these statements: 1.I associate this brand with a foreign culture. 2.This ad appears to be foreign. 3. The brand that is presented in the ad, appears to be connected to a foreign culture.	7 point Likert scale (1=i strongly disagree; 7=I agree fully)

	of Business Research (2017), http://dx.doi.org/10.1016/j.jbusres.2017.04.018 ; Web Appendix: Consumer culture imagery (adapted from Alden et al., 1999)	4. Diese Anzeige repräsentiert die fremde (nicht-österreichische) Kultur sehr gut. 5. Diese Anzeige enthält Hinweise auf typisch fremde Werte.	voll und ganz zu)	4.This ad represents a foreign (non-Austrian) culture very well. 5. This ad contains cues to the typical foreign values.	
GCCP	Halkias, Georgios, Micevski, Milena, Diamantopoulos, Adamantios, Milchram, Christine, (2017) "Exploring the effectiveness of foreign brand communication: Consumer culture ad imagery and brand schema incongruity", Journal of Business Research (2017), http://dx.doi.org/10.1016/j.jbusres.2017.04.018 ; Web Appendix: Consumer culture imagery (adapted from Alden et al., 1999)	Inwieweit stimmen Sie den folgenden Aussagen zu? 1.Für mich stellt diese Anzeige etwas Internationales dar. 2. Diese Anzeige scheint global zu sein. 3. Die Marke, die in der Anzeige präsentiert wird, scheint mit einer globalen Konsumkultur verbunden zu sein. 4. Diese Anzeige enthält Hinweise auf typisch globale Werte. 5. Diese Anzeige repräsentiert die globale Kultur sehr gut.	7 point Likert scale (1=stimme überhaupt nicht zu; 7=stimme voll und ganz zu)	To what extent do you agree with these statements: 1.For me, this ad represents something international. 2.This ad appears to be global. 3. The brand that is presented in the ad, appears to be connected to a global culture. 4. This ad contains cues to the typical global values. 5. This ad represents a global culture very well.	7 point Likert scale (1=strongly disagree; 7=I agree fully)
		Im nächsten Abschnitt werden Sie gebeten weitere Fragen über die Printanzeige von der Marke Zotter zu beantworten.		In the following section, you will be asked to answer further question about the ad of the brand Zotter.	
R1 (incongruity)	Fleck, N. D., & Quester, P. G. 2007. Birds of a feather flock together ... definition, role and measure of congruence: An application to sponsorship. Psychology & Marketing, 24(11):	Meiner Meinung nach, sind die Inhalte der Anzeige: Unerwartet-erwartet Irrelevant-relevant Unvorhersehbar-vorhersehbar	7point Likert scale	In my opinion, the contents of the ad are: Unexpected-expected Irrelevant-relevant Unpredictable-predictable	

	975-1000.; Halkias et al. (2016); Schneider & Vogt (2012)				
In (inconsistency)	Halkias, Georgios & Kokkinaki, Flora. (2014) The Degree of Ad–Brand Incongruity and the Distinction Between Schema-Driven and Stimulus-Driven Attitudes, Journal of Advertising, 43:4, 397-409, DOI: 10.1080/00913367.2014.891087; Aurier & Fort 2007	Meiner Meinung nach, sind die Inhalte der Anzeige: Nicht sinnvoll-sinnvoll Schwer verständlich-leicht verständlich	7point Likert scale	In my opinion, the contents of the ad: Make no sense-make sense Are difficult to understand – easy to understand	
AdCred (Credibility)	Halkias, Georgios & Kokkinaki, Flora. (2014) The Degree of Ad–Brand Incongruity and the Distinction Between Schema-Driven and Stimulus-Driven Attitudes, Journal of Advertising, 43:4, 397-409, DOI: 10.1080/00913367.2014.891087; Aurier & Fort 2007	Inwieweit entspricht diese Anzeige Ihre Eindrücke von der Marke Zotter? Überhaupt nicht-voll und ganz	7point Likert scale	To what extent does this ad mirror your impressions of the brand Zotter? Not at all-completely	
AdSkep (Ad Skepticism)	Carl Obermiller , Eric Spangenberg & Douglas L. MacLachlan (2005) AD SKEPTICISM: The Consequences of Disbelief, Journal of Advertising; p.7, Table 2 (adapted, part of scale used in paper)	Inwieweit stimmen Sie den folgenden Aussagen zu? 1.Diese Anzeige liefert ein ehrliches Bild der Marke Zotter. 2. Diese Anzeige liefert ein glaubwürdiges Bild der Marke Zotter.	7 point Likert scale (1=stimme überhaupt nicht zu; 7=stimme	To what extent do you agree with these statements? 1.This ad delivers an honest image of the brand Zotter. 2. This ad delivers a credible image of the brand Zotter. 3. This ad delivers a trustworthy image of the brand Zotter.	7 point Likert scale (1=i strongly disagree; 7=I agree fully)

