



# Country Authenticity

An analysis of country authenticity amongst Danish consumers with preexisting knowledge of Spain.



**Name:** Mette Haupt Hansen  
**Advisor:** Alexander Josiassen  
**Department of Marketing**  
**Pages:** 78 (STU: 148.656)

**Hand-in date:** October, 2012  
**Cand.Merc. Marketing**  
**Communications Management**  
**Copenhagen Business School**



## Executive Summary

The purpose of this study is to understand how consumer affinity and country authenticity are connected, and how they each affect a consumer's willingness to buy from a foreign country. An examination was conducted of the cause-effect relationship between each of the variables, to determine how and to what extent a consumer may be affected by affinity towards a foreign country, and how this affinity is brought into a country authentic context. The motivation for examining this subject is the current lack of theories in consumer behavior that explore how a consumer evaluates the country authenticity of a foreign business.

Building upon existing theory of consumer affinity, indexicality and iconicity, a new conceptual framework was developed, into which the country authenticity variable was introduced and defined. Primary data was collected with an online questionnaire, which was launched using Facebook as the distributor. The survey targeted consumers in the greater Copenhagen area, who had preexisting knowledge of and experience with Spain and Spanish restaurants.

The analysis showed positive cause-effect connections between consumer affinity, country authenticity and willingness to buy. A consumer's memories and past experiences affect its affinity towards a foreign country, which in turn affects the consumer perception of country authenticity in a foreign product, brand or service. There exists no significant effect of gender, age or income in the determination of country authenticity levels.

Results of the analysis showed significant theoretical and managerial implications, for both consumer affinity and country authenticity. In a theoretical context, the affinity dimensions used in previous literature, attachment and sympathy, proved not to be valued amongst Danish consumers towards Spain. Instead, dimensions such as fascinated and inspired showed to be highest elements of affect. Additionally, inconsistencies in the consumer responses suggest that it may be necessary to distinguish between perceived and actual country authenticity, when attempting to determine its impact and influence on a consumer's willingness to buy.

In a managerial context, the case study illustrates the importance for a business to remember its cultural origin and country brand, if selling a product, brand or service with country-specific characteristics or attachments. Additionally, the analysis shows that a business needs

to be aware of the possible differences between what a consumer perceives as being country authentic, and the actual authentic characteristics of the business product, brand or service.

## Table of Contents

<b>EXECUTIVE SUMMARY .....</b>	<b>2</b>
<b>TABLE OF CONTENTS .....</b>	<b>4</b>
<b>LIST OF FIGURES.....</b>	<b>6</b>
<b>LIST OF TABLES .....</b>	<b>8</b>
<b>ACKNOWLEDGEMENTS .....</b>	<b>9</b>
<b>1. INTRODUCTION .....</b>	<b>10</b>
1.1. PROBLEM STATEMENT .....	11
1.1.1. <i>Research questions and objectives.....</i>	<i>11</i>
1.2. STRUCTURE OF THE MASTER THESIS .....	12
1.3. DELIMITATIONS .....	14
1.4. LIMITATIONS .....	14
<b>2. LITERATURE REVIEW.....</b>	<b>16</b>
2.1. CONSUMER AFFINITY .....	16
2.1.1. <i>Drivers of consumer affinity .....</i>	<i>17</i>
2.1.2. <i>Affect and consumer affinity .....</i>	<i>19</i>
2.1.3. <i>Consumer affinity framework.....</i>	<i>21</i>
2.1.4. <i>Emotional attachment and consumer affinity .....</i>	<i>22</i>
2.1.5. <i>Emotional attachment and authenticity .....</i>	<i>22</i>
2.2. AUTHENTICITY.....	22
2.2.1. <i>Defining authenticity.....</i>	<i>23</i>
2.2.2. <i>Drivers and cues of authenticity.....</i>	<i>24</i>
2.2.3. <i>Authenticity cues: indexicality and iconicity.....</i>	<i>24</i>
<b>3. CONCEPTUAL FRAMEWORK.....</b>	<b>26</b>
3.1. 'COUNTRY AUTHENTICITY' .....	26
3.2. CONSUMER AFFINITY AND WILLINGNESS TO BUY.....	27
3.3. COUNTRY AUTHENTICITY AND WILLINGNESS TO BUY .....	28
3.4. CONSUMER AFFINITY AND COUNTRY AUTHENTICITY .....	28
3.5. DEMOGRAPHIC DATA .....	29
3.6. RELEVANCE OF THE NEW FRAMEWORK.....	29
<b>4. METHODOLOGY.....</b>	<b>31</b>
4.1. RESEARCH PHILOSOPHY .....	31
4.2. DEDUCTIVE VS. INDUCTIVE RESEARCH APPROACHES .....	32
4.3. RESEARCH DESIGN .....	33

4.3.1. Validity.....	34
4.3.2. Reliability.....	34
4.4. DATA COLLECTION.....	34
4.5. SAMPLING.....	35
4.6. MEASUREMENT SCALES.....	36
4.7. STATISTICAL METHOD.....	36
<b>5. EMPIRICAL DATA.....</b>	<b>37</b>
5.1. DEMOGRAPHIC CHARACTERISTICS.....	37
5.2. CONSUMER AFFINITY DATA.....	38
5.2.1. Consumer affinity macro drivers.....	38
5.2.2. Consumer affinity micro drivers.....	40
5.3. COUNTRY AUTHENTICITY DATA.....	42
5.3.1. Authenticity cues.....	42
5.3.2. Total country authenticity.....	45
5.4. WILLINGNESS TO BUY DATA.....	47
<b>6. ANALYSIS.....</b>	<b>49</b>
6.1. CONSUMER AFFINITY AND WILLINGNESS TO BUY.....	49
6.1.1 Consumer affinity.....	49
6.1.2. Willingness to buy.....	50
6.2. COUNTRY AUTHENTICITY AND WILLINGNESS TO BUY.....	53
6.2.1. Iconic country authenticity.....	53
6.2.2. Indexical authenticity.....	55
6.2.3. Country authenticity and willingness to buy analysis.....	57
6.3. CONSUMER AFFINITY AND COUNTRY AUTHENTICITY.....	58
6.4. DEMOGRAPHIC ANALYSIS.....	61
6.4.1. Country authenticity and gender.....	61
6.4.2. Country authenticity and age.....	63
6.4.3. Country authenticity and income.....	63
<b>7. DISCUSSION.....</b>	<b>65</b>
7.1. HYPOTHESIS 1: CONFIRMED.....	66
7.2. HYPOTHESIS 2A: CONFIRMED.....	67
7.3. HYPOTHESIS 2B: REJECTED.....	69
7.4. HYPOTHESIS 3: CONFIRMED.....	69
7.5 THEORETICAL IMPLICATIONS.....	70
7.5.1. Dimensions of the circumplex model of affect.....	71

7.6. MANAGERIAL IMPLICATIONS.....	72
7.7. HYPOTHESIS 4A, 4B: INCONCLUSIVE .....	73
7.8. HYPOTHESIS 4C: REJECTED .....	73
<b>8. CONCLUSION.....</b>	<b>74</b>
<b>9. FUTURE RESEARCH .....</b>	<b>77</b>
<b>10. REFERENCES .....</b>	<b>79</b>
<b>APPENDIX I: PRELIMINARY INTERVIEWS.....</b>	<b>84</b>
INTERVIEW WITH ANE JENSEN .....	84
INTERVIEW WITH SUSSI JENSEN.....	85
INTERVIEW WITH MIA ESKELUND .....	85
INTERVIEW WITH KRISTINA ANDERSEN.....	86
<b>APPENDIX II: QUESTIONNAIRE.....</b>	<b>87</b>
<b>APPENDIX III: PICTURES OF RESTAURANTS.....</b>	<b>95</b>
PINTXO RESTAURANT (QUESTION 15).....	95
EL TAPEO RESTAURANT (QUESTION 16).....	96
<b>APPENDIX IV: ADDITIONAL DATA GRAPHS .....</b>	<b>97</b>
DEMOGRAPHICS .....	97
TRAVEL LOCATIONS BY GENDER .....	98
TRAVEL PER AGE AND INCOME.....	98
CONSUMER AFFINITY .....	98
AUTHENTICITY .....	101
<i>Iconicity</i> .....	101
<i>Indexicality</i> .....	102
<i>Attitude</i> .....	104
WILLINGNESS TO BUY DATA.....	109
<b>APPENDIX V: DANISH STATISTICS.....</b>	<b>110</b>
COPENHAGEN POPULATION MALE AND FEMALE.....	110
COPENHAGEN COUNTY STATISTICS: BY GENDER AND AGE.....	111
TRAVEL STATISTICS: HOLIDAYS AND BUSINESS DANES 2011-2012.....	113
TRAVEL STATISTICS: HOLIDAY AND BUSINESS TRIPS 2011 AMONGST DANES .....	117

## List of Figures

Figure 1. Structure of thesis.....	14
Figure 2. Preliminary framework – consumer affinity construct.....	20

Figure 3. Circumplex model of affect.....	21
Figure 4. Consumer affinity dimensions.....	21
Figure 5. The Consumer Affinity Model of Foreign Product Purchase.....	22
Figure 6. Proposed conceptual framework.....	28
Figure 7. Research onion.....	32
Figure 8. Deductive process.....	33
Figure 9. Demographics: age and income.....	39
Figure 10. Macro affinity factors.....	40
Figure 11. Micro affinity factors.....	42
Figure 12. Total consumer affinity per gender group.....	42, 63
Figure 13. Iconic authenticity of Pintxos vs. El Tapeo.....	44, 55
Figure 14. Country authenticity Pintxos vs. El Tapeo.....	44
Figure 14-A. Country authenticity – iconic.....	63
Figure 15. Indexical authenticity of Pintxos vs. El Tapeo.....	45, 57
Figure 16. Total indexical authenticity Pintxos vs. El Tapeo .....	46
Figure 17. Country authenticity by age.....	46
Figure 17-A. Total country authenticity vs. age.....	64
Figure 18. Total attitude towards restaurant ownership.....	47
Figure 18-A. Total attitude towards restaurants Pintxos vs. El Tapeo.....	56
Figure 19. Male vs. female willingness to buy.....	48
Figure 20. Willingness to buy at Pintxos vs. El Tapeo.....	49, 69
Figure 21. Total willingness to buy.....	49, 52
Figure 22. Consumer affinity and willingness to buy.....	50
Figure 23. Macro affinity vs. micro affinity towards Spain.....	51
Figure 24. Country authenticity and willingness to buy.....	54
Figure 25. Consumer affinity and country authenticity.....	59
Figure 26. Country authenticity vs. income.....	65
Figure 27. New conceptual framework .....	72
Figure 28. New affinity dimensions.....	72

## List of Tables

Table 1. Copenhagen County statistics.....	36
Table 2. Demographic data.....	38
Table 3. Macro adjectives of consumer affinity.....	40
Table 4. Micro adjectives of consumer affinity.....	41
Table 5. Cause-effect relationship towards Pintxos.....	52
Table 6. Cause-effect relationship towards El Tapeo.....	53
Table 7. Consumer affinity and willingness to buy.....	53
Table 8. Iconic country authenticity towards willingness to buy.....	56
Table 9. Indexical authenticity towards willingness to buy.....	58
Table 10. Country authenticity and willingness to buy.....	58
Table 11. Indexical authenticity and willingness to buy.....	58
Table 12. Consumer affinity and country authenticity by restaurant.....	60
Table 13. Consumer affinity and country authenticity.....	61
Table 14. Consumer affinity and indexical authenticity.....	61
Table 15. Hypotheses sum up.....	66



## Acknowledgements

First and foremost, I would like to thank each and every one of the 228 respondents who participated in my survey and helped make this thesis possible. It is because of my friends and their friends that I was able to create such an extensive data set.

