

*Experimental Research: the Country of Origin Effects on Advertising*

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The Asian Conference on Media, Communication & Film 2019  
Official Conference Proceedings

**Abstract**

In the process of globalization connecting the world into a whole, the comprehensive strength between countries is long, and the nationality information is an inevitable factor in the process of promoting products. In this paper, we use the experimental method to design the inter-group design of 2 (Chinese products, stateless products) × 2 (Chinese advertising model, stateless advertising model), and study the effect of advertising and statelessness on advertising. The experimental research found that the nationality of the product and the nationality of the advertising model have an interaction effect on the advertising effect; when the nationality of the product does not match the nationality of the advertising model, the advertising effect is better. That is to say, if there is an inconsistency in the matching of Chinese product nationality information and stateless advertising models, it will have a greater impact on the effectiveness of advertising than if there is a Chinese product nationality and an advertising model with Chinese nationality.

Keywords: China, Advertising effect, Country of Origin

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## **Introduction**

With the rapid development of China's economy, it is gradually in line with international standards. When Chinese companies embrace the positive attitude of opening up, more and more foreign companies are also rushing into the Chinese market. Under the impetus of globalization, competition among enterprises has become increasingly fierce. On the one hand, it promoted the production mode of cross-border cooperation, on the other hand, it also promoted the rise of trade protectionism in the world, and trade barriers such as tariffs were gradually increasing. In order to actively open the market and better integrate into the local market, the marketing industry has been exploring whether it is more effective to carry out international standardization or localization. Many multinational companies in the market have begun to hire local celebrities for advertising endorsement, hoping to localize to win the Chinese consumer market; there are also Chinese companies that use international celebrities to promote products and enhance the international image of their products. Therefore, this article is curious whether the spokespersons of different nationalities will have different advertising effects in the Chinese market, and how to match the products can achieve better advertising results. That is to say, under what circumstances Chinese companies should choose the right marketing strategy, not only how Chinese products go abroad or in the marketing of domestic markets. The issue of spokesperson nationality is more important in the present, mainly based on the following two points:

First, most of the current academic research on the effects of spokespersons focuses on the credibility and attractiveness of the spokesperson as a source, mainly based on the source credibility model and the source attractiveness model. Model), integrating the information source credibility model, the match-up hypothesis and other theories, not enough attention to the influence of the nationality factor of the spokesperson. Only a small number of scholars are studying how the nationality of spokespersons influences consumers' perceptions of advertising brands, such as Cho Jae's analysis of the matching between spokesperson nationality and endorsement products among Korean consumers (Jae-Hyun, 2008).

Second, previous studies have found that consumers can cause different associations for different ethnic groups, and this kind of association will be different because of the different cultural backgrounds of consumers. For example, in the eyes of American consumers, Asians are good at high-tech products, and Europeans are more suitable for making high-end, tasteful products (Cohen, 1992). And American consumers trust and love their own products more than consumers in other countries (Schleifer & Dunn, 1968). At the same time, the study found that the more similar the race and the audience are, the better the advertising effect will be, but it will not be conducive to the global image of corporate products.

In view of the dilemma of Chinese corporate products in international marketing and localization strategies, this paper selects the most used spokespersons in daily life, focusing on advertising models and exploring whether Chinese consumers have different products for different nationality advertising models.

## **The COO effect on product**

Schooler designation Country of Origin, nickname COO, earliest designation of production, productive state, country of production or manufacture, "Made in..." visitor (Schooler, 1965). According to Peterson and Jolibert's study of source country effects, the results of the meta-analytic method show that the average effect of the source country effect on consumers' judgment on product quality is 0.3, and the average impact on purchase intention is 0.19 (Peterson & Jolibert, 1995).

Askegaard and Ger point out that products are also linked to the rich image of their country of manufacture, with senses, emotions, etc. (Askegaard & Ger, 1998). Botschen and Hemetsberger also found through empirical research that the source country effect is not only related to product quality, but also related to national pride and some memories in past life, guiding consumers to establish strong emotional connection to specific products (or brands) (Botschen & Hemetsberger, 1998). Friedman found that source countries linked products to national identity, which may lead to emotional dependence or resistance to certain brands (products), further affecting their advertising effectiveness (Friedman, 1996). Therefore, this paper proposes the assumption:

H1: Information on the country of origin of the country's products is better than the information on the nationality of the product.