		3. Diese Anzeige liefert ein vertrauenswürdiges Bild der Marke Zotter.	voll und ganz zu)		
		Im nächsten Abschnitt werden Ihnen einige Fragen über die Marke Zotter gestellt.		In the following section, you will be asked questions about the brand Zotter.	
BrAttr (Brand Attractiveness)	Park, C. W., MacInnis, D. J., Priester, J. R., Eisingerich, A. B., & Iacobucci, D. 2010. Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers. Journal of Marketing, 74(6): 1-17.	Inwieweit stimmen Sie den folgenden Aussagen zu? 1. Die Marke Zotter gefällt mir sehr. 2. Ich finde, die Marke Zotter ist gut. 3. Ich habe eine positive Einstellung gegenüber der Marke Zotter.	7 point Likert scale (1=stimme überhaupt nicht zu; 7=stimme voll und ganz zu)	To what extent do you agree with these statements? 1. I like the brand Zotter very much. 2. I think the brand Zotter's good. 3. I have a positive opinion of the brand Zotter.	7 point Likert scale (1=strongly disagree; 7=I agree fully)
PrIn (Product Involvement)	Halkias, Georgios & Kokkinaki, Flora. (2016) Schema strength, processing opportunity, and the rewarding nature of incongruity resolution in advertising, International Journal of Advertising, 36:3, 415-438, DOI: 10.1080/02650487.2016.1169579; Mittal, B., & Lee, M.-S. 1988. Separating Brand-Choice Involvement from Product Involvement via Consumer Involvement Profiles. Advances in Consumer Research, 15: 43-49.	Wie wahrscheinlich ist es, dass Sie die Marke Zotter kaufen, wenn Sie nächstes Mal eine Tafel Schokolade kaufen?	7 point Likert scale (1=sehr unwahrscheinlich; 7=sehr wahrscheinlich)	How likely is it that you would buy Zotter the next time you are buying chocolate?	7 point Likert scale (1=highly unlikely; 7=very likely)

BrFAM1 (Brand Familiarity)	Halkias, Georgios & Kokkinaki, Flora. (2016) Schema strength, processing opportunity, and the rewarding nature of incongruity resolution in advertising, International Journal of Advertising, 36:3, 415-438, DOI: 10.1080/02650487.2016.1169579; page 12	Wie vertraut sind Sie mit der Marke Zotter?	7 point Likert scale (1=überhaupt nicht; 7=sehr gut)	How familiar are you with the brand Zotter?	7 point Likert scale (1=not at all; 7=very well)
BrFAM2	Halkias, Georgios & Kokkinaki, Flora. (2016) Schema strength, processing opportunity, and the rewarding nature of incongruity resolution in advertising, International Journal of Advertising, 36:3, 415-438, DOI: 10.1080/02650487.2016.1169579; page 12	Die Marke Zotter ist eine...	7 point Likert scale (1=ausländische Marke; 7=österreichische Marke)	The brand Zotter is a...	7 point Likert scale (1=foreign brand; 7=austrian brand)
		Im nächsten Abschnitt werden Sie nach Ihren Meinungen und Einstellungen gefragt.		In the next section you will be asked about your opinion and attitude.	
CET (consumer ethnocentrism)	Zeugner-Roth, Katharina & Žabkar, Vesna & Diamantopoulos, Adamantios. (2015). Consumer Ethnocentrism, National Identity, and Consumer Cosmopolitanism as Drivers of Consumer Behavior: A Social Identity Theory Perspective. Journal of International	Inwieweit stimmen Sie den folgenden Aussagen zu? 1. Österreicher sollten keine ausländischen Produkte kaufen, weil dies der Wirtschaft schaden und Arbeitslosigkeit verursachen kann. 2. Es ist nicht richtig ausländische Produkte zu kaufen, denn dadurch werden viele Österreicher aus dem Geschäft getrieben.	7 point Likert scale (1=stimme überhaupt nicht zu; 7=stimme voll und ganz zu)	To what extent do you agree with these statements? 1. Austrian people should not buy foreign products, this hurts domestic business and causes unemployment. 2. It is not right to purchase foreign products, because this puts Austrian people out of jobs.	7 point Likert scale (1=strongly disagree; 7=I agree fully)