Thereafter, I would like to send my utmost gratitude to my friend, Ane Jensen, who has been the biggest help ever throughout my thesis writing. It is because of her broad knowledge and ever so amazing analytical perspective that I was able to stay 'tranquila' and focused. I have loved our all-nighter discussions and endless conversations on the different subjects, and because of those I managed to maintain an academic perspective.

I would like to thank my supervisor, Alexander Josiassen, who gave me the interesting topic at hand, country authenticity, and for supporting and guiding me throughout the process.

I would also like to thank my parents for their everlasting patience with me finally finishing my studies, I promise never to do it again. I will always be grateful for the guidance and love that you have showed me and for always believing in me.

Last but not least, the one person who has properly been affected the most by my thesis process, my boyfriend Claus. I love you and thank you for understanding what I have had to go through the last six months.

## 1. Introduction

The field of sociological and behavioral studies has become an increased area of interest for companies worldwide, especially in the last decade. The focus on why consumers purchase certain brands compared to others, and why they purchase from some countries rather than others, has become a vital factor to consider when designing internal and external marketing strategies. In today's economy, it is not enough for larger companies to attract consumers nationally, but they also have to define their brand in a global context, in order to secure continued expansion.

A wide variety of research seeks to aid the formulation of international marketing strategies, by studying consumer affinity to a particular brand, product or country, as well as the importance of the authenticity of a brand or product. (See, for example, Oberecker, Riefler & Diamantopoulos 2008, Jaffe & Nebenzahl 2006, Oberecker & Diamantopoulos 2011, Beverland & Farrelly 2010, Rose & Wood 2005, and Grayson & Martinec 2004). However, the vast majority of these studies are based solely on qualitative data, which narrows the scale of the empirical data considerably and thus carries a greater risk of contextual relativity.

Additionally, while consumer affinity has been studied in relation to a particular country, authenticity has only been investigated in relation to a particular brand or product. There does not exist any prior research connecting consumer affinity and country authenticity with their relationship to a consumer's willingness to buy.

The importance of country authenticity, especially in a time of global financial crisis, is greater than never before. The country itself is a representation of every single product, brand and service that comes from said country. An example of its importance was the case of the Spanish cucumbers in 2011, where cucumbers from Spain were suspected of carrying a potentially lethal e-coli bacterium. The cucumbers were innocent (the bacteria turned out to come from a farm in Germany, and it was likely from bean sprouts, not cucumbers), but by the time this was discovered, incredible damage had been done to the "Made in Spain" brand – not only cucumbers were affected, but the entire food industry deriving from Spain suffered serious damage: an estimated 500 jobs and 1,5 billion DKK in sales per week was lost (Avisen.dk 2011, Radio Solymar 2011, DR Nyheder 2011).

## **1.1. Problem statement**

As mentioned above, there exists a gap in current research regarding the concept of authenticity as it relates to a country. The thesis thus asks the following question:

*What is the relationship between consumer affinity and country authenticity, and how do these affect a consumer's willingness to buy?*

Consumer affinity and country authenticity are combined in a new conceptual framework, which explores consumer attitude towards a foreign country, and how said attitude influences their purchasing behavior of the country's products, services and brands. I use this framework to propose ways in which companies and countries can adjust their international marketing strategies, to capture the attention of the consumer and ensure brand survival.

### **1.1.1. Research questions and objectives**

To answer the problem statement, four separate research questions and their sub-questions are investigated, using Spanish restaurants in Copenhagen as case studies.

1. What is the level of consumer affinity for Spain, amongst Copenhagen consumers?
  - a. How does consumer affinity affect consumers' willingness to buy?

Investigating the effects of Copenhagen consumers' affinity towards Spain, and how this affinity affects their willingness to buy at Spanish restaurants, will identify how consumers harbor feelings towards Spain as a country.

2. What is the level of country authenticity for Spanish restaurants amongst Copenhagen consumers?
  - a. If consumers' iconicity towards Spanish restaurants is high, is their willingness to buy high?
  - b. If consumers' indexicality towards Spanish restaurants is high, is their willingness to buy low?

In order to understand the level of country authenticity for Spain amongst Copenhagen consumers, factors of indexicality and iconicity must be identified. They differentiate how a consumer relates the factual (indexical) and the memorable (iconic) authenticity to a country.

3. How does consumer affinity for Spain affect country authenticity towards Spanish restaurants in Copenhagen?
  - a. How does consumer affinity affect country authenticity?

The connection between consumer affinity for Spain and the country authenticity of Spanish restaurants is investigated by evaluating the respondents' attitudes towards two restaurants, Pintxos and El Tapeo.

4. Is there a difference between age, gender and income, concerning country authenticity towards Spain and Spanish restaurants in Copenhagen?
  - a. Is there a difference between the country authenticity levels of Copenhagen males and females, and if so, why?
  - b. Is there a higher consumer affinity and country authenticity amongst older consumers, and if so, why?
  - c. Is there a higher country authenticity amongst consumers earning more than 25000 Danish Kroners (DKK) a month, and if so, why?

Age, gender and income data is analyzed in relation to country authenticity, to see if the three variables affect a consumer's willingness to buy.

## ***1.2. Structure of the master thesis***

The *Introduction chapter* introduces consumer affinity and country authenticity, and explains the aim of combining the two variables in relation to a consumer's willingness to buy. The problem statement and research questions are presented, and the delimitations and limitations of the thesis are considered.

The *Literature Review chapter* introduces consumer affinity and authenticity individually, providing a short review of previous research conducted within these fields.

The *Conceptual Framework chapter* introduces a new setup for combining consumer affinity, country authenticity and willingness to buy. The new country authenticity variable is defined and discussed, as is its relevance to the field of consumer behavior. This is followed by hypotheses, which attempt to predict the connection between the individual variables.

The *Methodology chapter* describes the philosophical approach and design used throughout the thesis. The ontological and epistemological perspectives used in the thesis are explained, as well as the methodology chosen for the data collection.

The *Empirical Data chapter* provides an overview of the data collected from the questionnaires, and explains the methods used in the analysis.

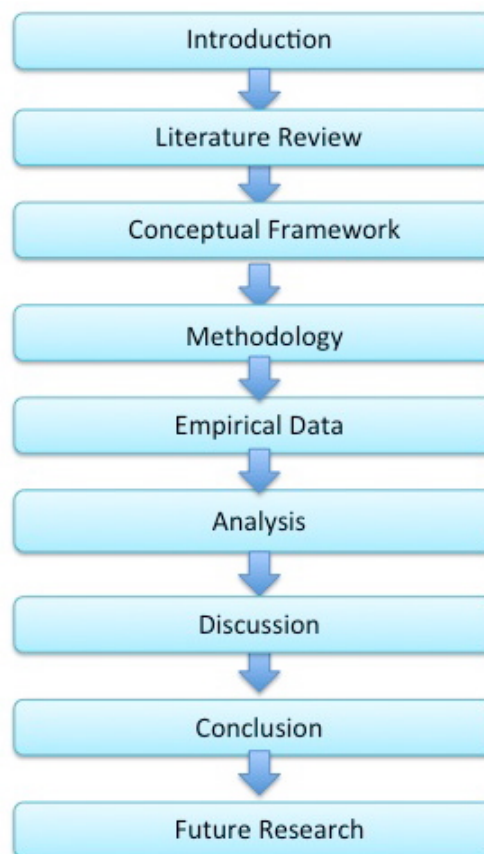
The *Analysis chapter* uses the collected empirical data and the conceptual framework to analyze the relationship between consumer affinity and country authenticity, and how these relate to a consumer's willingness to buy.

In the *Discussion chapter*, the relevance of the new conceptual framework is debated, as are the theoretical and managerial implications.

The *Conclusion chapter* provides a summary of the findings in the thesis.

Finally, the *Future Research chapter* takes an overall look at the possibilities for future study within this field.

Figure 1. Structure of thesis



### ***1.3. Delimitations***

There are a number of concepts within the fields of consumer affinity and authenticity, which could have been relevant to discuss in the thesis, but were left out due to time and space constraints. These include areas of study, which deal specifically with negative attitudes towards a foreign product or brand, such as ethnocentrism, consumer animosity and xenophilia.

Additionally, the empirical data used in the research has been limited to Danish consumers and their perceptions of Spain. The case is further limited by choosing a small selection of Spanish restaurants in Denmark, and the consumer segment is demographically placed in Copenhagen.

In regard to the respondents, a predefined requirement was made, stating that they had to have preexisting knowledge of Spain.

### ***1.4. Limitations***

The online survey used in the thesis consists of a fairly significant sample pool, totaling 228 respondents. However, even with a reasonable number of respondents, this research, as with all research, carries the risk of inductive uncertainty. While the sample group is comprised of both genders, from the ages of 21 to 57, and of varying income groups, there is still a chance that some viewpoints are overrepresented.