## **The nationality of model effect on advertising**

From the perspective of nationality, Zhou integrated the classification of the spokespersons in China's 1992 advertising magazines and used content analysis to discuss the image problems of mainland China, Hong Kong and Taiwan, and non-Chinese spokespersons (Zhou & Meng, 1997). . Chao and other scholars have found that Australian consumers do not like to buy products from celebrity endorsements based on ethnocentrism (Chao, Wührer, & Werani, 2005). Chen-Yu Lin is based on Taiwanese consumers as an example. It is very important to empirically study the influence of the nationality of the spokesperson on the willingness to purchase, but the effect of nationality is different. When consumers are neutral or do not like Korea, the use of national spokespersons helps to generate a positive willingness to buy; for Taiwanese consumers who like Korean culture, the nationality of the spokesperson is not important (Lin, Chen, Wu, & Tseng) , 2015). Put forward the hypothesis:

H2: It is better to have a national advertising model nationality information to compare the nationality information of the non-advertising model to the consumer evaluation advertisement.

Zhang Hongxia supplemented it from the perspective of the country, indicating that the country color of the product and the country attribute of the spokesperson have a regulatory effect on the advertising effect. When endorsing products with distinctive national colors, inviting domestic celebrities to endorse better than foreign celebrities (Zhang Hongxia & Zhang Yi, 2010). This article proposes the hypothesis:

H3: There is an interactive effect on the influence of the nationality of the advertising model and the nationality of the product on the effectiveness of the advertisement;

H3a: There is an interaction between the nationality of the advertising model and the nationality of the product on the willingness to purchase;

H3b: There is an interactive effect on the influence of the nationality of the advertising model and the nationality of the product on the attitude of the product;

H3c: There is an interactive effect on the influence of the nationality of the advertising model and the nationality of the product on the advertising attitude.

However, Zhang Hongxia's research is based on products with strong national colors. The selection of the famous Chinese tea as an experimental stimulator is extremely special and recognizable. However, for products that are not obvious in the source country, there is still room for further exploration. Ryu and other scholars interpret from the perspective of domestic and foreign products. Through experimental research, it is concluded that when the nationality of contemporary speakers does not match the nationality of products, it has an important influence on brand attitude. Especially for functional products, the effect of spokesperson nationality and product mismatch is greater than when matching (Ryu, Park, & Feick, 2006). And from the perspective of attribution theory, the authors explained that when the matches are consistent, the motivation of the Singaporean consumers to instigate the spokesperson's propaganda for the product is obviously influenced by the product produced in the country, stimulating the national superiority of the spokesperson or subject to high value. The endorsement fee impact (utilitarian situational motivation), rather than the product itself is very good (stimulating motivation), deceptive, so the advertising effect is not good. The schema theory of psychology and the human associative memory model can also be used to explain the nationality effect of advertising spokespersons. The schema theory proposed by Bartlett scholars in 1932 believes that the knowledge in the brain is organized by past relevant experiences and guides the future (Spiro, 2017); human associative memory theory (Teichert, Schöntag, & Marketing, 2010). It is believed that human memory is an information network composed of nodes and connecting links. The nodes refer to the conceptual information stored in the brain, and the link chain refers to the strength of the connection between these conceptual information. According to the past experience of Chinese consumers, due to the long-term semi-colonial status in history, and in the development of modernization, because of the low level of industrial manufacturing, the lack of safety and other factors, the local brands are stereotyped. Consumption is sluggish. Fu Jia (2012) pointed out that consumers with high national superiority will purchase domestic products for moral responsibility, but it is not applicable in developing countries. In addition, through the issuance of a large number of questionnaires, the survey data shows that Chinese consumers have health and hypocrisy. The duality of ethnocentrism (Fu Jia, 2012). Therefore, the paper further proposes the hypothesis:

H4: When the nationality of the advertising model is inconsistent with the product nationality, the effect on the advertising effect is greater than the consistent situation.

## Aim and Scope of the Study

Therefore, this study explores the impact of advertising model nationality and product nationality on the effectiveness of advertising. The research questions in this paper are the influence of product nationality (with or without) and the nationality of the model (with or without) on the advertising effect (advertising attitude, product attitude and purchase intention).