	Marketing. 23. 150305080544008. 10.1509/jim.14.0038.; page 47	3. Ein echter Österreicher sollte immer inländische Produkte kaufen. 4. Ich bevorzuge immer inländische Produkte über ausländische. 5. Wir sollten Produkte kaufen, die in Österreich produziert werden, anstatt andere Länder zu bereichern.		3. A real Austrian should always buy domestic products. 4. I always prefer domestic products over foreign ones. 5. We should purchase products manufactured in Austria, instead of letting other countries get rich off us.	
PrefAut (preference for authenticity)	Nijssen, Edwin J., Douglas, Susan P. (2011) Consumer World-Mindedness and Attitudes Toward Product Positioning in Advertising: An Examination of Global Versus Foreign Versus Local Positioning. Journal of International Marketing: September 2011, Vol. 19, No. 3, pp. 113-133.; page 130	Inwieweit stimmen Sie den folgenden Aussagen zu? 1. Ich bringe gerne authentische Produkte anderer Kulturen nach Hause, z.B. für meine Inneneinrichtung. 2. Wenn ein Produkt für eine fremde Kultur typisch ist, zahle ich lieber mehr für ein Original anstatt ein Imitat zu kaufen. 3. Ich zeige eine deutliche Vorliebe für ausländische Marken, die authentisch, und daher charakteristisch für ein bestimmtes Land sind.	7 point Likert scale (1=stimme überhaupt nicht zu; 7=stimme voll und ganz zu)	To what extent do you agree with these statements? 1. I like to bring authentic products from other cultures back home for example, to put in my own interior. 2. When a product is characteristic of a certain culture (e.g., Delft blue tiles, Ming China, Kashmir textile) I rather pay more for the real thing than buy a copy. 3. I have an outspoken preference for foreign brands that are authentic and thus characteristic for a particular country.	7 point Likert scale (1=strongly disagree; 7=I agree fully)
PCIn (Product Category involvement)	Halkias, Georgios & Kokkinaki, Flora. (2016) Schema strength, processing opportunity, and the rewarding nature of incongruity resolution in advertising, International Journal of Advertising, 36:3, 415-438, DOI: 10.1080/02650487.2016.1169579; Mittal, B., & Lee, M.-S.	Bitte kreuzen Sie Zutreffendes an. 1. Ich bin stark interessiert an Schokolade. 2. Ich wähle die Schokolade, die ich kaufe, sorgfältig aus. 3. Mir ist wichtig, welche Marke von Schokolade ich kaufe. 4. Die Auswahl der Schokoladenmarke ist eine wichtige Entscheidung für mich.	7 point Likert scale (1=stimme überhaupt nicht zu; 7=stimme voll und ganz zu)	Please mark accordingly: 1. I have a strong interest in chocolate. 2. I carefully choose my chocolate. 3. Which brand of chocolate I buy, is very important to me. 4. Choosing a chocolate brand is an important decision to me.	7 point Likert scale (1=strongly disagree; 7=I agree fully)

	1988. Separating Brand-Choice Involvement from Product Involvement via Consumer Involvement Profiles. Advances in Consumer Research, 15: 43-49.				
		Abschließend werden Sie gebeten Fragen zu Ihrer Person zu beantworten.		In the last section, you will be asked questions about your personally.	
		Wie alt sind Sie?		How old are you?	
		Geschlecht		Sex	
		Staatsbürgerschaft		Citizenship	
		(Woher kommen Sie?)		Where do you come from?	
		Was ist Ihr höchster Bildungsabschluss?		What is your highest level of education?	
		Monatliches Einkommen		Monthly Income	

