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The perception of and the attitude towards regional food products

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„Um das Wunderbare zu erlangen, muss man das Unvorstellbare denken.“ Tom Robins

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1. Introduction

Regional (food) festivals, like the Oktoberfest in Bavaria are gaining increasingly popularity within the region itself but also outside the region and even outside the country. The festivals serve as a great opportunity for locals as well as for visitors to dive deeply into the particular food from the respective region. Beside the entertainment value these festivals can have, they potentially can also have a huge economic impact as they can help to promote regional food products in the domestic market and even or perhaps especially beyond the country's borders. Past studies could already show that regional food specialties are associated with different positive aspects, which serve as a good basis for their development. There is for example the group of consumers who loves to experience new things. According to Kim, Eves, and Scarles (2009) they would characterize regional food products as outstanding experiences. Another group of consumers is touched by regional food products because of their nostalgic character (Tregear, 2003). Additionally due to a couple of different reasons regional food products, or rather the regional food production, is seen as a quality attribute (Kneafsey, 2010). Loureiro and Umberger (2003) also found that consumers prefer domestic food products as they associate them with higher quality. Food scandals, the distancing of consumers from contemporary food production or the refusal of homogenized food are inter alia reasons why consumer will choose regional food products in favor of "conventional food products" (Sidali, Kastenholz, & Bianchi, 2013). Preferences for domestic food products can be also related to factors like supporting the local farmers and/or local economy but also sustaining local farmland. Food miles, carbon footprint as well as increasing concerns regards the global climate change may also result in favor for domestic food products. Against this background, the increasing popularity of domestic food products will serve as a solid basis for this thesis. In consequence, various aspects regarding the perception of and the attitude towards regional food products, at the example of Bavaria, are analyzed in this dissertation.

1.1 Motivation

Marketing research regarding country of origin effects dates back to 1965 and was first and foremost studied by Schooler (1965). Part of his consumer behavior research study was that consumers had to evaluate products based on their country of product origin. He concluded that the country of origin influences consumers' attitudes about the products they had to evaluate. He could show that products from less developed countries as well as foreign made products (compared to domestic ones) were evaluated less valuable (Schooler, 1965). Peterson and Jolibert (1995) could show later that the country of origin is directly linked to product evaluation. Moreover, Nagashima (1970) found that the image of a product's origin positively correlates with product familiarity and the availability of the product in question.

Studying the effect of a country's image on the perception of product quality could be one way to understand the factors that influence consumers' attitude towards domestic vs. foreign products. Another possibility to explain consumer's attitude in this regard would be to measure consumers' political and economic attitude towards foreign countries. One construct, which can be used in this area, is the consumer ethnocentrism construct, developed by Shimp and Sharma (1987). Based on the definition of consumer ethnocentrism ethnocentric people believe that purchase foreign products will damage the domestic economy, costs domestic jobs, and is unpatriotic (Shimp & Sharma, 1987). Previous studies on consumer ethnocentrism found out that there is a relationship between the level of ethnocentrism and the purchase decision of foreign products, the judgment of the quality of foreign products and the cultural openness (Shimp & Sharma, 1987; Netemeyer, Durvasula, & Lichtenstein, 1991; Sharma, Shimp, & Shin, 1995).

Numerous studies are already investigating different aspects of the region/country of origin effect for durable and non-durable consumer goods, as well as investigating the construct of consumer ethnocentrism. Nevertheless, to the author's knowledge, there is no existing study examining the relationship between product knowledge, consumer ethnocentrism and the

impact of socio-demographic variables in this context. However, before this relationship can be presented consumers' product knowledge regarding Bavarian food products had to be made accessible.

Considering the aforementioned the focus of the thesis is twofold. Firstly, it investigates international consumers' cognitive structures regarding food products from a certain area in South Germany, namely Bavaria. Secondly, the strengths of domestic food products in the regional (Bavarian) market is examined. This thesis investigates the relationship between product knowledge regarding Bavarian food products, consumer ethnocentrism and socio-demographic variables in an international context and examines the mediating effect of consumer ethnocentrism in this relationship. Furthermore, the relationship between consumer ethnocentrism and different country of origin measurement constructs (country of origin product image and product involvement) will be presented. Finally, the thesis examines if an existing brand personality model can be transferred to describe a region's image and if so what the implications for the food products thereof are.

1.2 Research objectives

The main objective of this thesis is to investigate the perception of and the attitude towards regional food products in an international as well as in a regional context. The objectives of the thesis will be considered under different perspectives: conceptually, empirically and finally also from a practical (marketing) standpoint.

On the conceptual side, the objective is to connect concepts from food marketing and consumer behavior research with network analysis instruments from sociology to analyze consumers' product knowledge regarding regional food products. Furthermore, a classical marketing scale was integrated into the country of origin research to uncover brand personality dimensions of a region, which either strengthen or weaken the attitude towards domestic food products.

On the empirical side, the objective is to elicit product knowledge regarding Bavarian food products from different international consumer groups as well as from consumers in the region itself with an associative elicitation technique – concept mapping - a method to uncover a person's cognitive structures. In total 747 consumers in six countries have been surveyed in personal interviews. Relationships between the different concepts stored in consumers' memory will be uncovered, correlations are shown and analyzed and finally the influencing factors on product knowledge are identified. Furthermore, the brand personality scale developed by Aaker (1997), an instrument measuring human characteristics of a given brand, is transferred to the region, which is quite new in the area of food marketing.

Finally, the study aims to derive some practical marketing recommendations. Based on these findings practitioners should be able to create appropriate marketing strategies for an optimized country/region of origin effect for their products. The results will help to create a well thought market segmentation into different target groups that allows to operate or rather communicate differently depending on the needs of the individual groups.

Different subprojects have been designed to achieve the different research objectives and are presented in three different papers. For an overview, Figure 1 explains the research presented in this thesis, and the individual papers and how they are linked to each other.

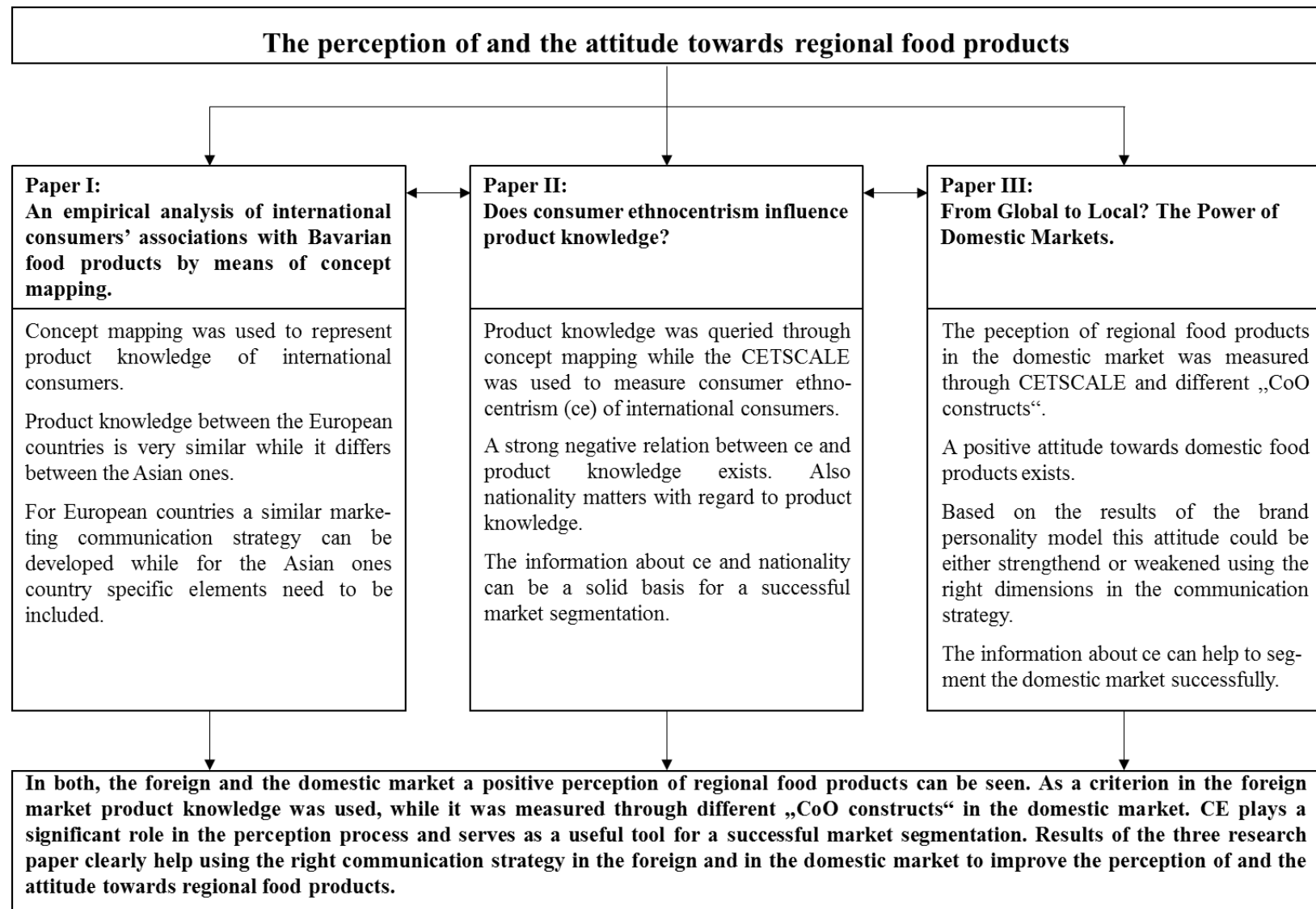


Figure 1: Structure of the research project and its individual papers. Source: author's illustration.

1.3 Overview and structure of the thesis

The thesis is divided into five chapters.

After this introduction, the second chapter gives an overview of the theoretical framework.

The first section (2.1) details relevant aspects of consumer perception and cognition processes including cognitive structures, schema theory and the spreading activation network model.

The second section in the second chapter (2.2) includes beside the theoretical background on the brand personality model an overview on the country/region of origin literature as well as an overview on the concept of consumer ethnocentrism. As these three topics turn to be important marketing and consumer behavior aspects, they are embedded into the theoretical framework of marketing and consumer behavior.

The third chapter explains the methods as well as the research design chosen for this thesis.

First, the qualitative research method of concept mapping will be discussed, as this is one of the main methods for the data collection in this study. Further, the statistical method of network analysis as well as the econometric method of count data analysis is explained before the chapter finalizes with the theory of regression and principle component analysis.

Chapter 4 presents the results from the three individual research papers. Here, the first paper focuses on consumers' semantic networks regarding Bavarian food products. Concept mapping has been applied to gather information from international consumers about Bavarian food products. This method allows uncovering the cognitive structures from the respondents on the given topic. The surveys were conducted in two different European countries – Bulgaria and Romania as well as in two Asian countries – China and South Korea.