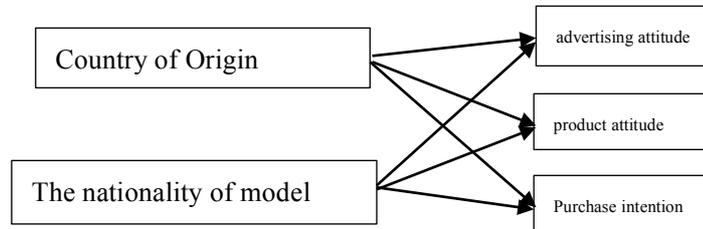


Figure1. Research Framework

## Methodology

This paper adopts 2 (Chinese products, stateless products)  $\times$  2 (Chinese advertising model, stateless advertising model) four groups of test group variables design, study the source of product and advertising model nationality on advertising effectiveness (advertising attitude, product attitude Influence of purchase intention). In the operation, using the scenario simulation method, each independent variable is manipulated to two different levels, a total of four different experiments. We recruited the experimental subjects one week in advance, and posted the posts recruited by the experimental subjects on the school forum. And forwarded to the major WeChat groups, friends and so on. Finally, 72 subjects were recruited and numbered 1 to 72. Using the random number table in advance, the 72 numbers are divided into 4 groups of 18 people each. Each group of people in the group is then distributed the same type of print advertisement. The subject was told that you should observe the flat advertisement according to your usual situation, and the attention time of the irritant should be taken back within 10 seconds. Fill in the appropriate questionnaire after reading. Then recycle the questionnaire and thank the subject list.

## Findings

The main target of this research experiment is the student sample. In terms of gender ratio, there are 28 males, accounting for 38.9% of the total samples; 44 females, accounting for 61.1% of the total samples. The education level is mainly undergraduate students, a total of 66, accounting for 91.7% of the total sample. In terms of monthly income, there are 38 people under 1,000 yuan, accounting for 52.8% of the total sample. See Table 1 for details.

Table 1. sample

count	numbers	percentage
1. sex		
M	28	38.9%
f	44	61.1%
2. education level		
Junior high school	0	0
High school	0	0
College	0	0
Bachelor	66	91.7%
Postgraduate	6	8.3%
3. monthly income		
1000 below	38	52.8%
1001—2500	26	36.1%
2501 above	8	11.1%

Table 2. Model comparison

	Pillai	F	Significant
M1			
M2	0.17545	4.6813**	0.005

Note: \*\*  $p < .01$

Model 1:  $y \sim \text{endorse} + \text{phoneCoo}$  model 2:  $y \sim \text{endorse} + \text{phoneCoo} + \text{endorse} * \text{phoneCoo}$

Using the model of Anova in R software to compare and analyze the model, it is found that the explanatory power of Model 2 ( $F=4.6813$ ,  $P<0.01$ ) is better than that of Model 1, so this paper retains the interaction model.

Table 3. MANOVA analysis

Factor	df	Ad Performance		
		advertising attitude	purchase intention	product attitude
endorser	1	2.018	0.002	0.314
phoneCOO	1	1.006	0.348	1.81
Endorser* phoneCOO	1	0.795	5.126*	7.086**
error	68			

Note: \*  $p < .05$ ; \*\*  $p < .01$ ; \*\*\*  $p < .001$ .

The results of two-way analysis of variance data showed that the interaction between product nationality and nationality of advertising model mainly existed in consumers' purchasing intention ( $F=5.126$ ,  $P<0.05$ ) and advertising attitude ( $F=7.086$ ,  $P<0.01$ ). There is no impact on attitudes. It is assumed that H3 is partially established, that is, H3a and H3c are supported, and the H3b hypothesis is rejected. Use the gplots package in R software for interactive effect plotting, as shown in Figure 2.

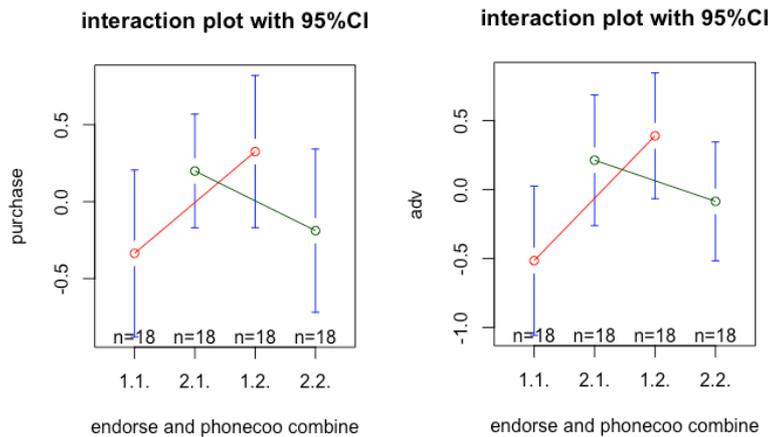


Figure 2 Interaction diagram between product nationality and advertising model

The data results show that the main effects of the advertising model nationality and product nationality information are not significant, so the H1 and H2 assumptions are rejected.

The study found that when the nationality of the product matches the nationality of the advertising model, the consumer's willingness to purchase and the advertising attitude are better, but there is no impact on the product attitude. That is, when there are Chinese product nationality information and stateless advertising models (matching inconsistency), it is more likely to have consumers' willingness to purchase and advertising attitudes than those with Chinese nationality and Chinese nationality. Great impact. This assumes that H4 is partially supported.