Annex 5

Demographics

Age	Frequency	%	Sex	Frequency	%	Citizenship	Frequency	%	Education	Frequency	%	Income	Frequency	%
18-25	35	24.1%	Male	57	39.3%	Austrian	102	70.3%	Elementary school,	2	1.4%	-99	5	3.5%
26-35	56	38.6%	Female	88	60.7%	Non-Austrian, 6+ yrs	43	29.7%	Apprenticeship	14	9.7%	<€ 1.000	34	23.6%
36-45	31	21.4%		145			145		High school	24	16.7%	€ 1.000 - € 3.000	69	47.9%
46-55	18	12.4%							College	11	7.6%	> € 3.000	37	25.5%
55+	5	3.4%							University (Bachelor's) Degree	44	30.3%		145	
	145								University (Master's) Degree	44	30.3%			
									University (Doctorate) Degree	1	0.7%			
									No Data	4	2.8%			
									Missing Cases	1	0.7%			
										145				

Annex 6

SPSS Output

Descriptives

R1_sum

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Brands_control	35	5.4571	1.19663	.20227	5.0461	5.8682	3.00	7.00
Brands_FCCP	32	3.6250	1.68005	.29699	3.0193	4.2307	1.00	7.00
Brands_GCCP	41	4.1951	1.40035	.21870	3.7531	4.6371	1.00	7.00
Brands_LCCP	37	4.8378	1.28048	.21051	4.4109	5.2648	2.00	7.00
Total	145	4.5379	1.53216	.12724	4.2864	4.7894	1.00	7.00

Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
R1_sum	Based on Mean	1.542	3	141	.206
	Based on Median	.809	3	141	.491
	Based on Median and with adjusted df	.809	3	125.364	.491
	Based on trimmed mean	1.493	3	141	.219

ANOVA					
R1_sum	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	64.390	3	21.463	11.059	<.001
Within Groups	273.652	141	1.941		
Total	338.041	144			

ANOVA Effect Sizes^a

			95% Confidence Interval	
Point Estimate			Lower	Upper
R1_sum	Eta-squared	.190	.076	.289
	Epsilon-squared	.173	.056	.274
	Omega-squared Fixed-effect	.172	.056	.272
	Omega-squared Random-effect	.065	.019	.111

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

Multiple Comparisons

Dependent Variable: R1_sum

	(I) Display Order: Block Randomizer FL_26	(J) Display Order: Block Randomizer FL_26	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound Upper Bound	
Tukey HSD	Brands_control	Brands_FCCP	1.83214 [*]	.34074	<.001	.9463	2.7180
		Brands_GCCP	1.26202 [*]	.32061	<.001	.4285	2.0956
		Brands_LCCP	.61931	.32849	.239	-.2347	1.4734
	Brands_FCCP	Brands_control	-1.83214 [*]	.34074	<.001	-2.7180	-.9463
		Brands_GCCP	-.57012	.32861	.310	-1.4245	.2842
		Brands_LCCP	-1.21284 [*]	.33631	.002	-2.0872	-.3385
	Brands_GCCP	Brands_control	-1.26202 [*]	.32061	<.001	-2.0956	-.4285
		Brands_FCCP	.57012	.32861	.310	-.2842	1.4245
		Brands_LCCP	-.64272	.31590	.180	-1.4640	.1786
	Brands_LCCP	Brands_control	-.61931	.32849	.239	-1.4734	.2347
		Brands_FCCP	1.21284 [*]	.33631	.002	.3385	2.0872
		Brands_GCCP	.64272	.31590	.180	-.1786	1.4640
Games-Howell	Brands_control	Brands_FCCP	1.83214 [*]	.35933	<.001	.8804	2.7839
		Brands_GCCP	1.26202 [*]	.29789	<.001	.4790	2.0450
		Brands_LCCP	.61931	.29194	.156	-.1490	1.3876
	Brands_FCCP	Brands_control	-1.83214 [*]	.35933	<.001	-2.7839	-.8804
		Brands_GCCP	-.57012	.36883	.417	-1.5447	.4045
		Brands_LCCP	-1.21284 [*]	.36403	.008	-2.1760	-.2497
	Brands_GCCP	Brands_control	-1.26202 [*]	.29789	<.001	-2.0450	-.4790
		Brands_FCCP	.57012	.36883	.417	-.4045	1.5447
		Brands_LCCP	-.64272	.30355	.157	-1.4401	.1547
	Brands_LCCP	Brands_control	-.61931	.29194	.156	-1.3876	.1490
		Brands_FCCP	1.21284 [*]	.36403	.008	.2497	2.1760
		Brands_GCCP	.64272	.30355	.157	-.1547	1.4401