The second paper investigates the relationship between product knowledge and consumer ethnocentrism. Furthermore, it is analyzed if socio demographic variables like age, gender, education and nationality influence the product knowledge directly or indirectly. The focus here will be on the construct of consumer ethnocentrism. Research countries in the second paper were three European countries – Bulgaria, Romania and Russia.

The third paper firstly examines if there is an interrelation between consumer ethnocentrism, product image and product involvement regarding locally grown food products and socio-demographic variables. Secondly, Aaker's brand personality model is applied to uncover the brand personality characteristics people associate with a given region and thus the food thereof. The findings of these two approaches will serve as the basis for a successful regional marketing strategy. Results are based on a sample of Bavarian consumers.

The last chapter, chapter 5, provides an overall discussion of the results from the three individual research papers and concludes with marketing recommendations, research limitations as well ideas for future research. For a better overview, Figure 2 shows the structure of the thesis graphically.

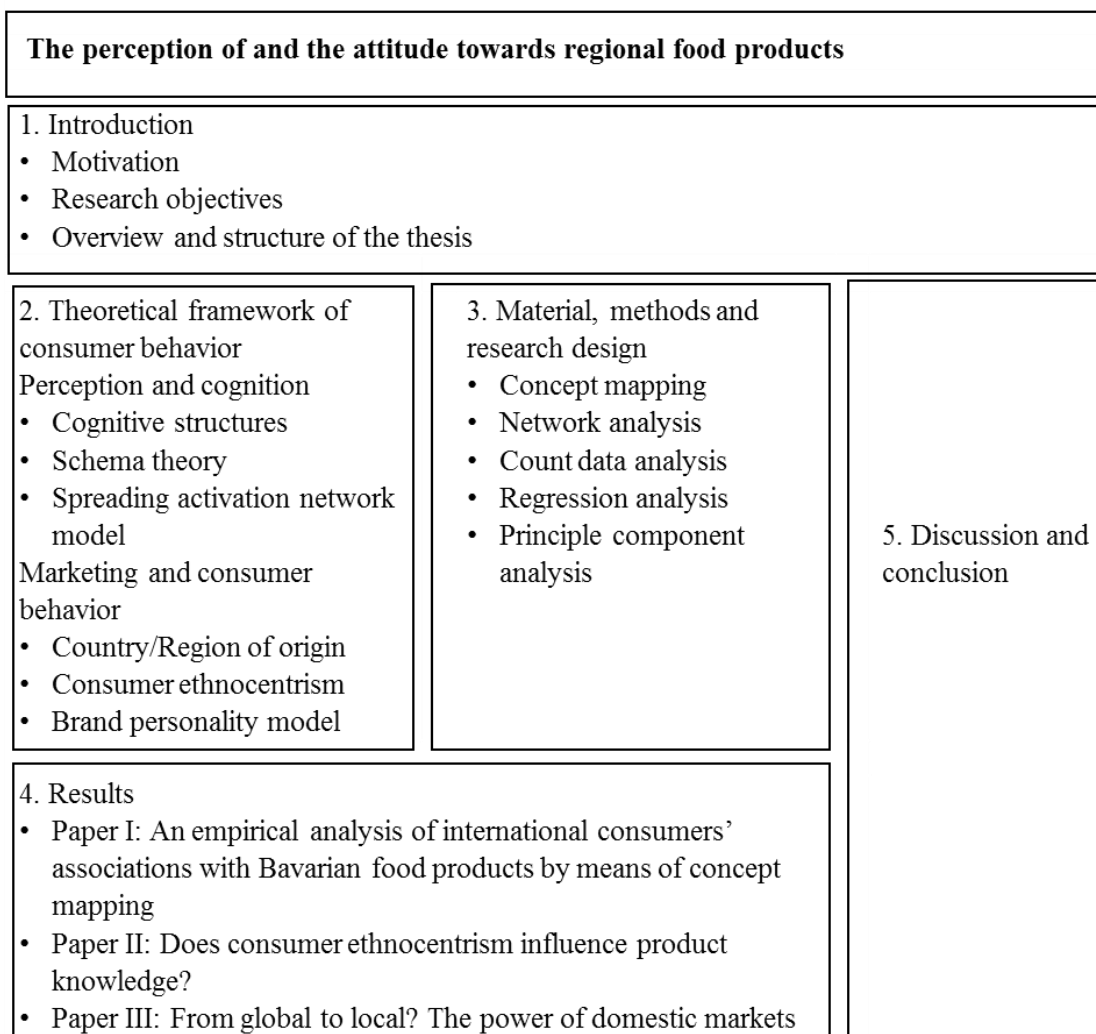


Figure 2: Structure of the thesis. Source: author's illustration.

2. Theoretical framework of consumer behavior

Within the research of consumer behavior, several aspects are of importance for this research in this thesis. Thus, this chapter, outlining the theoretical framework, starts with an overview on the perception and cognition process including the constructs of cognitive structures as well as underlying theories on schemas and spreading activation in the context of semantic networks. The second section of this chapter turns to relevant aspects in the marketing and consumer behavior literature and explains the country of origin effect, consumer ethnocentrism and the brand personality model.

2.1 Perception and the cognition process

“Individuals act and react on the basis of their perceptions, not on the basis of objective reality.” (Schiffman, Kanuk, & Hansen, 2008, p.167).

Engel, Blackwell, and Miniard (1986, cited according to Evans, Jamal, & Foxall, 2010, p.64) define perception as “the process whereby stimuli are received and interpreted by the individual and translated into a response”. Perception can be seen as the process of collecting, organizing and interpreting information (Schiffman, Kanuk, & Hansen, 2008) and is one part of the cognitive process. The cognitive process (conscious and unconscious) as such is seen as the memory and the learning of information and as mentioned before the perception process (including the assessment) (Kroeber-Riel & Gröppel-Klein, 2013). Cognitive processes often interact with cognitive structures and consequently a certain (consumer) behavior evolves (Grunert & Grunert, 1995).

In the following sections, cognitive structures and schema theory (2.1.1 and 2.1.2) as well as the spreading activation network model (2.1.3) are explained. This information is important to understand the whole functioning of cognitive processes and the processing of (new) information.

2.1.1 Cognitive structures

Analyzing international consumers' cognitive structures regarding a given topic in this case Bavarian food products is one of the focus of the present study. As cognitive structures are supposed to be very complex and hold a lot of information, they are of interest for many researchers since years. Cognitive structures are commonly used by each person to make sense out of any given information (basic mental processes). This information is represented in symbolic (coded) form and is called knowledge or knowledge structures. It can be differentiated into procedural (non-declarative or explicit) and declarative (implicit) knowledge. Procedural knowledge is unconscious and cannot be expressed in words. It contains scripts and skills and contains any information how to do things (e.g. going to a restaurant; going biking) (Trommsdorff & Teichert, 2011; Kroeber-Riel, Weinberg, & Gröppel-Klein, 2009). Declarative knowledge, however, is factual and conscious and thus can be expressed in words. It contains any kind of information on facts, situations, objects, etc. and comprises categories, concepts and associative networks (Brunsø, Scholderer, & Grunert, 2004; Anderson, 2007). Declarative knowledge can be further differentiated into semantic (meanings and beliefs about certain things) and episodic (personal situation/happenings that occurred at a particular time) knowledge. Semantic knowledge is especially important in the formation process of cognitive structures and can be retrieved relatively fast due to its structured organization (Anderson, 2007). After the encoding process, knowledge is supposed to be stored in form of knowledge structures (cognitive structures) or semantic networks in the long term memory (see also Figure 3) (Kroeber-Riel, Weinberg, & Gröppel-Klein, 2009). One of the most common ways to represent cognitive structures is the semantic network approach (associative network model based on Anderson (1983)). Here information and knowledge are represented in a node-link structure (Martin, 1985; Keller, 1993a). In this case, nodes are the concepts within the network while the links built the relationships between these concepts. If there are multiple links between individual concepts, a very strong relationship

between these individual concepts exists (Cowley & Mitchell, 2003). With the help of semantic networks existing knowledge structures, the formation of the knowledge structures and the change in the knowledge structures can be represented (Kroeber-Riel, Weinberg, & Gröppel-Klein, 2009).

2.1.2 Schema theory

Based on Kanwar, Olson, and Sims (1981, p. 123) schema/schemata can be defined as “models of or metaphors for cognitive structures”. In other words, knowledge is schematically organized (Hudson, Fivush, & Kuebli, 1992). Main parts of the knowledge consist of standardized ideas how a certain situation should typically look like. These knowledge structures are called schemata. Schemata can be differentiated depending on what they refer to: persons, facts or events. If schemata refer to events, they are called scripts. Schemata can be connected with verbal notions but also with visual notions (mental maps). In the current psychology, schemata are seen as a fundamental component for any complex human information processing (Kroeber-Riel, Weinberg, & Gröppel-Klein, 2009).

This concept of schemata has especially become popular amongst social psychologists but is also used in consumer research frequently to measure product familiarity, advertising effects, etc. (Kanwar, Olson, & Sims, 1981). Schemata serve for any kind of information processing (structuring, organizing, interpreting, etc.) and help to understand and interpret prior knowledge and thus help to process incoming information (data) appropriate (Greenberg, Westcott, & Bailey, 1998). Figure 3 presents a graphical overview of the information-processing model. It should be highlighted that any information/knowledge which passes through short term memory will be encoded and organized into schemata to be then passed to the long term memory for retrieval afterwards (Marzano, 1998). The figure also explains the interaction between sensory memory (any sensory stimuli is received via the sensory memory: visual, aurally, haptic, olfactory, and gustatory and stored just for a couple of milliseconds), short term memory (a temporary storage and processor of current information (Keller,

1993b)) and long term memory. The functioning of schemata and cognitive structures in the process are visualized (Kroeber-Riel, Weinberg, & Gröppel-Klein, 2009).

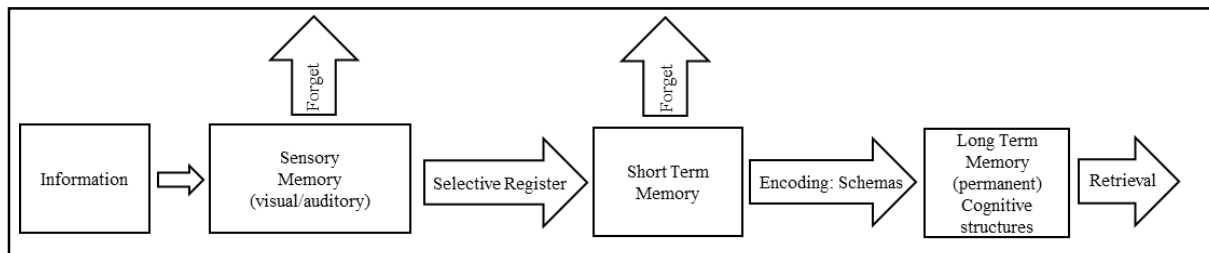


Figure 3: Information Processing Model. Source: author's illustration based on Marzano, 1998.