As mentioned above, respondents were made aware that it was a requirement that they had to have been to Spain. Some respondents may have overlooked this, which could explain why 694 people entered the survey, but only 228 consumers fulfilled it. Additionally, there is a good chance that the requirement placed on respondents about having preexisting knowledge of Spain, may have caused the consumer affinity findings to be higher than what would be found in the general population of Copenhagen. The study is therefore not designed to evaluate the overall opinion of Spain amongst Danes, but rather study country authenticity amongst a specific segment of the population with preexisting knowledge of Spain.

Choosing a quantitative research method presents its own set of limitations. Having used an online survey, it was not possible to know the exact emotional state of the respondent while answering the survey. However, the benefit of having a larger sample pool was deemed to be

more important, and outweighed the limitation of not being able to speak to the individual respondent face-to-face.

Additionally, the conclusions made in the thesis present the reader with a single cultural viewpoint, that of Copenhagen consumers towards Spanish restaurants. Had the study been conducted using a different country or multiple cultural segments, the conclusions might have generated different results. Similarly, a different demographic area within Denmark might also have given different conclusions.

## 2. Literature Review

*This chapter introduces the theoretical framework for consumer affinity and authenticity. It describes the consumer affinity construct, and reviews theory on affection, macro and micro factors and emotional attachment. Following this, a review of theoretical studies on authenticity is given, explaining the context behind the variable. The cues of authenticity and their relevance to consumer behavior are introduced.*

Authors have for many years set out to understand the factors of consumers' attitudes towards products and brands. However, the majority of these studies reflect mainly consumers harboring negative attitudes towards the purchase of foreign products (Shimp & Sharma 1987; Kosterman & Feshbach 1989). Studies focusing on positive attitudes are rare within the field (Brijs, et al. 2006), despite research showing that they are just as prevalent as the negative (Kosterman & Feshbach 1989; Riefler & Diamantopoulos 2007).

However, more current studies dealing with a country-specific variable, especially within areas of trade (Crawford & Lamb 1981) and vacation destinations (Bokszanski 2001) have become stepping-stones for an increased interest in positive behavioral attitudes.

### 2.1. Consumer affinity

The 'consumer affinity' construct, which identifies positive attitudes towards a foreign country, was introduced by Oberecker et al in 2008, and further defined by the same authors in 2011. Jaffe & Nebenzahl discussed a similar variable in 2006, but it remained undefined. They believed that if a consumer held a preference towards a foreign country, they would ultimately be likely to purchase from that source (Jaffe & Nebenzahl 2006). Other authors made the distinction between in-groups; groups an individual identified themselves with, and out-groups; groups where an individual felt "no sense of belonging" (Shimp & Sharma, 1987; Oberecker, Riefler & Diamantopoulos, 2008). Druckman since expanded upon that research, stating that it was possible for an individual to hold positive feelings towards their out-groups, such as visiting a country, but not feeling connected (Druckman 1994).

Before introducing consumer affinity as an independent variable, Oberecker et al (2008), made sure to distinguish between their variable of consumer affinity, and how Jaffe & Nebenzahl had discussed the concept. The most important difference between the two is that Oberecker et al (2008) considers consumer affinity as a variable, which explains consumers' positive feelings



towards a *specific* country. Jaffe & Nebenzahl mainly discussed a pure favorable attitude of only normative nature, where Oberecker et al (2008) found it necessary to consider a consumer's relationship towards a specific country, history, family, vacation memories or friendships overseas, since such elements could increase consumers' positive feelings (Verlegh 2001; Oberecker, Riefler & Diamantopoulos 2008). Based on this, Oberecker et al (2008) defined consumer affinity as:

*"A feeling of liking, sympathy, and even attachment toward a specific foreign country that has become an in-group as a results of the consumer's direct personal experience and/or normative exposure and that positively affects the consumer's decision making associated with products and services originating from the affinity country"* (Oberecker, Riefler & Diamantopoulos, 2008, p. 26).

The definition identifies the important elements of the behavioral attitudes and how such attitudes are constructed.

### **2.1.1. Drivers of consumer affinity**

Upon establishing the consumer affinity construct, a set of macro and micro factors is used to assist in capturing a consumer's individual attitude and interaction with a foreign country (Oberecker, Riefler & Diamantopoulos, 2008).

#### **Macro drivers of consumer affinity**

The macro drivers cover key characteristics, which define a country overall and may or may not be personally experienced by the individual consumer. These drivers are lifestyle and personality traits, culture, scenery, politics and economics.

Lifestyle is identified as a visual factor, in which consumers focus on an observable reality such as food or fashion, before deciding whether they hold a positive or negative attitude towards a country (Trompenaar & Turner 1996). Personality traits consider the social and intellectual characteristics of a people (Verlegh 2001). Boksanski (2001, p. 7) conducted a study on the Polish consumers and their affinity for Spain, and concluded that consumers, who held an affinity for Spain, could sympathize with the *"kind, open-minded, amusing, sympathetic, honest"* attitude of the people. Lifestyle is one of the main positive emotions used in the further development of consumer affinity by Oberecker et al (2011).

The cultural driver includes factors of a country's history, values and traditions and cultural similarity. Oberecker et al (2011), illustrates the importance of culture as a macro driver, by using Germany as an example. International consumers may harbor both positive and negative attitudes towards the country, depending on whether they are considering the country's perceived high productivity or the events of World War II.

Scenery, politics and economics are factors that may generate positive feelings towards a foreign country (Oberecker et al 2008). However, a consumer may not be able to compare these factors adequately, unless they hold direct experience with the country in question.

### **Micro drivers of consumer affinity**

The micro drivers are used to understand the underlying reasons behind a consumer's affinity for a foreign country, and are always based on personal experience (Oberecker, Riefler & Diamantopoulos 2008; Oberecker & Diamantopoulos, 2011). The micro factors cover stay abroad, travel, family contact, and personal contact.

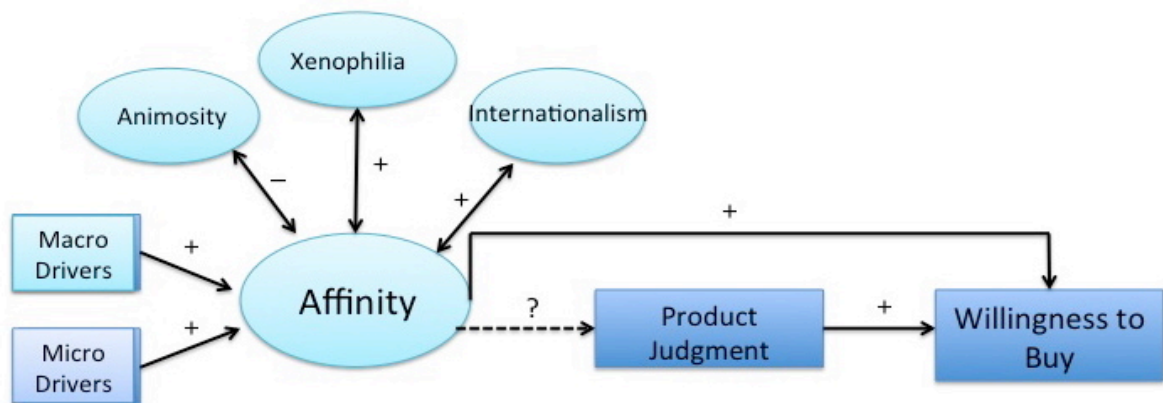
According to research, staying abroad in a foreign country has been shown to lead to individuals gaining a positive affinity towards said country. The individual obtains first-hand experience with the country, either professionally or personally, and these experiences become a part of the individual (Swift, 1999; Swift, 2002; Oberecker, Riefler & Diamantopoulos, 2008).

Travel is another micro driver. Whether the travels are from first-hand experiences or word of mouth, consumers show an increase in their affinity for the visited country (Oberecker, Riefler & Diamantopoulos, 2008). In other studies, travel is compared to a destination image where the image is "*...composed of perceptions of individual attributes (such as climate, accommodation, facilities, friendliness of the people) as well as more holistic impressions (mental pictures or imagery) of the place*" (Ecthner & Ritchie 1993, p. 3).

The last drivers refer to the contact that an individual has with a foreign country, be it through a family member or a personal contact (Oberecker et al, 2008). Druckman (1994), states that if an individual makes contact with a person or country similar to himself, he will generate positive feelings towards that person and country.

The connection between consumer affinity and how the macro and micro drivers influence the variable is illustrated in a preliminary framework in Figure 2.

Figure 2: Preliminary framework - consumer affinity construct.



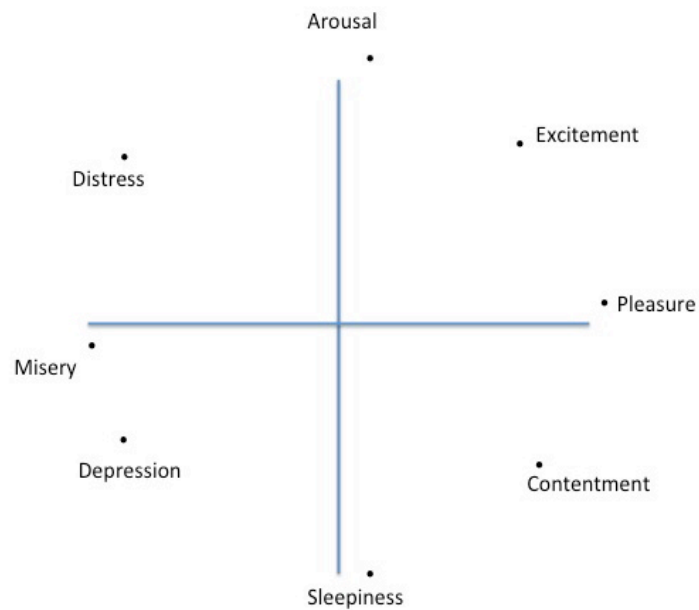
Source: Oberecker, Riefler & Diamantopoulos (2008)

### 2.1.2. Affect and consumer affinity

Consumer affinity was set up to focus on consumers' positive emotions towards a foreign country. In order to identify these emotions, Oberecker et al (2011) uses the theory of 'affect' described by Russell (1980), to understand these underlying feelings and further develop the consumer affinity construct. According to Russell (1980), affect is "...a set of dimensions, such as displeasure, distress, excitement, and happy", all interrelated to each other (Russell, 1980, p. 1161).

