The Double-Edged Sword of Foreign Brand Names for Companies from Emerging Countries

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WEB APPENDIX

MANIPULATION CHECK RESULTS FOR STUDIES 2, 3, AND 4

The manipulation checks for Studies 2, 3, and 4 were identical to those for Study 1, which we reported in the main part of the paper.

Study 2
Consistent with Study 1, both brand names (Banième and Bänheim) were perceived to be foreign ($M_{Banième}=6.37$, $M_{Bänheim}=6.44$; both means were significantly different from 4, $t[129]=26.88$, $p<.001$ for Banième; $t[136]=27.20$, $p<.001$ for Bänheim). To test perceptions of the implied COO, we asked participants “based on the spelling of the brand name, which country is [BRAND NAME] most likely to come from?” The correct identification hit rates were 78% for the French brand name Banième and 83% for the German brand name Bänheim. The correct recall rates for the actual COO information were 84% for the Philippines, 74% for France, and 82% for Germany.

As we intended, the perfumed shower gel ($M_{perfumed\_gel}=4.95$) was rated significantly more hedonic than the antiperspirant shower gel ($M_{antiperspirant\_gel}=3.21$, $t[259]=10.52$, $p<.001$). Finally, as we anticipated, attitudes toward France and Germany did not differ significantly, whereas consumers’ general attitude toward the Philippines ($M=3.99$) was significantly lower than those toward France ($M=4.86$; $t[165]=4.93$, $p<.001$) and Germany ($M=5.17$; $t[179]=6.93$, $p<.001$).

Study 3
Consistent with Studies 1, and 2, both brand names (Banième and Emèntoux) were perceived as foreign ($M_{Banième}=5.53$, $M_{Emèntoux}=5.92$; both means significantly differed from 4, $t[189]=14.81$, $p<.001$ for Banième; $t[181]=19.97$, $p<.001$ for Emèntoux). Regarding perceptions of the implied COO, the correct identification hit rates were 95% for the French brand name Banième and 95% for the French brand name Emèntoux. The correct recall rates for the actual COO information were 89% for France, 90% for Bulgaria, and 88% for Uruguay.

As we intended, both the perfume ($M_{perfume}=5.73$, $t[187]=18.40$, $p<.001$) and the wine ($M_{wine}=6.17$, $t[181]=33.33$, $p<.001$) were perceived to be hedonic (both means significantly differed from the midpoint of the scale).

Finally, as we anticipated, consumers’ general attitude toward the two emerging countries (Bulgaria: $M=4.11$; $t[229]=6.87$, $p<.001$; Uruguay: $M=4.48$; $t[252]=4.83$, $p<.001$) was significantly lower than their general attitude toward France ($M=5.11$).

Study 4
Consistent with Studies 1 and 2, the brand names were perceived to be foreign ($M_{Banième}=6.05$, $M_{Bänheim}=6.18$; means were significantly different from 4, $t[107]=17.35$, $p<.001$ for the French brand name and $t[115]=20.76$, $p<.001$ for the German brand name).
Regarding perceptions of the implied COO, the correct identification hit rates were 83% for the French brand name Banième and 76% for the German brand name Bänheim. The correct recall rates for the actual COO information were 85% for the Philippines, 95% for France, and 93% for Germany.

As we intended, the perfumed shower gel ($M_{perfumed\_gel} = 4.59$) was rated significantly more hedonic than the corresponding antiperspirant shower gel ($M_{antiperspirant\_gel} = 3.33$, $t[222] = -7.12$, $p < .001$).

Finally, as we anticipated, attitudes toward France and Germany did not differ significantly, whereas consumers’ general attitude toward the Philippines ($M = 3.76$) was significantly lower than those toward France ($M = 5.05$; $t[181] = 6.28$, $p < .001$) and Germany ($M = 5.00$; $t[182] = 6.19$, $p < .001$).