In the present study the question will be answered if people already have such schemata respectively knowledge about the main stimulus Bavarian food products or not and how this knowledge is organized. It means if product knowledge passed already to the long term memory people can retrieve this information.

2.1.3 Spreading activation network model

Spreading activation is a model that explains the processing/retrieval of information in memory, in other words the processing of associative/semantic networks (Crestani, 1997). The explanation of semantic networks goes back to Quillian (1968). Semantic networks “express knowledge in terms of concepts, their properties, and the hierarchical sub-superclass relationship between concepts” (Crestani, 1997, p. 457). Thus, semantic networks are the best way to represent consumers’ cognitive structures of product knowledge. One of the most common models that explains the process of activation is the spreading activation network model developed by Collins and Loftus (1975). The model assumes that knowledge is organized in a node-link structure while the nodes are the concepts (units of information) and the links are the connections between these concepts (Keller, 1993a). The model explains which and how information is retrieved from long term memory after one is exposed to a certain stimulus. Cognitive structures and schemata respectively are going to be activated from memory partly or as a whole after certain information streams in. New information can be also responsible for activating stored information and thus connect new information with

existing one (Greibitus, 2008). As soon as one node is activated through a given stimulus (information), this results in a flow of activation via the links to all other connected concepts. The stronger the relationship between two concepts is the more activation flows (Cowley & Mitchell, 2003). There are two possibilities to activate nodes in a network. One way is to activate a node when internal information is retrieved from long term memory and the other way would be when new (external) information is being encoded (Keller, 1993a).

2.2 Marketing and consumer behavior

Based on the American Marketing Association (AMA) “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” (AMA, 2013).

While in the past the concept of marketing was solely understood as a concept of selling, it is nowadays understood as a much broader concept. Especially the consumer and his/her mind, behavior, attitudes and cultural environment plays a significant role in the marketing process. Considered from a critical viewpoint, consumer behavior can be seen as one of the most challenging aspects of marketing. Understanding consumers’ interests and needs can be essential for a successful marketing strategy. Information about consumers can help marketers to segment the market for a certain brand on the one hand, but this information can also help to create a consumer specific marketing communication for a certain brand on the other hand. The main marketing goal of many companies is to build strong brands, as this will not only help having a competitive advantage but also having larger margins (Aaker, 1996). One of the key concepts in marketing theory is the concept of the marketing mix. Typical elements of the marketing mix are price, place, product (product quality) and promotion. However also so called “non-marketing mix factors” (e.g. the brand’s country-of-origin) are becoming more important for consumers in the product evaluation process and contribute to the success story of a product (Yasin, Noor, & Mohamad, 2007). Dichter suggested already in 1962 that the concept of “made in...” should be integrated in the marketing mix as it may influence the

acceptance of a product. Therefore, a detailed overview on country/region of origin effect will be given in section 2.2.1.

The attitude consumers do have towards a given product from a certain country is inter alia related with the level of consumer ethnocentrism. That is why not only the country of origin effect plays an important role in the marketing strategy but also the knowledge of consumer ethnocentrism. More details on the concept consumer ethnocentrism and its influence on consumer behavior will be presented in section 2.2.2.

As mentioned earlier, one of the key success criteria for many companies is, having a strong brand. The more a consumer can identify with a brand, the more likely he/she is to purchase it. Thus, the identification with a certain brand influences also consumer behavior and consequently the purchase decision. Thus, companies try to give a symbolic meaning (human characteristics) to a brand and/or inanimate objects. This symbolic meaning is often called brand personality (Sung & Kim, 2010). A genuine and thorough brand personality can help to trigger favorable associations in consumers' minds and thus can help to improve brand equity on a long term basis (Sirgy, 1982; Malhotra, 1988). Due to this reason, the brand personality construct is a central aspect in the third research paper and thus in this thesis. Section 2.2.3 will illustrate more details on the brand personality construct and its importance in the marketing communication.

2.2.1 Country of origin effect

With the globalization of production and markets and new players on the world food market, country of origin becomes more important when judging domestic as well as foreign made products. Verlegh and Steenkamp (1999, p. 538) classify the country of origin effect as “a substantial factor in product evaluation”. Therefore, research on the country of origin effect has become very much of interest for international scientists as well as for international marketing practitioners. It even goes so far, that some researchers claim that the country of origin effect is one of the most studied topics and concepts in the marketing, international

business and consumer behavior literature (Peterson & Jolibert, 1995). As mentioned earlier the first empirical research stream on the country of origin effect goes back to Schooler (1965). He could show that people evaluated products differently depending on their origin when products were identical otherwise. The different countries were highlighted with a “made in” label (Schooler, 1965). Over the last decades, the number of consumer studies (consumer surveys and/or laboratory experiments) on country of origin effect grew steadily focusing on different countries and products (Menapace, Colson, Grebitus, & Facendola, 2011; Agrawal & Kamakura, 1999). Primarily the studies have examined which effect a country of origin labelling has on the evaluation of the overall product, or of individual attributes of a product but also how a country of origin labelling affects the attitude towards certain brands and finally the effect of country of origin labels on consumers’ behavioral intention (Agrawal & Kamakura, 1999). The general image of a country plays an important role while evaluating products with a country of origin labelling. For example, it has been shown that technical products are judged much better when they are manufactured in more developed countries (Verlegh & Steenkamp, 1999). Roth and Romeo (1992) concluded that there is a positive relationship between a consumers’ preference for a product of a country and the culture, economy and politics of this country. They conclude that there always has to be a “favorable product-country match” for a positive evaluation of a product. Exemplarily they mention the good reputation of German cars, which can be explained with Germany being perceived as technologically advanced and the “workmanship of German engineers” (Roth & Romeo, 1992, p. 493). Such a match between country and product is valuable information when developing promotional activities (Yu & Albaum, 2002). The country of origin effect is not only an important factor for technical products, but also for food products. Based on Deselnicu, Costanigro, Souza-Monteiro, and McFadden (2013), geographical indications were already used for quite a long time for food products and serve as quality attributes. They can be differentiated between country of origin labels and geographical origin labels for food

products. Products with a geographical origin label have to undergo a defined certification process as these labels were developed under a regulatory framework from the European Union to inform consumers about the origin of a food product through labelling (EC Regulation No 1151/2012). These labels should inform consumers about the origin of the production, the processing and/or the preparation of a food product. Consequently, the information on the country of origin can be used as a heuristic for simplifying the evaluation process of a product.

2.2.2 *Consumer ethnocentrism*

The following chapter will give an overview on the concept of consumer ethnocentrism.

“Do not buy any foreign products as this would harm the economy in your own country!” Sentences like that would be a very good example of ethnocentric thinking. The construct of consumer ethnocentrism goes back to the general sociological concept of ethnocentrism, which was defined by William G. Sumner (1906). Ethnocentric people see themselves as the center of the universe and will always judge their own group or culture as superior compared to all other groups or cultures. In consequence, ethnocentric people will mostly reject foreign nations or foreign people and will mostly accept people from their own country or people who are at least very similar to their own country. The concept of consumer ethnocentrism is the application of the general concept ethnocentrism to the area of consumer behavior. Shimp and Sharma introduced the concept of consumer ethnocentrism in 1987. Consumer ethnocentrism describes on the one side consumers’ loyalty towards domestic products, but on the other side also the appropriateness and morality when purchasing foreign made products (Shimp & Sharma, 1987). The phenomenon of (consumer) ethnocentrism not only exists in certain cultures or nations but it exists all over the globe. Only the degree of ethnocentrism might vary from person to person or culture to culture depending on the country (Javalgi, Khare, Gross, & Scherer, 2005). As consumer ethnocentrism influences consumer behavior, its implications on purchase decisions should not be underestimated from companies acting on a

global level while they are developing their marketing strategies. Thus, the impact of consumer ethnocentrism on the purchasing behavior can be seen as substantial based on Shimp and Sharma (1987).

As a measurement Shimp and Sharma (1987) developed a scale, the Consumer Ethnocentrism Scale (CETSCALE) that consists of 17 attitudinal statements, which need to be rated on a seven point Likert scale. Highly ethnocentric consumers will have a very high score on that scale and will prefer domestic products over foreign products and vice versa. Figure 4 demonstrates this relationship graphically.

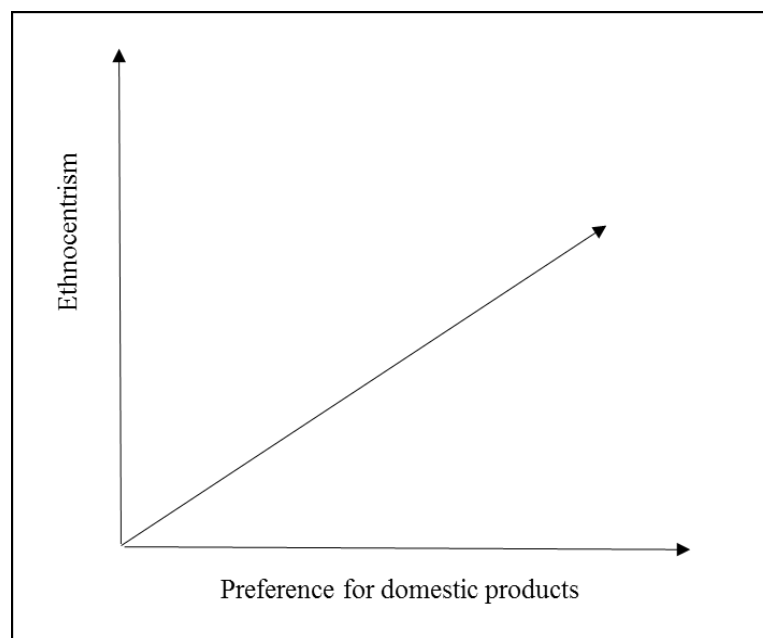


Figure 4: The concept of consumer ethnocentrism based on Alsughayir, 2013.