Russell creates a circumplex model of affect, to stage the emotional feelings of a certain product and/or brand (Russell 1980). The model is based on a two-dimensional space, in which emotions are divided onto axes representing (horizontal) pleasure-displeasure (east-west) and (vertical) arousal-sleep (north-south). Russell's study identifies eight initial stages of 'affect', as shown below.

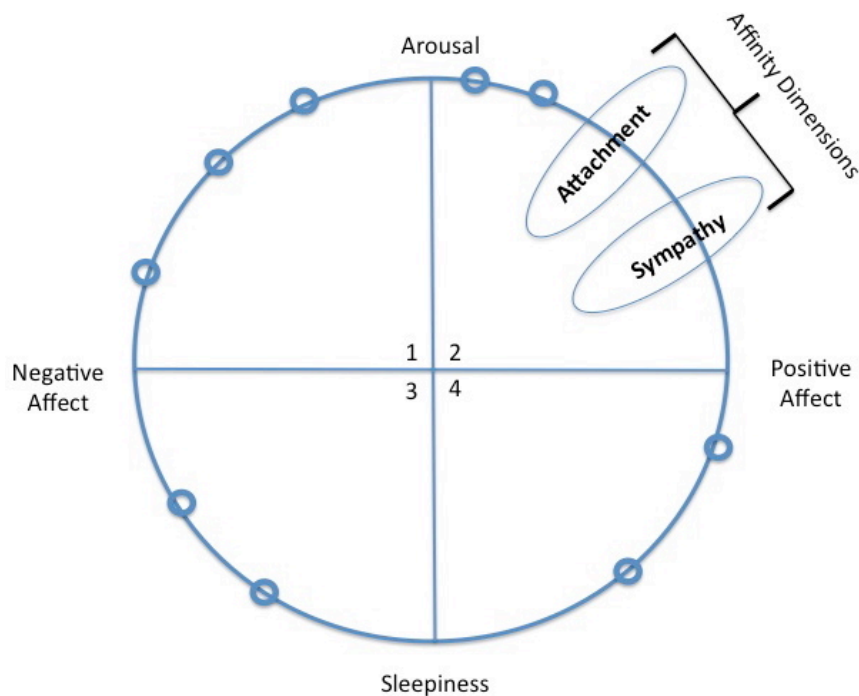
Figure 3: Circumplex model of affect



Source: Russell, 1980

Based on the circumplex model, Oberecker et al (2011) proposes two dimensions to be placed within the model (Figure 4).

Figure 4: Consumer affinity dimensions



Source: Oberecker &amp; Diamantopoulos (2011), adapted from Russell (1980).

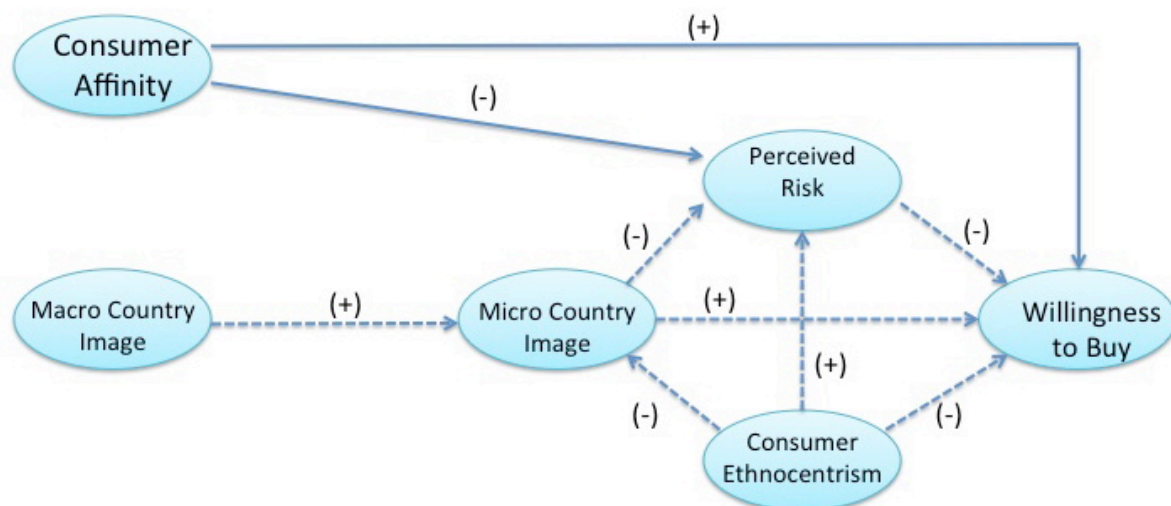
The factors of sympathy and attachment are placed between arousal and pleasure, and are used to express consumer affinity. In social identity theory, sympathy is described in reference to a country and how consumers consider a foreign country as part of their in-group. Attachment has previously been used in marketing literature related to branding, to describe how consumers develop an emotional attachment to brands (Malär, et al. 2011).

### 2.1.3. Consumer affinity framework

Oberecker & Diamantopoulos's study (2011) identifies consumer affinity as an independent construct, into which the macro and micro drivers are included. The framework introduces the elements macro and micro country image, though these have no direct connection to consumer affinity and are not related to its drivers. The importance of the framework is the identification of consumer affinity and its linkage with willingness to buy.

The perceived risk, depicted in the model below, determines how consumers make and evaluate their choices, and has a negative influence on consumer affinity. Aquaveque (2006) argues that many consumers prefer purchasing products that they consider 'safe', instead of trying something new.

Figure 5: The Consumer Affinity Model of Foreign Product Purchase



Source: Oberecker & Diamantopoulos (2011).

There are two types of cues that consumers may rely on to reduce uncertainty when purchasing: extrinsic and intrinsic. The extrinsic cues are the lower level cues such as price,

brand, packaging and country of origin, and intrinsic cues are those directly related to the product (Aquaveque 2006). According to Oberecker et al (2008), consumers will choose a product from an affinity country because of a perceived reduction in risk.

#### **2.1.4. Emotional attachment and consumer affinity**

In the construction of consumer affinity, Oberecker et al (2008) consider emotional attachment to have significance, especially as consumer affinity includes the emotional state of mind towards a foreign country (Malär, et al. 2011).

Some studies indicate that consumers who have a strong emotional attachment to a product or brand show a tendency to have it influence their purchasing behavior (Oberecker & Diamantopulos, 2011, p. 50). This is supported by the notion that, *“the more an entity (brand) is part of a person’s self-definition, the closer is the emotional bond”* (Malär, et al. 2011, p. 37). Even though Malär et al (2011) connects an emotional attachment to a brand, it can also be related to affinity towards a foreign country.

#### **2.1.5. Emotional attachment and authenticity**

Companies today are interested in developing an emotional attachment between consumers and brands, while also making the brand as authentic as possible. When a consumer has emotional attachment to a brand or product, the consumer identifies with it, and it becomes a part of their reality (Malär, et al. 2011; Gilmore & Pine II 2007). The search for the “actual self” is therefore important to understand, because it reflects how consumers consider a product, service or brand in regard to their reality (Beverland & Farrelly 2010; Malär, et al. 2011).

### **2.2. Authenticity**

Authenticity has become increasingly important in marketing, consumer behavior and psychological literature (Gilmore & Pine II 2007; Rose & Wood 2005; Grayson & Martinec 2004; Beverland & Farrelly, 2010; Beverland, 2005; Beverland, Lindgreen & Vink, 2008; Hede & Thyne 2010). Consumers seek the ‘real thing’ in products, brands and objects today, in a world where mass production has taken over, and fakes are filling the market (Rose & Wood 2005).

According to Beverland & Farrelly (2010), authenticity is considered a “...*socially constructed interpretation*” of what is observed by a consumer, not the physical properties of the brand or product (Ibid. p. 839). There must exist a reference to an earlier experience, for a consumer to relate the authenticity of a brand or product to his or her own self-authentication (Beverland & Farrelly, 2010, p. 839).

The experience economy faces extreme competition, as companies try to move away from only offering consumers an experience, and seeks to offer more. Who can create the best event for consumers that will become *memorable* to them, so they will return? It is not just the experience companies want to give; it is the memory, the bond with the brand that companies seek to develop.

According to Pine & Gilmore (2007), there are five different types of authenticity; commodities (natural authenticity), goods (original authenticity), services (exceptional authenticity), experiences (referential authenticity) and transformations (influential authenticity). The terms represent the different phases that have occurred in the world of products and services for the past 50 years (Gilmore & Pine II 2007, p. 46-49).

### **2.2.1. Defining authenticity**

The definition of authenticity has not been clearly stated by researchers, however the theoretical base for authenticity is present in some marketing research. Consumers seek to find authenticity in their personal lives, a search that some authors consider a form of quest, which a consumer wants to accomplish, an experience that the consumer can personally relate to (Beverland & Farrelly, 2010).

Authenticity can exist in an object, or be related to an organization, historical period and nature. Several authors use the example of a person who shows physical signs of having lived to illustrate someone who is authentic (Beverland & Farrelly 2010; Beverland 2005; Gilmore & Pine II 2007; Hede & Thyne 2010).

Just as there does not exist one cohesive definition of authenticity, companies and consumers also have different views of what is authentic (Beverland & Farrelly, 2010; Beverland, 2005; Beverland, 2005; Gilmore & Pine II 2007; Grayson & Martinec 2004; Arnould og Price 2000). It can be all from pure and real to natural, and the terminology is used in different stances in

different industries (Beverland & Farrelly, 2010; Beverland, 2005; Beverland, Lindgreen & Vink, 2008; Arnould & Price, 2000).

### **2.2.2. Drivers and cues of authenticity**

It is necessary to consider the theoretical elements of authenticity, primarily the drivers and the cues, which help identify authenticity as a variable. Arnould & Price (2000) define two main drivers; authenticating acts and authoritative performances, while Grayson & Martinec identify two main cues of authenticity; indexicality and iconicity.

#### **Authenticating acts and authoritative performances**

The two drivers of authenticity are made to distinguish the different ways that consumers behave in their daily choices. Consumers are considered 'walking story books', who inhale experiences on a daily basis, in order to fulfill their own personal goals and expectations (Arnould & Price 2000; Beverland & Farrelly 2010; Gilmore & Pine II 2007; Malär, et al. 2011).

The term 'authenticating acts' is characterized as expressions in which the 'true self' is shown, as opposed to the version of self that is shown to others. People have a tendency to play different roles, depending on the environment they are in. Through authenticating acts people strip themselves of the 'fake' and show their true identity.