Case Processing Summary

Display Order: Block Randomizer FL_26		Valid		Cases Missing		Total	
		N	Percent	N	Percent	N	Percent
AddAtt_sum	Brands_control	35	100.0%	0	0.0%	35	100.0%
	Brands_FCCP	32	100.0%	0	0.0%	32	100.0%
	Brands_GCCP	41	100.0%	0	0.0%	41	100.0%
	Brands_LCCP	37	100.0%	0	0.0%	37	100.0%

Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
AddAtt_sum	Based on Mean	.394	3	141	.757
	Based on Median	.370	3	141	.775
	Based on Median and with adjusted df	.370	3	137.591	.775
	Based on trimmed mean	.406	3	141	.749

ANOVA

AddAtt_sum

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.781	3	1.927	.948	.419
Within Groups	286.608	141	2.033		
Total	292.390	144			

Model									
coeff	se	t	p	LLCI	ULCI				
constant	5.0887	.2260	22.5184	.0000	4.6290	5.5485			
R1_sum	.3352	.1802	1.8606	.0717	-.0313	.7017			
PrA_sum	-.2412	.1822	-1.3238	.1947	-.6120	.1295			
Int_1	-.0928	.1202	-.7717	.4458	-.3374	.1518			
Product terms key:									
Int_1 : R1_sum x PrA_sum									
Test(s) of highest order unconditional interaction(s):									
R2-chng	F	df1	df2	p					
X*W	.0152	.5956	1.0000	33.0000	.4458				

Focal predict: R1_sum (X)									
Mod var: PrA_sum (W)									
Conditional effects of the focal predictor at values of the moderator(s):									
PrA_sum	Effect	se	t	p	LLCI	ULCI			
-1.3135	.4570	.2528	1.8082	.0797	-.0572	.9713			
.0000	.3352	.1802	1.8606	.0717	-.0313	.7017			
1.3135	.2133	.2256	.9458	.3511	-.2456	.6723			

Model Summary							
R	R-sq	MSE	F	df1	df2	p	
.3236	.1047	2.0010	1.2864	3.0000	33.0000	.2953	
Model							
coeff	se	t	p	LLCI	ULCI		
constant	5.0624	.2377	21.2959	.0000	4.5788	5.5461	
R1_sum	.2780	.1908	1.4571	.1545	-.1102	.6663	
CET_sum	.1518	.1533	.9907	.3291	-.1600	.4636	
Int_1	.0459	.1213	.3783	.7076	-.2010	.2928	
Product terms key:							
Int_1 : R1_sum x CET_sum							
Test(s) of highest order unconditional interaction(s):							
R2-chng	F	df1	df2	p			
X*W	.0039	.1431	1.0000	33.0000	.7076		

Focal predict: R1_sum (X)							
Mod var: CET_sum (W)							
Conditional effects of the focal predictor at values of the moderator(s):							
CET_sum	Effect	se	t	p	LLCI	ULCI	
-1.5726	.2058	.2466	.8346	.4099	-.2959	.7076	
.0000	.2780	.1908	1.4571	.1545	-.1102	.6663	
1.5726	.3502	.2912	1.2026	.2377	-.2423	.9427	

Model Summary							
R	R-sq	MSE	F	df1	df2	p	
.6160	.3794	1.5691	7.5401	3.0000	37.0000	.0005	
Model							
coeff	se	t	p	LLCI	ULCI		
constant	4.6941	.2214	21.2047	.0000	4.2456	5.1426	
R1_sum	.5487	.1740	3.1526	.0032	.1960	.9013	
AdSkep_s	.1680	.1494	1.1241	.2682	-.1348	.4707	
Int_1	.0295	.0813	.3630	.7187	-.1352	.1942	
Product terms key:							
Int_1 :	R1_sum	x	AdSkep_s				
Test(s) of highest order unconditional interaction(s):							
R2-chng	F	df1	df2	p			
X*W	.0022	.1317	1.0000	37.0000	.7187		

Focal predict: R1_sum (X)							
Mod var: AdSkep_s (W)							
Conditional effects of the focal predictor at values of the moderator(s):							
AdSkep_s	Effect	se	t	p	LLCI	ULCI	
-1.6219	.5008	.2061	2.4300	.0201	.0832	.9184	
.0000	.5487	.1740	3.1526	.0032	.1960	.9013	
1.6219	.5965	.2299	2.5948	.0135	.1307	1.0623	