Also a shortened version with a subset of ten statements exists. Prior research focused on the validation and the reliability of the shorter as well as the full scale using samples from different countries, e.g., USA, Germany, France, Japan or China, India or Malaysia (see also Netemeyer, Durvasula, & Lichtenstein, 1991; Hult, Keillor, & Lafferty, 1999; Luque-Martinez, Ibanz-Zapata, & Barrio-Garcia, 2000; Bawa, 2004; Ramayah, Mohamad, Young, & Lo, 2011). Beside the validation of the scale and the influence of socio-demographic variables Sharma, Shimp, and Shin (1995) investigated theoretical antecedents (openness to foreign cultures, patriotism, conservatism, collectivism/individualism) of consumer ethnocentrism

based on a Korean sample. A second research stream deals with the effect of different socio-demographic variables like age, gender, education, and income on consumer ethnocentrism. For more information, see Good and Huddleston, 1995; Shankarmahesh, 2006; Alsughayir, 2013. They could show that the attitude towards imported products is not only dependent on the ethnocentric tendencies but on perceived product necessity. Most existing studies examine the relationship between consumer ethnocentrism and the willingness to buy foreign products, the attitude towards, or acceptance of foreign vs. domestic products. In contrast, this study will focus on the question if there is a relationship between consumer ethnocentrism and product knowledge of a certain country. It hence provides a greater understanding of how consumers' ethnocentric tendencies influence food product knowledge of foreign products, specifically from Bavaria. Additionally, this study deals with ethnocentric tendencies at the regional level. The relationship of regional consumer ethnocentrism and product involvement as well as product country image regarding domestic food products is examined. Finally differences between different ethnocentric groups (high scorers and low scorers) regarding their perception of a country's brand personality characteristics are investigated.

2.2.3 Brand personality model

Aaker (1997, p. 347) defines brand personality as “the set of human characteristics associated with a brand”. Brand personality can be a crucial criterion regarding the success of a brand especially in the context of preference and choice (Diamantopoulos, Smith, & Grime, 2005). When one asks consumers to describe a certain brand, they often describe the brand with human characteristics. For a better illustration, one could think of Aaker's example where she compares Absolut vodka with a person who is a 25 years old cool hipster (Aaker, 1997). Another example would be the personality of Porsche, which, is often described as sophisticated and exciting and NIKE's personality, for example is described as rugged (Diamantopoulos, Smith, & Grime, 2005). These examples show that brand personality is very important in the context of a brand's image, which plays an important role when creating

brand equity (Biel, 1993). This means, the more a consumer can identify with a certain brand the more likely he/she will purchase this brand (Sirgy, 1985; Malhotra, 1988). Looking at the brand management literature it is said that the personal characteristics of a brand can serve as “added values” for a brand. It is furthermore said that the personal characteristics of a brand will help easily to differentiate between two brands and thus will serve as a strategic marketing tool (Supphellen & Grønhaug, 2003). In the past, there were two different types of personality scales, which have been equally popular. One type of scales are the ad hoc scales, which often contain traits, which are more or less arbitrary and related to the product and brand. Another type of scales are based on different human personality scales. The problem of the human personality scales was that their validity in the context of brands has been questioned a lot (Bellenger, Steinberg, & Stanton, 1976; Aaker, 1997). Hence, Aaker (1997) developed a brand personality scale based on three different sources: a) personality scales used by psychologists, b) personality scales used by marketers and c) personality traits associated with many different brands that have been identified in qualitative research. The resulting scale is shown in Figure 5. It consists of five generic dimensions which are comprised of 15 different facets and 42 personality traits, which are not mentioned in the figure.

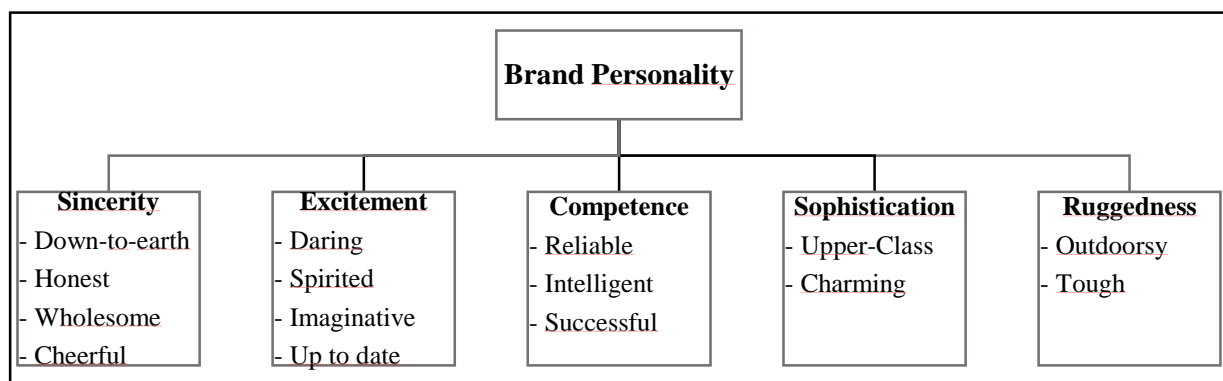


Figure 5: The Aaker Brand Personality Scale (Source: Aaker, 1997).

Aaker’s seminal work triggered different research streams. The scale was either used for certain products but most often for certain brands. The replication of the scale varies between

many product categories but also between many different cultures (Hosany, Ekinici, & Uysal, 2006). Only in the recent past, brand personality is also found in other areas, e.g., applied to countries as tourism destinations (d'Astous & Boujbel, 2007). Even though there has been increased interest in the last couple of years in place and/or country branding, this is going to be the first study, which explicitly investigates a region's personality traits in the context of food marketing and consumer behavior. In this thesis, Aaker's brand personality model serves as a useful tool to uncover the salient dimensions of a region and the food products thereof. The insights will be used for a better understanding of how a region's perceived personality can explain country of origin image and involvement.

3. Material, methods and research design

The following chapter will give an overview of the research design as well as the materials and methods, which have been used to collect data for this thesis. Before methods and research design are describe in more detail, Table 1 gives a brief overview on the material that serves as a basis for this thesis. The overview is split by countries and methods of data collection and analysis.

Table I: Overview on the material used in this thesis. Source: author's illustration.

Countries	BG* n = 63	RO* n = 60	CN* n = 116	KR* n = 75	RU* n = 70	DE* n = 363
Methods						
Concept Mapping	XY	XY	X	X	Y	-
Network Analysis	X	X	X	X	-	-
Count data regression analysis	Y	Y	-	-	Y	-
Multiple regression analysis	-	-	-	-	-	Z
Principle component analysis	-	-	-	-	-	Z

* BG = Bulgaria; RO = Romania; CN = China; KR = South Korea; RU = Russia; DE = Germany.

** X = used in Paper I; Y = used in Paper II; Z = used in Paper III

The data in this thesis has been collected in a combination of qualitative and quantitative research methods. Product knowledge as a theoretical construct needs to be made accessible with suitable methods. Thus, the method of concept mapping was used to uncover product knowledge of the different consumer groups. In this case, it was especially useful to use the qualitative and more explorative technique as interviewees should not be biased via closed question, but should think about their product knowledge. In addition, a quantitative questionnaire including information on consumer ethnocentrism and different socio-

demographic variables was applied. Depending on the surveyed country additional questions on product involvement, product country image and brand personality were included. In total 747 interviews were conducted and the study countries were China, Bulgaria, Germany, Romania, Russia and South Korea. While the first and second research papers are focused on the international consumers the third research paper focuses on the Bavarian consumer to grasp the differences regarding consumer's preferences for and acceptance of Bavarian food products on a national and international level. For analyzing the results, a combination of qualitative and quantitative analytical methods was applied. Before the different analyses are described in chapters 3.2-3.5, this chapter will start with the theoretical background of concept mapping, one of the main methods used in the first two research papers.

3.1 Concept mapping

Concept mapping is a graphical tool for organizing and illustrating knowledge structures. Originally, it has been developed as a graphical learning technique in 1972 during Novak's research program for children at Cornell University. Novak wanted to follow and understand the changes, which happen with the children's knowledge of science. As it turned out to be very difficult to capture specific changes in the children's understanding of science just by interviewing children, Novak had the idea to introduce a new tool for doing so. Out of this necessity, the idea of representing knowledge through concept maps aroused (Novak & Cañas, 2008). As concept maps are used to represent cognitive structures of individuals, they help to describe and analyze the different knowledge structures (Grebitus, 2008; Jonassen, Beissner, & Yacci, 1993). Based on Grebitus (2008) concept mapping helps to understand a person's mental model of different types of knowledge (e.g., declarative/explicit knowledge). While in the past concept mapping was mostly used for learning and educational purposes, it is nowadays used for the graphical representation of cognitive structures of individuals but also of teams (Jonassen, Beissner, & Yacci, 1993) in the area of operations research,

counseling research, social psychology and marketing (Greibitus, 2008). Concept maps are said to increase creativity and hence are often used as a brainstorming tool as well.

Concept maps include, as the name already suggests, concepts, often enclosed by little circles or boxes. Connecting lines between the individual concepts represent the relationship between the two or also more concepts (Holley & Dansereau, 1984; Joiner, 1998). The simplest representation of a concept map would be just two concepts connected via a connecting link/line (Puntambekar, Stylianou, & Hübscher, 2003). The method of concept mapping starts by prompting respondents with one main stimulus. Respondents have to write down anything that comes to their mind when thinking about this stimulus. In a second step subjects have to arrange the associations that the resulting pattern represents all existing relationships between concepts that subjects have in mind regarding the key stimulus.

To summarize, the method of concept mapping is a qualitative graphing feature, which helps to discover relevant concepts regarding one main stimulus. It further represents relationships between individual concepts through connecting links and finally visualizes the structures of all the connections (Bonato, 1990). Concept mapping is one of the best technique for representing knowledge structures through graphs (Jonassen, Beissner, & Yacci, 1993). The more concepts people have in mind regarding one main stimulus the higher the dimensionality of the cognitive structure of that person (Kanwar, Olson, & Sims, 1981). Even though there are also other procedures to uncover cognitive knowledge structures, e.g., in-depth or laddering interviews, the method of concept mapping was applied in this study, as based on Zsombok (1993) it is one of the most popular ones when it comes to the graphical representation of product associations.

For a better understanding of the whole concept mapping idea Figure 6 illustrates an example of a concept map describing the main structure and characteristics of a concept map.