The other driver is authoritative performances, which are different events (e.g. festivals or rituals) aimed at inventing or redefining cultural traditions. These events are what a consumer regards as significant moments in their lives, with direct and indirect participation from themselves. This driver goes hand in hand with authenticating acts as they both allow the consumers to redefine their experiences with objects, brands or services in relation to the consumers' own personal selves (Beverland & Farrelly 2010; Arnould & Price 2000).

### **2.2.3. Authenticity cues: indexicality and iconicity**

In consumer behavior theory, consumers are dependent on signs, images, or word-of-mouth to assist them in their purchasing process. These cues are always there, and some cues are so indistinctively locked in a consumer's mind that the consumer is no longer aware of their presence. Grayson & Martinec (2004) demonstrated that consumers rely on cues like iconicity and indexicality to decide the authenticity of a product, brand or service.



*Iconic authenticity* is an object or a place that has a physical similarity to something indexically authentic. A coin is physically indexical, but is an 'icon' to the person who owns the coin. The term can be described as something that is perceived *similar to something else* (Grayson & Martinec, 2004, p. 298). Iconicity is related to authoritative performances because a consumer tries to redefine a significant memory to fit their lives (Grayson & Martinec 2004; Beverland & Farrelly 2010; Arnould & Price 2000). A consumer's judgment of whether a product, service or experience is iconic authentic is based on the observable and visible 'truth' or 'realness'.

Iconic authenticity has in literature been considered the emotional factor of authenticity (Beverland, Lindgreen & Vink, 2008). In a study by Grayson & Martinec (2004), an analysis of indexical and iconic attributes between Sherlock Holmes and Shakespeare was conducted. The authors found that the consumers experienced iconic feelings towards Sherlock Holmes, despite the existing knowledge of him being a fictional character (Grayson & Martinec 2004).

*Referential authenticity* is initially introduced as one of the five stages of authenticity relating to experiences (Gilmore & Pine II 2007). The term draws on the iconic experiences that consumers have towards a brand, product or service, such as historical rituals, cultures or history of a country (Gilmore & Pine II 2007; Grayson & Martinec 2004).

*Indexicality* distinguishes between the 'real thing' and the copies, and often considers the physical elements like a person, place, action or saying (Beverland, Lindgreen & Vink, 2008; Grayson & Martinec 2004). Indexical authenticity relates to authenticating acts because consumers are themselves, compared to someone putting on a facade.

In a purchasing setting, indexical authenticity is confirmed with documents verifying the authentic nature of a product (Grayson & Martinec 2004). Indexical authenticity towards a service is much harder to prove, because the consumer who experiences the service must have previous knowledge relating to the service to judge its indexical authenticity. Word-of-mouth could be a verbal way to verify the indexical authenticity of an experience or service, though the same event may then be perceived differently depending on the individual consumer.

### 3. Conceptual Framework

*A new conceptual framework is developed in the following chapter, using the definitions and concepts presented in the literature review. The framework explains the link between consumer affinity, country authenticity and willingness to buy. The causal relationship between consumer affinity and willingness to buy is investigated. The new variable ‘country authenticity’ is defined and four hypotheses attempt to describe the connections between the individual variables. Finally, another three hypotheses investigate demographic factors, which may influence country authenticity.*

#### 3.1. ‘Country authenticity’

Many current studies see authenticity as the new cornerstone of marketing studies, bringing value to companies who compete to attract consumers to their brands (Beverland & Farrelly, 2010; Beverland, 2005; Grayson & Martinec 2004; Jaffe & Nebenzahl 2006). The theoretical base presented previously is used here to define and describe the new variable ‘country authenticity’. Country authenticity requires preexisting knowledge to determine the authenticity of a country’s product, brand or service. This is similar to iconic authenticity, because a consumer has in some way experienced the product, brand, service or country prior to their evaluation. It is important to mention that country authenticity is not the same for all consumers, as it depends on the preexisting knowledge that each consumer may have towards a specific foreign country.

Country authenticity is:

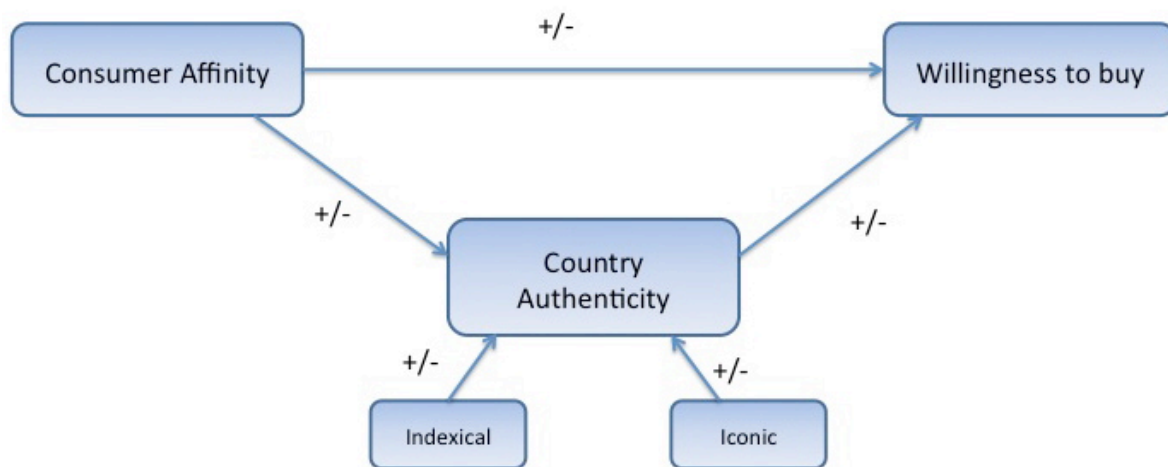
*“A consumer’s perceived notion of authenticity of a foreign country, which they have from previous experience, and is reflected upon the products, brands or services sold in their national country.”*

The conceptual framework introduces consumer affinity and country authenticity as the independent variables towards willingness to buy. Macro and micro drivers have been included under consumer affinity and iconic cues are used to determine country authenticity (Oberecker & Diamantopulos 2011; Oberecker, Riefler & Diamantopoulos, 2008). It is necessary to introduce indexical authenticity as the opposite to the iconic, to provide an opposing perspective to iconic authenticity. It is possible for an iconic product, brand or

service to have elements of indexical authenticity, but iconicity stands alone as a cue in determining the authenticity based on preexisting knowledge of a country.

Both consumer affinity and country authenticity are introduced in a cause-effect setup (Figure 6) towards willingness to buy and is followed by a cause-effect setup between consumer affinity and country authenticity.

Figure 6. Proposed conceptual framework



### ***3.2. Consumer affinity and willingness to buy***

Oberecker et al (2011) concluded through qualitative research that consumer affinity has a positive effect on a consumer's willingness to buy. Though the research showed a distinctive relationship, it was based on consumers evaluating a neutral country and an affinity country. In this thesis, the relationship between consumer affinity and willingness to buy is placed solely on the evaluation of one single affinity country.

Investigating the consumer affinity towards a single country, in this case Spain, is done to understand how consumers place their affinity towards a country based on its macro and micro factors. The significance of such a cause-effect relationship may shed light on how Copenhagen consumers evaluate a country they hold an affinity for, and what makes the consumer purchase a Spanish product in Denmark. In order to answer this, the following hypothesis is proposed:

**H1:** *If there exists positive affinity towards a country (Spain) over a numerical average of 3.0, then willingness to buy is high.*

The hypothesis is believed to be true, because when consumers have a high affinity for a foreign country, they are more likely to have a strong connection with the country and because of it see its products, brands or services more favorably.

### ***3.3. Country authenticity and willingness to buy***

Investigating the relationship between country authenticity and willingness to buy is done using the two authenticity cues presented in the literature review; iconic and indexical authenticity.

The significance of identifying a cause-effect relationship between country authenticity and willingness to buy is to understand how the preexisting knowledge of a country affects the purchasing behavior of a consumer.

In the conceptual framework the following cause-effect relationships are believed to be true:

**H2a:** *If there exists a high iconic authenticity, then willingness to buy is high.*

**H2b:** *If there exists a high indexical authenticity, but low iconicity, then willingness to buy is low.*

It is believed that if a consumer is reminded by iconic elements of a foreign country, then these memorable references increase consumer intent to purchase a product, brand or service from said country. Equally, if a consumer is convinced that a product or brand is authentic, but feels no emotional attachment to it, then it is likely that the consumer will not purchase the product or brand.

### ***3.4. Consumer affinity and country authenticity***

Previous literature on consumer affinity has primarily dealt with concepts such as consumer ethnocentrism, consumer animosity, xenophilia and internationalism (Oberecker, Riefler & Diamantopoulos, 2008). It has not been connected with authenticity prior to establishing the consumer affinity variable and equally has never been linked with country authenticity. In this thesis the two variables are linked (see Figure 6). The variables are similar in that they both consider consumer attitudes towards foreign countries, but differ in the fact that consumer affinity only relates to the overall attitudes towards the specific country, whereas

country authenticity evaluates the actual attitude towards a brand, product or service of a country. As such, country authenticity is an independent variable but cannot stand alone without consumer affinity.

The proposed link between consumer affinity and country authenticity sheds light on how consumers relate to and evaluate foreign products, brands or services, and how they, because of their affinity for the producing country, increase their intent to buy.

**H3a:** *If consumer affinity is positive towards a country (Spain), over a numerical average of 3.0, then country authenticity is high.*

The hypothesis is believed to be true, because a consumer with positive preexisting knowledge of a country will be reminded of their experience with a product, brand or service from said country.

### **3.5. Demographic data**

The collected data is used to illustrate how country authenticity can be more prevalent in one demographic group over another. Based on this the following hypotheses are proposed:

**H4a:** *Female consumers have a higher country authenticity compared to males.*

**H4b:** *There is a higher country authenticity amongst older consumers.*

**H4c:** *The consumer's country authenticity rises with an increase in income.*

The first hypothesis is believed to be true, because female consumers have a higher tendency to relate and connect to a foreign country, compared to male consumers.

It is believed to be true that older consumers have higher country authenticity because they have more experience at determining what is authentic and what is not.

The third hypothesis is believed to be true because people with a higher income have stronger purchasing power, as well as an increased ability to travel frequently to foreign countries.