Model Summary						
R	R-sq	MSE	F	df1	df2	p
.6876	.4728	1.2261	8.3695	3.0000	28.0000	.0004
Model						
coeff	se	t	p	LLCI	ULCI	
constant	4.7437	.2426	19.5534	.0000	4.2468	5.2407
R1_sum	.3810	.1664	2.2906	.0297	.0403	.7218
AdSkep_s	.2194	.1483	1.4801	.1500	-.0843	.5231
Int_1	.0598	.0741	.8069	.4265	-.0920	.2116
Product terms key:						
Int_1	:	R1_sum	x	AdSkep_s		
Test(s) of highest order unconditional interaction(s):						
R2-chng	F	df1	df2	p		
X*W	.0123	.6511	1.0000	28.0000	.4265	

Focal predict: R1_sum (X)						
Mod var: AdSkep_s (W)						
Conditional effects of the focal predictor at values of the moderator(s):						
AdSkep_s	Effect	se	t	p	LLCI	ULCI
-1.8159	.2724	.2469	1.1035	.2792	-.2333	.7782
.0000	.3810	.1664	2.2906	.0297	.0403	.7218
1.8159	.4896	.1750	2.7981	.0092	.1312	.8481

Model Summary						
R	R-sq	MSE	F	df1	df2	p
.6726	.4524	1.2736	7.7097	3.0000	28.0000	.0007
Model						
coeff	se	t	p	LLCI	ULCI	
constant	4.8805	.2276	21.4447	.0000	4.4143	5.3467
R1_sum	.5100	.1525	3.3436	.0024	.1975	.8225
PCIn	.2029	.1836	1.1052	.2785	-.1731	.5789
Int_1	-.0237	.1224	-.1932	.8482	-.2745	.2272
Product terms key:						
Int_1	:	R1_sum	x	PCIn		
Test(s) of highest order unconditional interaction(s):						
R2-chng	F	df1	df2	p		
X*W	.0007	.0373	1.0000	28.0000	.8482	

Focal predict: R1_sum (X)						
Mod var: PCIn (W)						
Conditional effects of the focal predictor at values of the moderator(s):						
PCIn	Effect	se	t	p	LLCI	ULCI
-1.2374	.5393	.2606	2.0690	.0479	.0054	1.0732
.0000	.5100	.1525	3.3436	.0024	.1975	.8225
1.2374	.4807	.1566	3.0706	.0047	.1600	.8014

Model	coeff	se	t	p	LLCI	ULCI
constant	4.7202	.1788	26.3946	.0000	4.3579	5.0826
R1_sum	.7734	.1372	5.6365	.0000	.4954	1.0515
PCIn	.2385	.1133	2.1057	.0421	.0090	.4681
Int_1	-.2972	.1160	-2.5629	.0146	-.5321	-.0622

Product terms key:

Int_1 : R1_sum x PCIn

Test(s) of highest order unconditional interaction(s):

R2-chng	F	df1	df2	p
X*W	.0920	6.5684	1.0000	37.0000

Focal predict: R1_sum (X)

Mod var: PCIn (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCIn	Effect	se	t	p	LLCI	ULCI
-1.6453	1.2624	.2698	4.6791	.0000	.7157	1.8090
.0000	.7734	.1372	5.6365	.0000	.4954	1.0515
1.6453	.2845	.1941	1.4659	.1511	-.1087	.6777

Annex 7

Deutschsprachiger Abstract

Die Struktur dieser Arbeit fokussiert sich auf die Persönlichkeit und kollektive Identität der Konsumenten als zwei der vielen Faktoren, die die Wahl der Positionierungsstrategie beeinflussen und häufig auch bei der Bildung und Organisation von Schemata eine Rolle spielen. Daher leistet die vorliegende Arbeit einen Beitrag zur Marktforschung, indem sie sich mit dem Thema der Werbe-Marken-Inkongruenz aus der Perspektive der Theorie der sozialen Identität befasst. Sie zieht Schlussfolgerungen auf der Grundlage einer empirischen Untersuchung, die in Österreich durchgeführt wurde, wobei die Verbraucherpräferenzen der Konsumenten im Land anhand des Beispiels einer bestehenden heimischen Marke - die Schokoladenmanufaktur Zotter, getestet wurden.