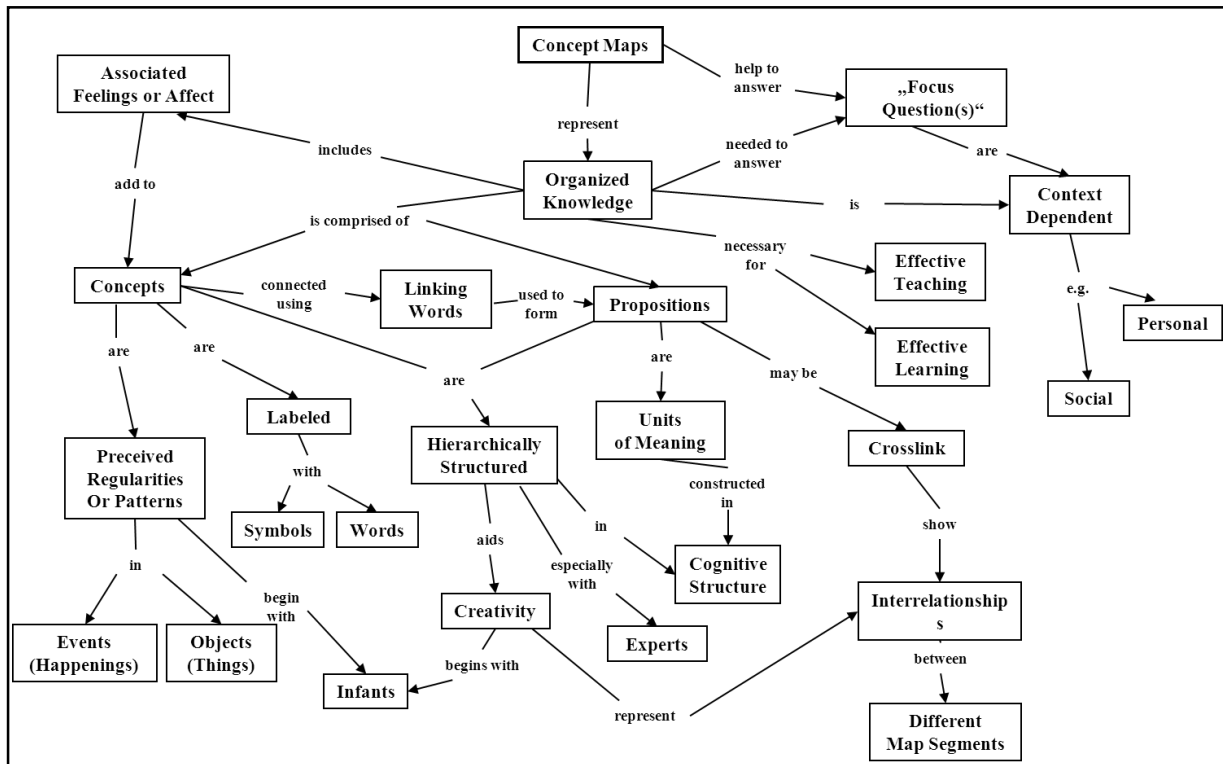


Figure 6: Representation of a concept map with the main characteristics of a concept map (Source: Novak & Cañas, 2008).

In this thesis, the method of concept mapping was used to uncover cognitive structures and thus semantic networks of different consumer groups on the subject “Bavarian food products”. Quantified measurements from network analysis were used to interpret the results based on the position of the associations in the network. After describing concept mapping the next section will describe the theoretical background of network analysis followed by the other analyses used in the different research papers.

3.2 Network analysis

Data analysis for the concept maps was carried out using network analysis. This analysis allows examining and interpreting the organization of individual but also aggregated concept maps. Data was analyzed with the software program UCINET 6 (Borgatti, Everett, & Freeman, 2002). One of the most important and well-known measurements in connection with network analysis are the different centrality measurements. It can be differentiated between degree, closeness and betweenness centrality. They are the most important indices for network modelling as they allow determining the most important concepts within the network

(Freeman, 1979; Iacobucci, Henderson, Marcati, & Chang, 1996). These indices can infer about the importance of a concept in a semantic network in relation to all other concepts in the same network. The most common measure of centrality is the degree centrality, C_D , of a node p_k , which measures the overall network activity of a concept. It counts the direct relations of a concept with other concepts/nodes p_i .

Formally it is defined as:

$$C_D(p_k) = \sum_{i=1}^n a(p_i, p_k) \quad (1)$$

for $i \neq k$, with n = number of associations in the network and $a(p_i, p_k) = 1$, if p_i and p_k are linked with each other; and 0 otherwise (Freeman, 1979; Henderson, Iacobucci, & Calder, 1998).

For a better explanation see also Figure 7, where the key concept has a degree centrality of 5 and all the other concept which are linked to the main concept have a degree centrality of 1.

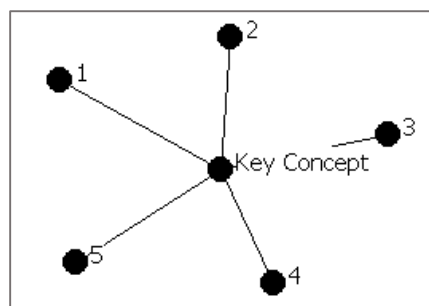


Figure 7: Example of degree centrality based on Grebitus, 2008.

In case of a concept map with many different associations the concept with the highest degree centrality has the highest impact in the network and based on the spreading activation network model represents the main actor in the network.

The second important centrality measure is the betweenness centrality, C_B . This index number says something about the degree of control within the network. Synonyms for this index are

“bridge” or “intermediary” as it represents a linking concept between disconnected nodes (Wasserman & Faust, 1994). In case of a high betweenness centrality one could say that this concept has a very high controlling function in the network and is responsible for spreading activation in the network (Freeman, 1979; Holzmann & Wührer, 2000).

Betweenness centrality is formally defined as:

$$C_B(p_k) = \sum_i^n \sum_j^n b_{ij}(p_k) \quad \text{for all } (i < j) \neq k, \text{ and where:} \quad (2)$$

$$b_{ij}(p_k) = \frac{g_{ij}(p_k)}{g_{ij}} \quad (3)$$

with

g_{ij} = the number of geodesic paths from node i to node j and

$g_{ij}(p_k)$ = the amount of geodesic paths from node i to node j that contain point p_k (Freeman, 1979; Henderson, Iacobucci, & Calder, 1998). A geodesic in a network is defined to be the shortest path between two pairs of nodes, here between i and j . Any node on a geodesic, linking two other nodes stands *between* these two nodes (Knoke & Kuklinski, 1982).

Figure 8 shows an example of betweenness centrality.

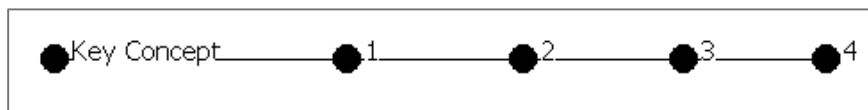


Figure 8: Example of betweenness centrality based on Grebitus, 2008.

While node 4 doesn't stand between others and can only be directly activated, node 1 stands between the key concept and node 2 and can thus reject the activation between these two nodes (Grebitus, 2008).

In the case of a concept map concepts with a high betweenness centrality have a very high probability to be activated or to activate other concepts compared to a concept with a small

betweenness centrality. Following this, concepts, which are located between many other concepts have a very high betweenness centrality (Henderson, Iacobucci, & Calder, 1998).

The last index number in this regard is the closeness centrality C_C . Freeman (1979) called it also a measure for independence and it says something about how closely one concept is connected to all the other concepts in the network by considering all connections (direct and indirect ones). The focus hereby is on the geodesic distance from each concept to all others. Additionally Knoke and Kuklinski (1982) define a geodesic in a network, as the shortest path between two concepts in a network.

Formally it can be defined as:

$$C_C(p_k) = \left[\sum_{i=1}^g d(p_i p_k) \right]^{(-1)} \quad (4)$$

with

$d(p_i, p_k)$ = the amount of pathways in the geodesic linking nodes i and k (Henderson, Iacobucci, & Calder, 1998). In other words, one could also say that is the shortest way that links the concepts in a network.

Figure 9 explains this graphically.

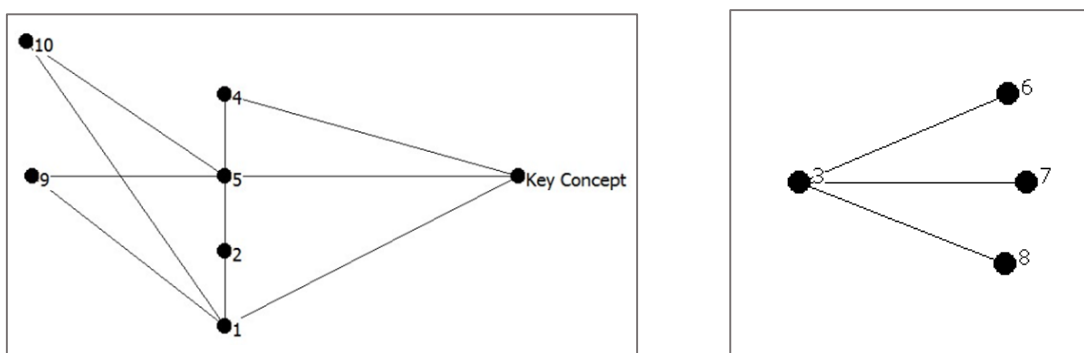


Figure 9: Example of closeness centrality based on Grebitus, 2008.

Comparing the key concept and concept number 3 one could say that both of them have three direct linking concepts. However, as a difference the key concept also has indirect connections which leads thus to the result that the key concept has a higher closeness centrality as it is closer to more other concepts than concept 3. This thesis calculates all three

aforementioned centralities, interprets the results and gives recommendations based on the analysis results to see how important the individual associations within the network are.

3.3 Count data regression analysis

Another analysis method, which was used in this thesis, is the count data regression analysis. As soon as the dependent variable is a positive integer number, i.e., $y = 0, 1, 2, 3, \dots$ count data regression analysis has to be applied. There are several models, which can theoretically be used for estimating count data but the two most common ones are the Poisson regression model and the negative binomial regression model. The choice of the model depends on the distribution of the dependent variable. Depending if it is Poisson distributed or negative binomial distributed one or the other model will be used. Dependent on the specific distribution also the variance varies accordingly (Cameron & Trivedi, 1986).

Beside a distributional assumption, the second component of Poisson regression is the specification of the mean parameter λ_i , as a function of explanatory variables. The Poisson regression model specifies that each y_i is drawn from a Poisson distribution with parameter λ_i . Characterizing the Poisson distribution is that it is a one-parameter-distribution. The parameter λ_i must be positive as well as equal to the mean and equal to the variance, i.e., $E[y_i|x_i] = Var[y_i|x_i] = \lambda_i$ (Greene, 2000). In the case of overdispersion the variance exceeds the mean and if the mean exceeds the variance one would talk of underdispersion. Another restriction when Poisson regression could not be used would be if the dependent variable has too many zero observations (Coxe, West, & Aiken, 2009). In the case of the aforementioned restrictions, alternative models have to be taken into consideration. Possible alternatives are compound Poisson models, the hurdle Poisson model or truncated count data models (Winkelmann & Zimmermann, 1995). As compound Poisson models provide a better fit and have a greater flexibility especially towards overdispersion in the data, this thesis concentrates on these models (Cameron & Trivedi, 1986). An example for (generalized) compound Poisson models would be the negative binomial model, which can be especially

used when overdispersion exists in the data, and represents thus a very good alternative to the basic Poisson model. After applying both models (the basic Poisson model and the negative binomial model) to the data, a specification test for overdispersion needs to be conducted. This test allows assessing which one of the aforementioned models should be selected based on the null hypothesis, which states that the distribution of y_i follows a Poisson distribution in comparison to the alternative hypothesis, which follows a negative binomial distribution:

$$H_0: E[y_i|x_i\beta] = Var[y_i|x_i\beta] = \lambda_i \quad (5)$$

$$H_A: E[y_i|x_i\beta] = \lambda_i \text{ and} \quad (6)$$

$$Var(y_i|x_i\beta) = \mu_i + \alpha\mu_i^l, \text{ for a given } l. \quad (7)$$

In this test, it is not mandatory to specify the distribution for y_i under H_A but in our case the value for $l=1$ because we want to test against the negative binomial model. We base the test of H_0 against H_A on the restriction that $\alpha = 0$, since the variance of y_i equals λ_i , if y_i is Poisson distributed. When $\alpha > 0$, one talks about overdispersion (see also Cameron & Trivedi, 1998).