## Conclusions

This article focuses on the impact of advertising model nationality and product citizenship on advertising effectiveness (purchase of purchase, advertising attitude, product attitude). Through the method of multivariate analysis of variance, the experimental study has the following conclusions:

The interaction between the advertising model nationality and the product nationality on the advertising effect (purchase willingness, advertising attitude, product attitude) is significant, that is, whether there is a significant difference in the effect of the nationality information endorsement of the advertising model for products with or without nationality information. Specifically, the interaction between the nationality of the advertising model and the nationality of the product mainly occurs in the purchase intention and advertising attitude, rather than the product attitude.

When the nationality of the advertising model and the nationality of the product are inconsistent, the effect on the advertising effect is greater, especially the purchase intention and the advertising attitude. In the case of a consistent match, the consumer purchase intention and advertising attitude caused by the inconsistent match are better. This finding is consistent with the better mismatch in the results of the Gangseog Ryu (2006) experimental study. From another point of view, it is possible that when the experimental object sees Chinese products, it automatically associates Chinese products with the manufacturing and processing industries, and believes that Chinese

products are not good.

When endorsing Chinese products, compared with Chinese national models, the use of stateless models to endorse the effect is better in terms of purchase intention and advertising attitude, and product attitude has a slight impact. When endorsing products with insignificant nationality, compared with stateless models, the effect of using Chinese model endorsements will be better in terms of purchase intention and advertising attitude, and there is no significant difference in product attitude.

### **Research significance**

The main research in this paper is to use the experimental method as a breakthrough point to avoid some indirectness measured by the questionnaire survey method in the past. In terms of practice, we can provide some new marketing ideas. When Chinese companies promote new products or seek new overseas markets under the heat of globalization, they generally need to spend a lot of endorsement costs, and face various barriers. From the perspective of better localized marketing. This paper studies whether the nationality information based on the presence and absence of spokespersons and products matches the effect of advertising. The results show that when the model and product nationality match are inconsistent, the advertising effect will be better, especially in the advertising attitude and purchase intention. aspect. When Chinese companies develop new markets or enter other countries' markets, they may consider inviting stateless advertising models to endorse and enhance the appeal of the products themselves; or Chinese companies repackage their products in their home markets, hiding product nationality information. If the brand name uses English and other expressions, invite domestic advertising models to endorse. It is also a good choice to give consumers a sense of closeness and to draw closer to consumers.

### **Implications**

According to the theory of product source country effect, products with nationality information will affect consumers' willingness to purchase, advertising attitude, and product attitude. However, the results of this study did not achieve the expected results, which may be related to the experimental stimuli selected in this paper. As a tool for daily use of college students, mobile phones are more concerned with factors such as product quality and price. The reason why the Chinese advertising model nationality information affects the consumer's advertising effect is not established may be due to the domestic consumers' enthusiasm and self-deprecation. A study with Zhou and Belk (2004) found that Chinese consumers generally think that foreign stars are more beautiful and more attractive (Zhou & Belk, 2004). From the perspective of cultural background, due to the long-term semi-colonial status in China's modern history and the development of China's modernization, we often neglect the safety and quality of our products in order to pursue economic speed, which makes our products less competitive. Zhang Wei (2018) pointed out that the stereotypes of Chinese products are mainly due to the lack of original design power of Chinese products, as well as consumers' comparison, display and high-end free consumption psychology (Zhang Wei & Lu Fangjie, 2018). In addition, the reason why the interaction effect is not significant in terms of product attitude may be because the subject does not know enough about the product's involvement degree, because the stimulus in this article only considers the nationality difference in order to exclude other interference factors,

and ignores other information of the mobile phone product. The introduction made the participants' understanding of the mobile phone products only stay in the appearance image, which caused the participants to pay less attention to the attitude of the products.

In summary, the main points are as follows: (1) The stimuli produced in this paper are not very direct in causing the cognition of the subjects. This article wants to achieve by means of signature, using a continuation of English style, but in the experiment found that some of the participants did not directly respond accordingly. In the follow-up study, the eye tracker can be used for recording, and the subject's attention and memory route can be seen more intuitively. As well as considering the use of real-life advertising to test, the stimulus effect will be more obvious, but also consider video ads and other forms. (2) This experiment lacks consideration of product type differentiation. At present, research on product types (functionality and hedonicity) is very mature, but the distinction between functional and hedonic products on the market is not so strict. More and more hybrid products are gradually appearing, and consumers prefer A versatile combination of products. Therefore, in the follow-up study, we can consider the influence of the nationality information of the hybrid product on the advertising effect.

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