### **3.6. Relevance of the new framework**

The conceptual framework is relevant in an academic and managerial context, because it brings together a consumer's positive attitude towards a foreign country and its influence on purchasing behavior. By introducing a new variable, country authenticity, the notion of

preexisting knowledge and experience from a foreign country is reflected onto to the purchase of those products, services or brands originating from said country.

The conceptual framework will help businesses and companies to understand the actual perception of national consumers and how their products and brands are perceived in this image.

The framework is investigated using the case of Spain as affinity country, and Spanish restaurants in Copenhagen as subjects of country authenticity. Consumers based in Copenhagen are asked, based on their preexisting knowledge of Spain, to reflect their knowledge and experience onto two Spanish restaurants.

In this thesis, the case is set up to understand how Danish consumers, who have knowledge of or experience from Spain, draw on these to evaluate products originating from Spain. The connection has value to businesses because it helps improve their marketing strategies in foreign countries.

## 4. Methodology

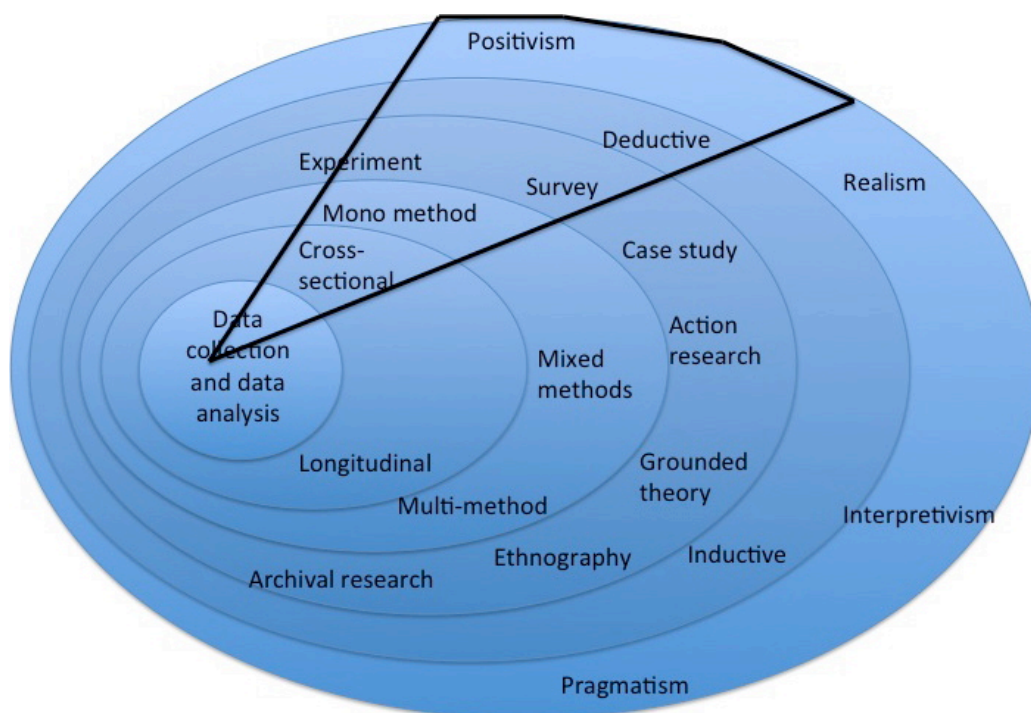
*This chapter presents the methodology applied throughout the master thesis. The first section identifies and explains the choice of philosophy and considers the ontological and epistemological perspectives in the thesis. In the proceeding sub-chapters, the research approach and design are identified and factors of validity and reliability are discussed. In the last three sub-chapters, the research strategy is outlined, describing the data collection, sampling and measurement scales used in the thesis.*

### 4.1. Research philosophy

All research stands on philosophical pillars, which define the research strategies and assumptions present in a project. It is important to be aware of the implications that a particular philosophical perspective has on the actions and interpretations presented in the research.

Below, a visual representation of the research ‘onion’ (Saunders, Lewis & Thornhill 2009) and the methodological placement of this thesis within it are shown.

Figure 7. Research onion



The philosophical perspective of this research project reflects the positivistic approach, working with the observable social reality. From an ontological standpoint, reality is considered objective and independent of social actors. Epistemologically, knowledge is observable and quantifiable, and cause-effect relationships are developed, to provide general insight into the field of research. In terms of axiology, the data collected is analyzed independent of the researcher, and maintains an objective point of view (Saunders, Lewis & Thornhill 2009).

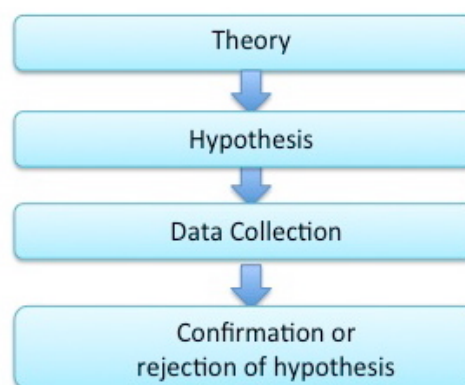
In line with the positivistic perspective, the paper develops knowledge using existing knowledge, and seeks to prove new knowledge through the use of hypotheses, regarding the links between consumer affinity, country authenticity and willingness to buy. The developed hypotheses may be confirmed or rejected based on the quantitative research pursued. However, regardless of whether the outcome is positive or negative, new knowledge will be developed.

#### ***4.2. Deductive vs. inductive research approaches***

In theory, authors suggest two types of research approaches, deductive and inductive. In the deductive approach, a theory and hypothesis must previously have been developed before it can be tested. The contrary to deduction is the inductive research approach, which builds on observation first and follows with the development of theory (Saunders, Lewis & Thornhill, 2009; Trochim, 2008; Hair Jr., Bush & Ortinau 2009).

In this thesis, a deductive research approach is primarily pursued, using the process described in Figure 8.

Figure 8. Deductive process





The thesis uses existing theory on consumer affinity and willingness to buy, to develop new hypotheses related to the conceptual framework. Based on the collected data, hypotheses are tested and thereafter confirmed or rejected. In previous theory on consumer affinity and willingness to buy (Oberecker, Riefler & Diamantopoulos, 2008; Oberecker & Diamantopoulos, 2011), a cause-effect relationship has already been proven. However, in the context of this thesis, the focus lies on understanding the level of consumer affinity towards Spain as a single country and the willingness to buy from this affinity country.

The conceptual framework introduces a new variable, country authenticity, which has no previous existing theory. Therefore, in order to evaluate the variable, a preliminary research approach was pursued following the inductive approach. This was done performing face-to-face interviews with four Copenhagen consumers, to find an indication of the existence of country authenticity.

However, even though an inductive approach was pursued shortly, it was prior to reading the theory on consumer affinity and willingness to buy, and prior to the development of new hypotheses.

### ***4.3. Research design***

Theory proposes three main research designs; exploratory, descriptive and causal (Hair Jr., Bush & Ortinau, 2009; Saunders, Lewis & Thornhill, 2009; Hair Jr., Celsi, et al. 2011). Upon deciding on the research design, factors of validity and reliability are described.

In this thesis, a descriptive research design is used. A descriptive design provides a 'snap shot' of a situation at a given time, which in this case is the consumer affinity of Copenhagen consumers towards Spain, the country authenticity of Spanish restaurants and lastly, how such attitudes affect the consumers' willingness to buy.

In choosing a descriptive research design, it is possible to identify characteristics such as, 'Who is likely to?' or 'Which group has the highest?' questions. As the thesis carries out collecting data through an online questionnaire, the questions are structured and designed to measure the attitude of respondents at a given time. The research applies a cross-sectional focus, being constrained by time and space.

#### **4.3.1. Validity**

Validity refers to the extent to which conclusions are made from components in the research process, whether there exists a causal relationship between the variables, and most importantly whether the measurements conducted are representable (Hair Jr., Bush & Ortinau 2009).

Internal validity refers to the causal research design of finding relationships between the variables. When the data collection and analysis have been conducted, and the hypotheses tested, the internal validity can be proven.

The external validity refers to how the relationships found between consumer affinity and country authenticity can be true to the entire population. A large sample group is necessary for the external validity of a project to exist, and by reaching a minimum of 200 respondents, the possibility of generalizing results is increased.

#### **4.3.2. Reliability**

The reliability factor refers to the extent to which the data collection and the analysis will produce consistent results, and whether these results can be applied in further research (Hair Jr., Bush & Ortinau, 2009; Saunders, Lewis & Thornhill, 2009). Data was collected using an online administered survey, which was distributed using Facebook (Solution 2012). The reliability factor was low when the survey was first launched, but increased as requirements pertaining to the respondents involved were fulfilled. The use of closed-end questions in the survey did not leave much room for personal interpretation and feelings, demonstrating a research philosophy and research design intent on achieving numerical results.

#### **4.4. Data collection**

Questionnaires were used for collecting primary data. This was performed through an online self-administered survey that was shared on Facebook, focused on receiving a minimum of 200 responses from the Copenhagen population. All age groups were targeted, as the aim was to find as many respondents as possible that had been to Spain. Secondary data was gathered through the collection of academic articles and previous research related to the field of study.

#### 4.5. Sampling

When conducting marketing research, identifying the target population is extremely important. This target population is the group that the researcher seeks to find information from, and wishes to apply into a generalizable segment (Saunders, Lewis & Thornhill 2009).

The target population selected is consumers living in or around the greater Copenhagen area, who have been to Spain. Focus is solely on Copenhagen consumers, due to time and space constraints. All age groups were targeted in order to evaluate the different segments according to their affinity for Spain, and their country authenticity towards Spanish restaurants. Risks were associated with the launch of the online questionnaire, as some may have entered the questionnaire but decided not to answer. This showed as 694 respondents entered the survey, but only a total of 228 respondents fulfilled the entire questionnaire.

Based on the 228 responses, a skewed ratio appeared amongst respondents in the survey, as male respondents represented a total of 29.39% and females 70.61% (see Table 2). However, this skewed ratio can be supported by statistics from the Copenhagen County, which indicates that there exists a similar skewed ratio between males and females within different age groups. In Table 1, statistics show that there are significantly more females in the age groups of 21-25 year olds and 26-32 year olds, which supports the data collected for the thesis (Københavns Kommune 2012). Similarly, data on males in the age group of 33-40 and 41-57 that are represented in the collected data is supported by statistics from Copenhagen County.