A likelihood ratio test with the following test statistic will serve for hypothesis testing:

$$LR = -2(\ln L_r - \ln L_{ur}) \sim \chi_1^2 \quad (8)$$

χ_1^2 is a chi-squared distribution with 1 degree of freedom,

L_r is the estimated likelihood of the restricted (Poisson) model,

and L_{ur} is the estimated likelihood of the unrestricted (negative binomial) model.

The null hypothesis is rejected if LR exceeds the critical value of χ_1^2 .

3.4 Multiple regression analysis

In order to predict a continuous dependent variable from a number of independent variables multiple regression analysis should be used for getting appropriate results. As many research areas are dealing exactly with the question whether there exists a relationship between two or more variables multiple regression analysis is one of the most widely used statistical analysis

method (Mason & Perreault, 1991). In this thesis, different regression models have been constructed to explain the relationship between socio demographic variables and different country of origin constructs – product involvement and country of origin product image. Furthermore, the multiple regression analysis helped to explain the effects of brand personalities on product involvement and product image within different ethnocentric groups.

3.5 Principle component analysis

Exploratory factory analysis represents a dimension-reducing technique. It helps to reduce the number of heterogeneous, but correlated variables and creates a new number of unrelated independent factors by combining highly correlated variables into one factor without losing too much of information (Joliffe & Morgan, 1992). The extraction method which was used is the principle component analysis (PCA) because the factors obtained by this method are mutually independent (uncorrelated) and explain maximum variance. In other words, through PCA most of the original information can be summarized in a minimum number of factors and thus data can be easier interpreted. Through PCA the structure of a set of variables becomes visible. PCA is said to be one of the most important analysis with regard to multivariate data analysis (Wold, Esbensen, & Geladi, 1987). To see whether the new factors are reliable or not the fit measure Cronbach's alpha was calculated for each factor. Cronbach's alpha can range from 0 to 1 and based on Nunnally (1978) $\alpha < .70$ are within an acceptable range. Varimax rotation, which is an orthogonal rotation of the factor axes, was chosen as a rotation method. Through varimax rotation the interpretation gets simplified as allocation of loadings is maximized within the individual factors and each original variable tends to be associated ideally with just one factor or rather each factor represents only a small number of variables. In this thesis, PCA was used to analyze and interpret results from the brand personality scale.

4. Results

4.1 Paper I: An empirical analysis of international consumers' associations with Bavarian food products by means of concept mapping

The following chapter includes a summary of an article published by the author of this thesis together with Prof. Dr. Jutta Roosen as co-author. The article has been published in:

Seitz, C.C. and Roosen, J. (2015). An empirical analysis of international consumers' associations with Bavarian food products by means of concept mapping. British Food Journal, Vol. 117 (3), 987-1006 (Appendix 1).

Country or region of origin indications on agricultural products can be important marketing tools for companies but also necessary product information for consumers to make their purchase decisions. Depending on the image of and the knowledge about the country, these country indications can support purchase intentions on the one hand but can be a purchase hindrance on the other hand. Consequently, for creating successful international marketing strategies a deep understanding of the different consumers on an international level is necessary, as this information will shed light on the various purchase intentions respectively purchase avoidance. Purchase decisions are made depending on a person's attitude towards a product but also towards a country where a product is coming from. That is why this knowledge is key for the success for companies acting on a regional and/or global level. Hence, this paper analyzes and compares the knowledge of Bavarian food products in an international context by means of concept mapping. In total 314 consumers from two different European countries – Bulgaria and Romania – as well as two Asian countries – China and South Korea – are selected for a comparative study. Overall, the findings of the study provide empirical insights regarding the perception of Bavarian food products in an international context. The main associations “Beer”, “Sausages” and “Bakery Goods” are directly linked to food products and thus to the main concept “Bavarian Food Products”. Furthermore, there are

strong connections to traditional festivals like the “Oktoberfest”, but also to the Bavarian automobile industry, which is inter alia associated with “High Quality”. Looking at the top ten associations the results clearly show that the top two associations across all four countries are the same but show a greater heterogeneity amongst the rest. Comparing the results regarding the associations of the different countries reveals some very important observations. While the associations of the two European countries show a very similar if not the same pattern, the associations of the Asian countries are much more diverse. It can be shown that Chinese semantic networks regarding Bavarian food products are the least complex ones. When South Korean consumers think about Bavarian food products indirect associations prevail over direct ones. Finally, it can be said that for European countries a similar communication strategy can be developed while for Asian countries country specific elements need to be taken into consideration in the marketing concept. These findings need to be implemented conceptually when creating marketing activities for the different countries.

4.2 Individual contribution to Paper I

The main research idea of the previous paper was developed by the author of this dissertation in agreement with Prof. Jutta Roosen. The questionnaire and the design of the study including the idea of concept mapping have been developed by the author of this dissertation in agreement with Prof. Dr. Jutta Roosen.

The input of the data as well as the data analysis, which includes counting and network analysis (core/periphery analysis and centrality measurements), was carried out by the author of this dissertation. The written version of the paper was solely carried out by the author of this dissertation in agreement with Prof. Dr. Jutta Roosen, who additionally carried out correction work.

4.3 Paper II: Does consumer ethnocentrism influence product knowledge?

The following chapter includes a summary of an article published by the author of this thesis together with Prof. Dr. Jutta Roosen as co-author. The article has been published in:

Seitz, C.C. and Roosen, J. (2015). Does consumer ethnocentrism influence product knowledge? Food Quality and Preference, Vol. 43, 113-121 (Appendix 2).

The concept of consumer ethnocentrism gained more on interest while studying consumer behavior from a global perspective and over the last years, many studies have been conducted to get a better understanding of ethnocentric consumers and their intentions. Meanwhile the concept is used to predict consumers' purchase behavior on a global level as it can be a predictor for consumer attitudes towards foreign made products. Many different countries have been already in the focus of different researches. Additionally many studies analyze the relationship between consumer ethnocentrism and socio-demographic variables. The aim of this study was to analyze the relationship between consumer ethnocentrism, socio-demographic variables and product knowledge regarding Bavarian food products. Product knowledge in our case was defined as the number of associations people have when thinking about Bavarian food product visualized as semantic networks as well as the complexity of the individual semantic networks.

In this study the method of concept mapping was chosen as it allows for broadly capturing beliefs regarding Bavarian food products, visualizing these associations and finally relating them with each other. After participants had finalized their individual semantic network, as part of a structured interview, a 10-item subset of the 17 question CETSCALE was provided and participants had to rate their answers on a seven-point Likert scale. Finally, they had to answer questions regarding socio-demographics. In total 193 consumers in three different European countries Bulgaria, Romania and Russia could be interviewed.

Data was analyzed using count data regression models. Empirical findings of the count-data regression models indicate a strong negative relationship between consumer ethnocentrism

and the complexity of product knowledge. The variable nationality shows that the cognitive structures of Bulgarians and Romanians are more complex compared to the cognitive structures of Russian citizens. As a whole, these findings about the negative relation between the level of consumer ethnocentrism and product knowledge can be a solid basis to develop successful marketing strategies on a global level. Depending on the degree of consumer's ethnocentrism, where people are coming from or rather in which countries products are going to, different communication strategies can be used. Additionally this information can also help local ministries for example to promote their agricultural products outside their own country successfully.

4.4 Individual contribution to Paper II

The main research idea of the previous paper was developed by the author of this dissertation in agreement with Prof. Jutta Roosen. The questionnaire and the design of the study including the idea of the combination of structured interviews combined with the idea of concept mapping have been developed by the author of this dissertation in agreement with Prof. Dr. Jutta Roosen.

The input of the data as well as the data analysis, which includes count data regression models, was carried out by the author of this dissertation with the help of Prof. Dr. Jutta Roosen. The written version of the paper was solely carried out by the author of this dissertation in agreement with Prof. Dr. Jutta Roosen, who additionally carried out correction work.

4.5 Paper III: From Global to Local? The Power of Domestic Markets

The following chapter includes a summary of an article written by the author of this thesis together with Prof. Dr. Jutta Roosen as co-author.

Seitz, C.C. and Roosen, J. (2015). From Global to Local? The Power of Domestic Markets.

Selected paper for the 145th EAAE Seminar “Intellectual Property Rights for Geographical Indications: What is at Stake in the TTIP?” in Parma, Italy, 14-15 April (*Appendix 3*).

While on the one side food markets have become more globalized, the demand for local food products has increased rapidly on the other side. Recent developments show that an increasing industrialization of production process occurs in parallel to an increasing demand for domestic food products. For this reason, this paper examines the strength of domestic food products in the regional market. The objectives of the paper are twofold. First, it investigates the attitude towards consumer ethnocentrism, country of origin product image and product involvement. The focus hereby is the relationship of consumer ethnocentrism, the different socio-demographic characteristics and the country of origin constructs (country of origin product image and product involvement). Second, it seeks to understand the salient dimensions of one region and of the food thereof by applying Aaker’s brand personality scale. Here the focus will be, if the different brand personality dimensions can be a useful tool to create a strong marketing strategy for a region and its food.

Data used in this study was collected through personal interviews between spring and summer 2014 in South Germany. It resulted in 363 completed questionnaires. Results show that there is a positive attitude towards domestic food products in the regional market. Especially the construct of consumer ethnocentrism strengthens this attitude. Using factor analysis the different brand personalities dimensions of the region were uncovered and will help to create a strong marketing strategy for that region, as the different brand personality dimensions either strengthen or weaken the attitude towards domestic food products. Therefore, the use of the correct dimensions in the marketing communication is of great importance.

4.6 Individual contribution to Paper III

The main research idea of the previous paper was developed by the author of this dissertation in agreement with Prof. Jutta Roosen. The questionnaire and the design of the study including the idea of transferring the brand personality scale to a region have been developed by the author of this dissertation in agreement with Prof. Dr. Jutta Roosen.

The input of the data as well as the data analysis was carried out by the author of this dissertation with the help of Prof. Jutta Roosen. The written version of the paper was solely carried out by the author of this dissertation in agreement with Prof. Dr. Jutta Roosen, who additionally has carried out correction work.

5. Discussion and conclusion

The final chapter of the thesis presents an overall discussion regarding the results from the three individual research papers. At the end, conclusions are drawn and limitations are pointed out.

Consumer's perception of and the attitude towards regional food products were investigated in three different research papers and thus in three different contexts.

In the first research paper, the focus is mainly on the product knowledge about Bavarian regional food products, which is stored in the mind of different international consumers. Differences as well as similarities regarding the product knowledge of the different countries are pointed out. The paper shows that countries that are closer to the country in question from a geographical as well as from an economic point of view have similar product knowledge patterns compared to the ones who are very dissimilar to the country in question. For a product and country specific marketing strategy the information about the different knowledge levels is very important. Based on that information decisions can be made if some of the countries can be addressed with a similar or even with the same marketing campaign or not. Country specialties can be taken into consideration and can be successfully incorporated into the marketing communication.

While the first research paper is concentrating more generally on the product knowledge, the second paper investigates the factors that influence the complexity of the product knowledge regarding Bavarian food products. The relationship between the complexity of product knowledge, consumer ethnocentrism and socio-demographic variables is examined. Results show that consumer ethnocentrism as well as the nationality matters with regard to the complexity of product knowledge. This data underpins existing theories that consumer ethnocentrism can serve as a useful tool to explain and predict consumer behavior. As mentioned before marketers as well as retailers can make use of it to successfully segment the

market and target the different consumer groups based on their ethnocentric tendencies. Furthermore, the more economical, political or cultural similarities between the countries exist the more complex the product knowledge of the country in question will be. Consequently, one can say that the indication of the country of origin can be advantageous for export markets for which the country of origin shows a couple of similarities compared to the target market. Results underpin the results from the first research paper, which means marketers need to take the nationality carefully into consideration when creating their marketing strategies.

The third research paper concentrates on the domestic market to see the market strength of domestic food products in the domestic market. Based on different measurement constructs from the country of origin research it can be shown that there is a high potential in the domestic market for local food products. Consumer ethnocentrism, product involvement as well as country of origin product image, were rated in favor of domestic food products. Results also show that consumer ethnocentrism serves as a helpful tool to predict consumer behavior either directly or indirectly. This confirms results from the second research paper. Additionally a small but significant relationship between age, income and product involvement can be shown. That means for penetrating the domestic market, marketers also need to take age and income into consideration. Even though Aaker's brand personality scale could not directly be transferred to the region in question and its image, there are some valuable results, which can serve as a good starting point. The results show the dimensions, which fit or do not fit to the region, and should/shouldn't be used as part of the communication strategy in order to influence the product image of domestic food products positively.

To conclude, the following remarks arise.

The perception of Bavarian regional food products measured through the method of concept mapping differs from European countries compared to Asian countries. While the associations

across the European countries are much more similar to each other, the Asian countries show big differences amongst each other. The complexity of the product knowledge very much depends on the similarities of the surveyed country and the country in question. The more similarities exist, in economical, geographical or political terms, the more complex the product knowledge is. For marketers this means that country specific marketing strategies should be chosen in the Asian market, while in European countries, which are similar to each other, similar communication strategies would work to be successful. These results are somewhat in line with de Mooij (2014) who insists in her theory that there is no global marketing strategy as people over the globe are too different regarding their culture and worldview. Rugman represented already in 2001 the opinion that there is no global market and that there are only a few sectors, e.g., consumer electronics, where a global communication strategy could be successful. Similar to de Mooij (2014) he thinks that there are too many regulatory and cultural differences. Still he sees the European Union as one unit, which than fits again to the above-mentioned recommendations of this research to target countries from the European Union very similar.

In addition, the marketing message regarding Bavarian regional food products in the European countries, which show the above mentioned similarities, can contain much more different elements (can be more complex) to activate purchase intentions. Contrary the marketing message in Asian countries should not only be different for the different Asian countries but should also contain the typical existing stereotypes and images to activate increased awareness of Bavarian food products and thus activate purchase intentions. The same applies for European countries outside the European Union. Based on Kroeber-Riel, Weinberg, and Gröppel-Klein (2009) information in form of images are more effective regarding information processing and thus retrieval of information in case were no information exists about a certain product or product category. The visual presentation of information enhances the chance that this information will be stored also semantically

(Blackwell, Miniard, & Engel, 2006). This works even better if the presented information (in form of images) fits to an existing schema people do have. New information, which fits to an existing schema will be easier processed and remembered (Kroeber-Riel, Weinberg, & Gröppel-Klein, 2009).

Similar recommendations are also valid in the context of consumer ethnocentrism. High ethnocentric scorers (with less complex product knowledge) should be also stimulated with visual presentation of information while low ethnocentric (with more complex product knowledge) scores could be also reached with a more complex marketing communication. The results also confirm exiting recommendations from other researchers (Orth & Firbasová, 2002; Renko, Karanović, & Matic, 2012) that the level of consumer ethnocentrism should be taken into consideration when creating marketing strategies. The information on consumer ethnocentrism is not only important for going in to the export market but also for penetrating the domestic market as it was shown in the third research paper. The results also confirm results from Balabanis and Diamantopoulos (2004) who figured out that consumer ethnocentrism is a consistent predictor when “explaining consumers’ positive bias toward home food products” (Balabanis & Diamantopoulos, 2004, p, 13). Concentrating further on the marketing strategy for the domestic market Aaker’s brand personality scale (Aaker, 1997), which was transferred in this study to the region in question, has been applied. Similar to previous studies (Hosany, Ekinici, & Uysal, 2006; Kaplan, Yurt, Guneri, & Kurtulus, 2008) it could be shown that the scale cannot be directly transferred to a region, but still shows some similarities regarding the dimensions of the original scale. The dimensions figured out in this study are a combination of different dimensions from the original scale, which seems to be not surprising when applying brand personality scale to a region (see also Murphy, Moscardo, & Benckendorf, 2007). Even though there are some conflicting findings compared to the original scale, this study shows that personality characteristics of a region may be as much important as personality characteristics of a brand.

Using brand personality characteristics for a region will not only lead to some uniqueness, which differentiates a region from others (Ashworth, 2009), but it could also help to involve more people into that region and thus into the food coming from that region.

Even though this thesis has brought new contributions to the country of origin literature especially in the context of consumer ethnocentrism from an international as well as national standpoint and because of the application of Aaker's brand personality scale to a region, a couple of limitations arose during the research study and are left beside others for future research.

This thesis focuses only on a couple of selected countries to uncover the different product knowledge levels regarding Bavarian food products. Future studies should expand the set of countries. It would be interesting to see if other countries from the European Union show the same similarities regarding the product knowledge; the focus should especially be on Western European countries, which have a longer integrative history compared to the Eastern European countries used in this study. Additionally it would be worth checking if the differences in other Asian countries would be extended by including additional Asian countries. Another study, which could take place in the US to uncover the differences regarding product knowledge of regional food products, would be also of great interest. First, the US represents an important international trading partner and second, the cultural and ethnical differences in the individual states might yield exciting results.

While the sampling methods used in this research is based on convenience sampling in front of different commercial shopping centers a more complete sampling independent from shopping habits could be used in future studies. This would give the opportunity to examine if and how sociodemographic variables, especially age and education, influence the complexity of cognitive structures.

With regard to the research object "Bavarian food products", future studies could also look into more specific product categories to look into differences, e.g., of processed and

unprocessed Bavarian food products. Additionally comparing products from other regions would be an interesting research approach to identify the strengths and weaknesses of Bavarian food products.

This thesis examines if Aaker's brand personality scale can be transferred to a country's image and its products. It could be shown that the scale cannot be directly transferred to one country. Thus, future research should either confirm these results by replicating this study or expand the study and include different regions to see whether the results can be more generalized for regions as such.

With regard to the concept mapping method, an unsupported version as suggested by Grebitus (2008) was used. Nevertheless, future studies could make use of supported and unsupported versions to compare the differences methodological wise. It would be also interesting to include the evaluation of the concepts as done by Grebitus (2008). This could provide important views from the consumer side, as the results would not only show what people know about a certain product category but also how they rate the individual concepts.

Finally, future research could not only include the concept of consumer ethnocentrism to predict consumer behavior regarding regional food products. It would be interesting to see how consumers trust into regional food products but also how consumer animosity and/or consumer religiosity influences the perception of different regional food products and how these different constructs interact with each other.

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Appendix 1: Questionnaire 1



Department of Marketing and Consumer Research



Technische Universität München

QUESTIONNAIRE TO REVEAL CONSUMERS COGNITIVE STRUCTURES AND SEMANTIC NETWORKS REGARDING BAVARIAN FOOD PRODUCTS.

Number of questionnaire: _____

Place of the survey (city and country): _____

Hello, my name is.....and I'm from the department of marketing and consumer research at the TU Munich. We are conducting a survey which investigates the "Perception of Bavarian food products in". I would like to ask you if you have a moment to take part in the questionnaire. The survey is completely anonymous and used for academic purpose only. Thank you very much in advance for your participation.

I.) Concept Map

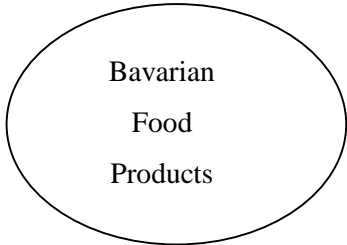
Researchers assume that our knowledge about certain products is very complex. In this survey we now want to collect all your knowledge about certain food products.

(Show the example map now and explain with the help of the example how the method of concept mapping works.) For example when you think about a car you might think about a "vehicle" or a "luxury good". Thinking more about that words like "expensive" might come to your mind.

As different people have different associations with products we want to figure out with this research what different associations people have when they think about certain food products.

That is why first of all I would like to ask you to please write down all the associations that come to your mind when you think about "Bavarian food products". After you have written down all the associations that come to your mind when you think about "Bavarian food products" please link the associations to each other. Link only those associations, which, to your mind, are connected to each other. If in the meantime more associations come to your mind please feel free to also indicate them. In the same way you can also delete associations and links which you might think they are not appropriate anymore. There are no "correct" or "incorrect" answers! For your associations you can use the entire space on this page.

(The interviewers are instructed not to interrupt or help the interviewees. After some time the interviewer may ask if there is anything more what comes to the mind of the interviewees).