Table 1. Copenhagen County statistics

	Male	Female	Percentage of Copenhagen consumer	
total	173993	170346	100 %	100 %
21-25	29865	35664	17.18 %	20.94 %
26-32	46036	46689	26.46 %	27.41 %
33-40	42427	38045	24.38 %	22.33 %
41-57	55665	49948	31.99 %	29.32 %

Source: Københavns Kommune statistik (Københavns Kommune 2012)

#### **4.6. Measurement scales**

The measurement of a questionnaire is a process, which determines the information that respondents have about a certain topic. Two of the most commonly known scales are nominal and ordinal scales (Hair Jr., Bush & Ortinau 2009, p. 344). A nominal scale is “...a figurative labeling scheme in which the numbers serve only as labels or tags for identifying and classifying objects” (Malhotra & Birks, 2006, p. 294). A nominal scale is applied when respondents are required to answer a minimal description as a response, e.g. gender, marital status, and age. An ordinal scale allows respondents to express their opinion, using ranges such as ‘agree/disagree’. Malthora & Birks defines the ordinal scale as “...a ranking scale in which numbers are assigned to objects to indicate the relative extent to which the object possess some characteristics” (Malhotra & Birks, 2006, p. 295).

The thesis applies a combination of both scales in the questionnaire, using short precise questions to gather general information, corresponding to a nominal scale. The use of ordinal Likert scales, which measures attitude on a symmetric agree-disagree scale, is used throughout the rest of the survey.

#### **4.7. Statistical method**

The collected data is quantitative in nature, and in order to properly interpret and measure the responses, the statistical program SPSS 19 by IBM, has been used. Once all the responses are collected, the data is introduced into SPSS, generating a series of numerical values, which represent different variables. An ordinal scale is used to measure the attitudes of respondents, which can be logically ranked and ordered (Kremelberg 2011).

A multiple regression analysis is conducted using the independent variables ‘consumer affinity’ and ‘country authenticity’, on the dependent variable ‘willingness to buy’.

Coefficients have been calculated in SPSS, presenting the standardized beta value, unstandardized beta, the significance ( $p$  value) and the t-test. In the context of this thesis, it is the standardized beta value and its significance that identifies to what extent the relationship between the variables is positive or negative (Kremelberg 2011).

The data collected from questions 15, 16, 18 and 20 have been reverse coded, to be able to compare the results to the rest of the survey.

## 5. Empirical data

*In this chapter, empirical data collected from 228 respondents is presented. An overview of the demographic data is provided first, after which the consumer affinity and country authenticity factors found in the questionnaire is detailed. Tables and graphs are used to visualize the differences between the two. All the data collected from the online questionnaire is defined and interpreted using the analytical program SPSS.*

### 5.1. Demographic characteristics

A total number of N=228 respondents answered, over a period of two and a half months, comprising of 29,39% males and 70,61% females (Table 2).

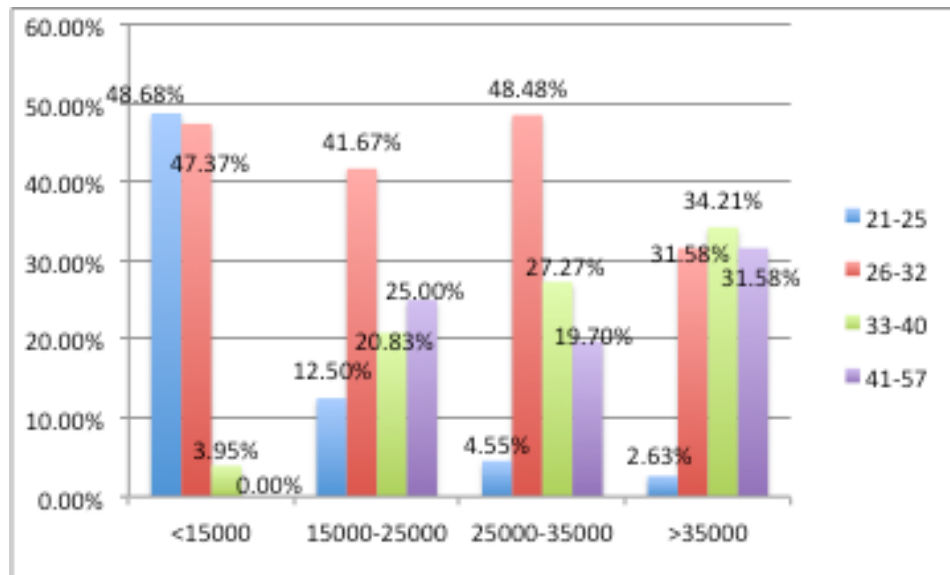
Table 2. Demographic data

	Male	Female
N = 228	67	161
%	29.39 %	70.61 %
Age groups		
21-25	14.95 %	22.98 %
26-32	40.30 %	45.34 %
33-40	28.36 %	15.53 %
41-57	16.42 %	16.15 %
Income groups		
<15000	22.39 %	37.89 %
15000-25000	11.94 %	26.09 %
25000-35000	40.30 %	23.60 %
>35000	25.37	12.42 %
Min age	21	
Max age	57	
Mean	32.18 years	
St. Deviation	8.092	

The respondent age is between 21 and 57, divided into four age groups: 21-25, 26-32, 33-40 and 41-57. The largest age group is 26-32 year olds for both gender groups, and the average mean age is 32.18 years old. Respondents were asked to indicate their monthly income after tax, based on four income groups: less than 15000 DKK, 15000-25000 DKK, 25000-35000

DKK and more than 35000 DKK. The largest group of male respondents is found in the 25000-35000 DKK range, while the majority of females are placed in the less than 15000 DKK income group.

Figure 9: Demographics: age and income



In Figure 9, the respondents have been divided up into their respective age and income groups. The largest income group, earning <15000 DKK per month, is the 21-25 year olds with 48.68% of all respondents. Above 35000 DKK, 34.21% belong to the 33-40 year old segment. However, the 26-32 year olds are present in all income groups, ranging from 31.58% (>35000 DKK) to 48.48% (25000-35000 DKK).

## 5.2. Consumer affinity data

The calculations used to identify the consumer affinity towards Spain are divided up using the macro and micro drivers. The data analyzed in SPSS has been given a numerical value varying from one to five. A numerical value is considered favorable if it is 3.0 or above.

### 5.2.1. Consumer affinity macro drivers

The macro drivers are comprised of the 13 elements: 'culture', 'climate', 'food', 'language', 'local infrastructure', 'crowdedness', 'nightlife', 'historical sites', 'personal safety', 'hospitality', 'service', 'availability' and 'atmosphere'. The respondents were asked to rate their impression of Spain, according to the statements, 'I really don't like', 'I don't like', 'Neutral', 'I like' and 'I

like very much’, with each response having a corresponding numerical value ranging from 1-5 (1 = I really don’t like). In order to give a proper representation of how males and females evaluate the macro drivers towards Spain, the average has been calculated according to gender, as shown Table 3.

Table 3: Macro adjectives of Consumer Affinity

	Culture	Climate	Food	Language	Local infrastructure	Crowdedness	Nightlife	Historical sites	Personal safety	Hospitality	Service	Availability	Atmosphere
Male	83.6 %	95.5 %	83.3 %	77.9 %	65.7 %	61.5 %	74.3 %	77.6 %	72.2 %	78.5 %	69.3 %	74.6 %	84.8 %
Female	86.5 %	90.6 %	86.3 %	83.5 %	67.0 %	63.6 %	72.4 %	74.2 %	68.3 %	81.1 %	73.4 %	76.6 %	88.7 %

Figure 10. Macro affinity factors

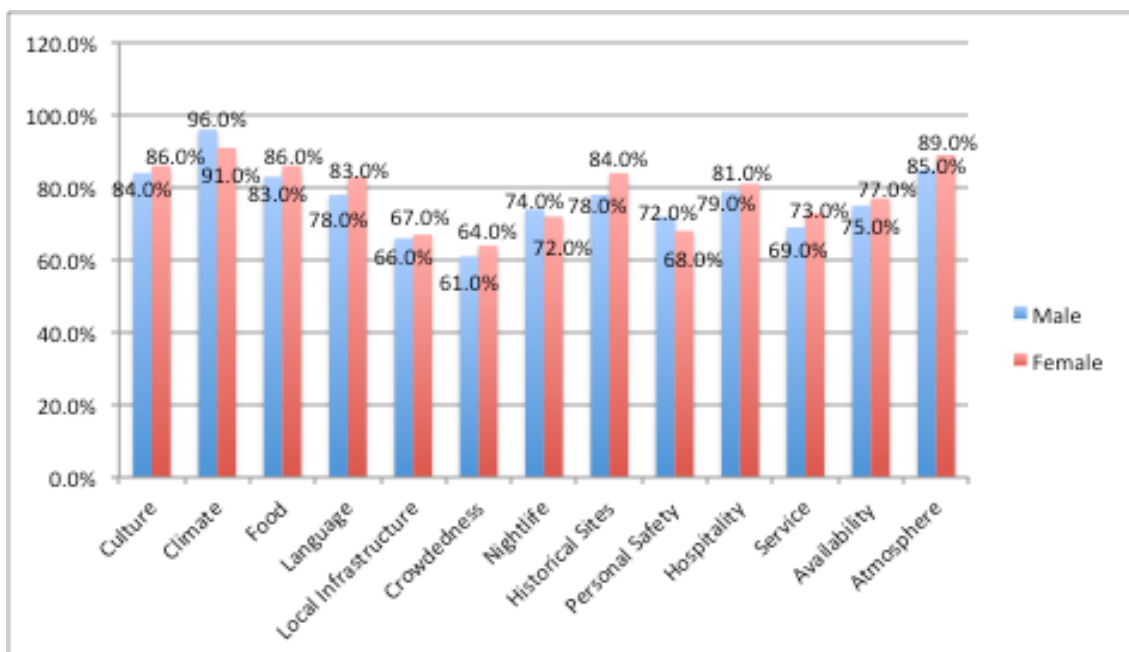


Figure 10 above is a graphical depiction of Table 3, showing both gender groups against each other. Climate is the highest valued adjective of the two genders, males (95.5%) favorable and

females (90.6%). Crowdedness is the least valued macro adjective, with male respondents at 61.5% favorable and female respondents at 63.6%.