II) CETSCALE

Could you please tell me, on a scale of 1 (absolutely disagree) to 7 (absolutely agree) how much you agree with the following statements :

1. Only those products that are unavailable in XY should be imported.

1 2 3 4 5 6 7

2. XY products first, last and foremost.

1 2 3 4 5 6 7

3. Purchasing foreign-made products is un-XY.

1 2 3 4 5 6 7

4. It is not right to purchase foreign products, because it puts XY out of jobs.

1 2 3 4 5 6 7

5. A real Romanian/Bulgarian should always buy XY made products.

1 2 3 4 5 6 7

6. We should purchase products manufactured in XY instead of letting other countries get rich off us.

1 2 3 4 5 6 7

7. XY should not buy foreign products, because this hurts XY business and causes unemployment.

1 2 3 4 5 6 7

8. It may cost me in the long run but I prefer to support XY products.

1 2 3 4 5 6 7

9. We should buy from foreign countries only those products that we cannot obtain within our own country.

1 2 3 4 5 6 7

10. XY consumers who purchase products made in other countries are responsible for putting their fellow XY out of work.

1 2 3 4 5 6 7

III.) Sociodemographics

In the last section I would like to ask you some more questions

1. Year of birth: _____
2. Gender: Male Female (Interviewer to fill in yourself)
3. Nationality _____
4. City of Residence: _____
5. Household type: Including yourself, how many people do permanently live in your house hold? _____
6. Family status:
 single married separated divorced widowed Not specified
7. Profession: _____
8. Highest Education:
 Elementary school High school/Secondary School
 Bachelor's Degree Master's Degree PhD None Not specified
9. (Russia only) Income per capita (monthly, net):
 less than 250 € 250-500 € 500-750 €
 750-1000€ 1000-1250 € more than 1250 €

Appendix 2: Questionnaire 2



Lehrstuhl für Marketing und Konsumforschung



Technische Universität München

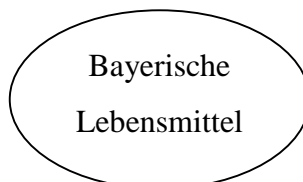
Fragebogennummer: _____

Befragungsort: _____

Guten Tag! Im Auftrag der Technischen Universität München –Weihenstephan (Lehrstuhl für Marketing und Konsumforschung) machen wir heute eine Umfrage im Zusammenhang mit der Wahrnehmung bayerischer Lebensmittel in Bayern. Wir würden uns freuen, wenn Sie einen Augenblick Zeit haben, um die Fragen zu beantworten. Alle Ihre Angaben werden selbstverständlich anonym behandelt und werden ausschließlich für diese Studie verwendet.

Frage 1: Fangen wir zunächst mit einer ganz allgemeinen Frage zu bayerischen Lebensmittel an. Und zwar möchten wir von Ihnen gerne wissen, was Ihnen spontan einfällt, wenn sie ganz generell an bayerische Lebensmittel denken. Denken Sie bitte auch über Begriffe nach, die nur indirekt über andere Begriffe mit bayerischen Lebensmitteln verknüpft sind. (Beispiel vom Auto zeigen)

Alles, was Ihnen einfällt ist wichtig. Bitte beachten Sie, dass es keine richtigen oder falschen Antworten gibt. Wenn Ihnen nichts mehr einfällt, verbinden Sie bitte nun alle Begriffe miteinander von denen Sie glauben, dass sie miteinander verbunden sein sollen.



Bitte wenden!

Frage 2: Im Folgenden sehen Sie nun einige Sätze zum Thema „Heimatverbundenheit“ und wir würden Sie bitten spontan zu antworten, ob Sie diesen zustimmen oder nicht. Dabei steht die 1 für „ich stimme überhaupt nicht zu“ und die 7 für „ich stimme voll und ganz zu“.

Aussagen	1	2	3	4	5	6	7
Es sollten nur jene Produkte importiert werden, die in Bayern nicht verfügbar sind.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bayerische Produkte in erster Linie und hauptsächlich.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Der Kauf ausländischer Produkte ist unbayerisch.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Es ist nicht richtig, ausländische Produkte zu kaufen, da Bayern dadurch arbeitslos werden.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ein echter Bayer sollte immer bayerische Produkte kaufen.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wir sollten nur Produkte kaufen, die in Bayern hergestellt wurden, anstatt andere Länder durch uns reich werden zu lassen.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bayern sollten keine ausländischen Produkte kaufen, da dies der bayerischen Wirtschaft schadet und Arbeitslosigkeit erzeugt.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Es mag sein, dass es langfristig teurer ist, aber ich bevorzuge es, bayerische Produkte zu unterstützen.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wir sollten vom Ausland nur jene Produkte kaufen, die wir im eigenen Land nicht bekommen.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bayerische Konsumenten, die Produkte kaufen, welche in anderen Ländern hergestellt werden, sind dafür verantwortlich, dass die eigenen Landsleute arbeitslos werden.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Bitte wenden!

Frage 4: Im Folgenden sehen Sie nun einige Sätze zum Thema „Ursprungsland“ und wir würden Sie bitten spontan zu antworten, ob Sie diesen zustimmen oder nicht. Dabei steht die 1 für „ich stimme überhaupt nicht zu“ und die 7 für „ich stimme voll und ganz zu“.

Aussagen	1	2	3	4	5	6	7
Lebensmittel, die in Bayern hergestellt werden, sind sorgfältig gefertigt und haben eine feine Verarbeitung.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lebensmittel, die in Bayern hergestellt werden, sind generell von niedrigerer Qualität als ähnliche Produkte von anderen Ländern.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lebensmittel, die in Bayern hergestellt werden, sind für gewöhnlich zuverlässig und scheinen die gewünschte Zeit haltbar zu sein.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lebensmittel, die in Bayern hergestellt werden, haben für gewöhnlich einen guten Wert für ihr Geld.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Frage 3: Im Folgenden sehen Sie nun einige Sätze zum Thema „Miteinbezogenheit“ und wir würden Sie bitten spontan zu antworten, ob Sie diesen zustimmen oder nicht. Dabei steht die 1 für „ich stimme überhaupt nicht zu“ und die 5 für „ich stimme voll und ganz zu“.

Aussagen	1	2	3	4	5
Ich bin generell an bayerischen Lebensmitteln interessiert.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bayerische Lebensmittel sind wichtig für mich.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ich interessiere mich dafür, welche bayerischen Lebensmittel ich verwende.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bayerische Lebensmittel sind relevant für mein Leben.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ich habe vor, in den nächsten sechs Monaten bayerische Lebensmittel zu kaufen.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Bitte wenden!

Frage 4: Bitte denken Sie nun einmal an das Land Bayern in Form einer Person. Bitte fragen Sie sich: „Wenn Bayern eine Person wäre, wie gut würden folgende Worte ihn oder sie beschreiben“? Zum Beispiel wird die Automarke Porsche als ein sportlicher, überlegener Siegertyp beschrieben.

Dabei steht die 1 für „Beschreibung trifft überhaupt nicht zu“ und die 5 für „Beschreibung trifft sehr stark zu“

Facettenname	1	2	3	4	5
bodenständig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ehrlich	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
gesund	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
heiter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
gewagt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
temperamentvoll	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
phantasievoll	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
modern	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
zuverlässig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
intelligent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
erfolgreich	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
vornehm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
charmant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
naturverbunden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
zäh	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Bitte wenden!

Frage 5: Bitte denken Sie nun im Folgenden einmal an bayerische Lebensmittel in Form einer Person. Bitte fragen Sie sich: „Wenn bayerische Lebensmittel eine Person wäre, wie gut würden folgende Worte ihn oder sie beschreiben“?

Dabei steht die 1 für „Beschreibung trifft überhaupt nicht zu“ und die 5 für „Beschreibung trifft sehr stark zu“

Facettenname	1	2	3	4	5
bodenständig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ehrlich	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
gesund	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
heiter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
gewagt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
temperamentvoll	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
phantasievoll	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
modern	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
zuverlässig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
intelligent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
erfolgreich	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
vornehm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
charmant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
naturverbunden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
zäh	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Bitte wenden!

Frage 6: Wir haben hier nun eine Reihe von Aussagen, die man zur Beurteilung von Lebensmitteln aus Bayern machen könnte. Sagen Sie uns bitte, wie sehr Sie diesen Aussagen zustimmen. Dabei steht die 1 für „ich stimme überhaupt nicht zu“ und die 5 für „ich stimme voll und ganz zu“

Lebensmittel aus Bayern...	1	2	3	4	5
...haben gute Qualität	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...sind teuer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...sind deutlich gekennzeichnet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...sind etwas für Feinschmecker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...sind natürlich	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...sind sympathisch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...sind gesund	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...bieten etwas Besonderes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...sind deftig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...sind frisch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Frage 7: Was ist Ihrer Ansicht nach der wesentliche Gesichtspunkt, was ist das Typischste an Bayern? Bitte nennen Sie uns von dieser Liste das, was für Sie am zutreffendsten ist. Nur **eine** Nennung möglich!

- | | | | |
|-----------------------------------------|-------------------------------------|-------------------------------------|------------------------------------|
| <input type="checkbox"/> Politik | <input type="checkbox"/> Landschaft | <input type="checkbox"/> Wirtschaft | <input type="checkbox"/> Freizeit |
| <input type="checkbox"/> Landwirtschaft | <input type="checkbox"/> Leute | <input type="checkbox"/> Tourismus | <input type="checkbox"/> Tradition |

Bitte wenden!

Nun möchten wir Ihnen abschließend noch ein paar Fragen für unsere Statistik stellen:

Frage 8: In welchem Jahr sind Sie geboren?

_____ Jahrgang keine Angabe

Frage 9: Wie viele Personen leben in Ihrem Haushalt (Sie selbst mit eingeschlossen)?

_____ Person(en) keine Angabe

Frage 10: Wie lange wohnen Sie schon in Bayern?

_____ Jahre (bitte auf volle Jahreszahl runden) seit Geburt keine Angabe

Frage 11: Was ist Ihr höchster Schul- bzw. Bildungsabschluss?

- ohne Schulabschluss
- Volksschul-/Hauptschulabschluss
- Abitur/Fachhochschulreife
- Mittlere Reife/Realschulabschluss
- abgeschlossenes Studium (Bachelor/Master)
- Sonstiges: _____ Keine Angabe

Frage 12: Welcher beruflichen Tätigkeit gehen Sie im Moment nach?

- Schüler/in
- Student/in
- in der Ausbildung/Lehre
- Hausfrau/Hausmann
- Angestellte/r
- Selbständige/r
- Beamter/Beamtin
- Rentner/in
- Arbeitssuchende/r
- Sonstiges: _____ Keine Angabe

Frage 13: Wir sind nun fast am Ende des Fragebogens. Nur eine aus statistischen Gründen sehr wichtige Frage haben wir noch an Sie: Können Sie uns sagen, wie hoch das **monatliche Haushalts-Nettoeinkommen** ist?

- unter 500 €
- 500 bis 899 €
- 900 bis 1.299 €
- 1.300 bis 1.499 €
- 1.500 bis 1.999 €
- 2.000 bis 2.599 €
- 2.600 bis 3.599 €
- 3.600 bis 5.000 €
- über 5.000 €
- keine Angabe

Frage 14: Geschlecht

- männlich
- weiblich

Vielen Dank, dass Sie sich Zeit für das Gespräch genommen haben!