### 5.2.2. Consumer affinity micro drivers

The micro drivers include the 14 variables 'fascinated', 'enthusiastic', 'attached', 'like', 'love', 'loyal', 'inspired', 'comfortable', 'connected', 'sympathy', 'excited', 'passionate', 'happy', and 'proud'. The respondents were asked to rate their feelings towards Spain, using a scale with the categories 'I don't feel at all', 'I don't feel', 'Neutral', 'I do feel' and 'I feel very much'. Each response ranged from 1-5 (1 = I don't feel at all).

Table 4: Micro adjectives of consumer affinity

	Fascinated	Enthusiastic	Attached	Like	Love	Loyal	Inspired	Comfortable	Connected	Sympathy	Excited	Passionate	Happy	Proud
Male	68.4 %	68.1 %	57.6 %	85.1 %	64.8 %	60.0 %	67.2 %	80.9 %	57.3 %	63.0 %	52.2 %	66.0 %	80.3 %	63.3 %
Female	74.7 %	70.1 %	58.9 %	85.3 %	66.8 %	59.6 %	73.7 %	81.5 %	57.4 %	67.6 %	46.6 %	62.1 %	82.1 %	56.4 %

In Table 4, an overview of the responses is shown for each category and separated based on gender. As with macro affinity, the percentages are found within each gender category, to avoid a distortion of the results.

Of the fourteen adjectives presenting the micro drivers, 'like' was the highest adjective held by respondents, where males measured a favorable response of 85.1% and females 85.3% (Figure 11). The lowest emotional micro adjective was 'excited' with 52.2% male and 46.6% female favorable responses.



Figure 11. Micro affinity factors

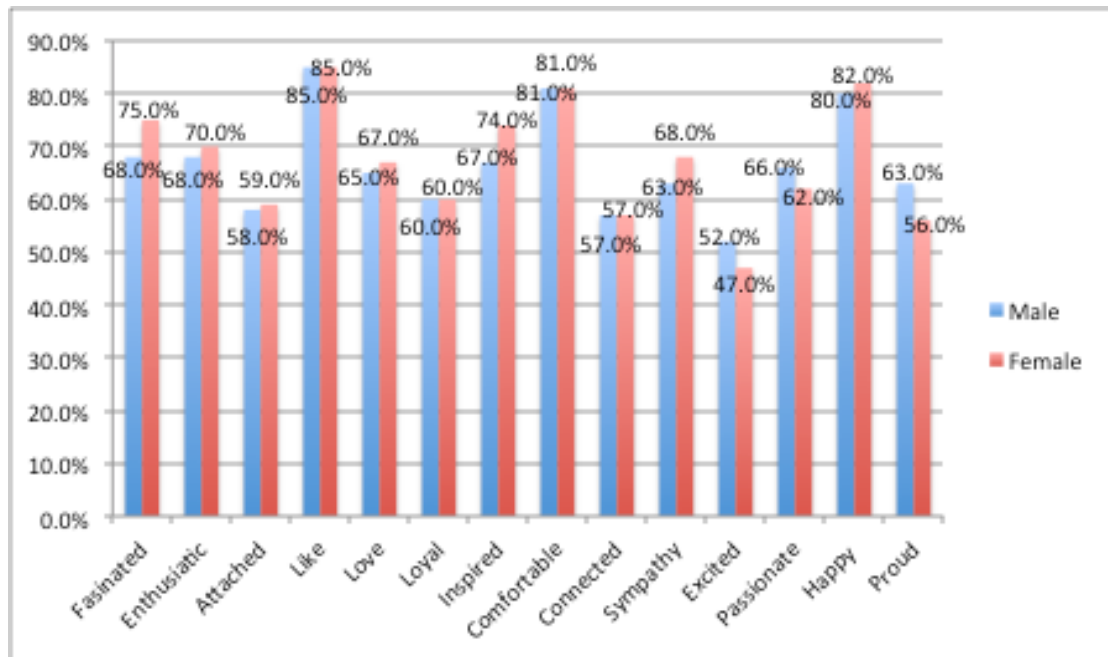


Figure 12. Total consumer affinity per gender group

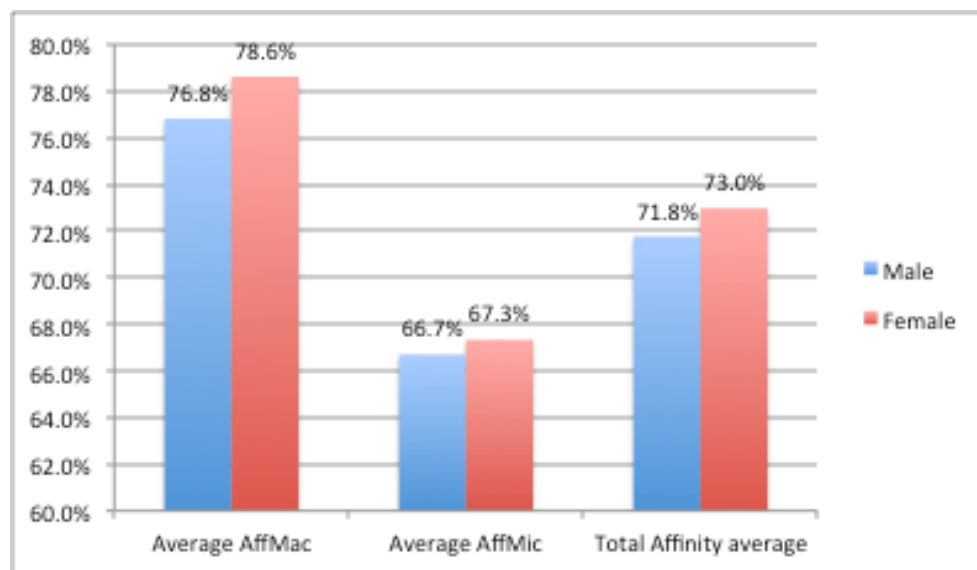


Figure 12 shows the total average of both affinity drivers, divided by gender. As the figure depicts, male macro affinity is 76.8% against 78.6% females. Average micro affinity has 66.7% favorability amongst males and 67.3% amongst females. The total affinity is calculated with both drivers and divided by the total amount of adjectives, resulting in a total micro affinity for males of 71.8% and for females 73%.

### ***5.3. Country authenticity data***

The country authenticity variable is calculated based on the data collected about the two Spanish restaurants in Copenhagen, Pintxos and El Tapeo (Pintxos København 2012)(El Tapeo København 2012). The data shows the respondents attitude in regard to iconicity, indexicality and country authenticity.

#### **5.3.1. Authenticity cues**

Authenticity is measured using question 15 and 16 from the survey. The respondents were asked: "Too what extent do you agree with the following statements in regard to the above pictures" (Pintxos København 2012; El Tapeo København 2012)(For pictures, see Appendix III). Respondents were asked to indicate to what extent they agreed with ten different statements, five of which were iconic and five indexical, and choose which of the following corresponded best to their overall impression: 'I completely disagree', 'I disagree', 'neutral', 'I agree' and 'I completely agree'.

#### **Iconicity**

Iconicity is measured based on the level of favorable responses towards the statements, 'authentic atmosphere', 'the surroundings are Spanish', 'it looks authentic Spanish', 'it reminds me of Spain' and 'their tapas are authentic'. Figure 13 illustrates the total average of each statement, while Figure 14 provides an average of the total country authenticity for the two restaurants.

#### ***Iconicity of Pintxos vs. El Tapeo***

The graph below (Figure 13), illustrates the total iconic measurements of each restaurant, divided into the two gender groups (males and females). In four out of five iconic statements both male and females have a high iconic authenticity towards El Tapeo, with males ranging from 55%-62% and females ranging 60%-66%. For males, authentic atmosphere is measured highest for El Tapeo with a 62% favorable opinion against 58% towards Pintxos. 66% of the female respondents considered El Tapeo to have the best authentic atmosphere, against 57% towards Pintxos.

Figure 13. Iconic authenticity of Pintxos vs. El Tapeo

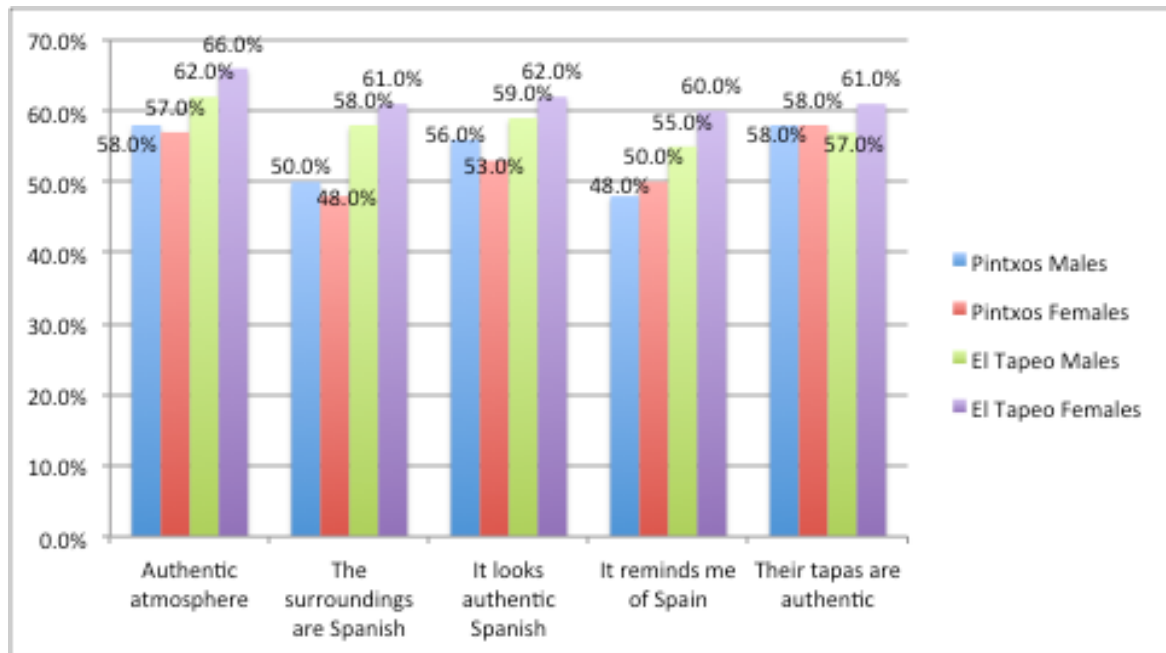
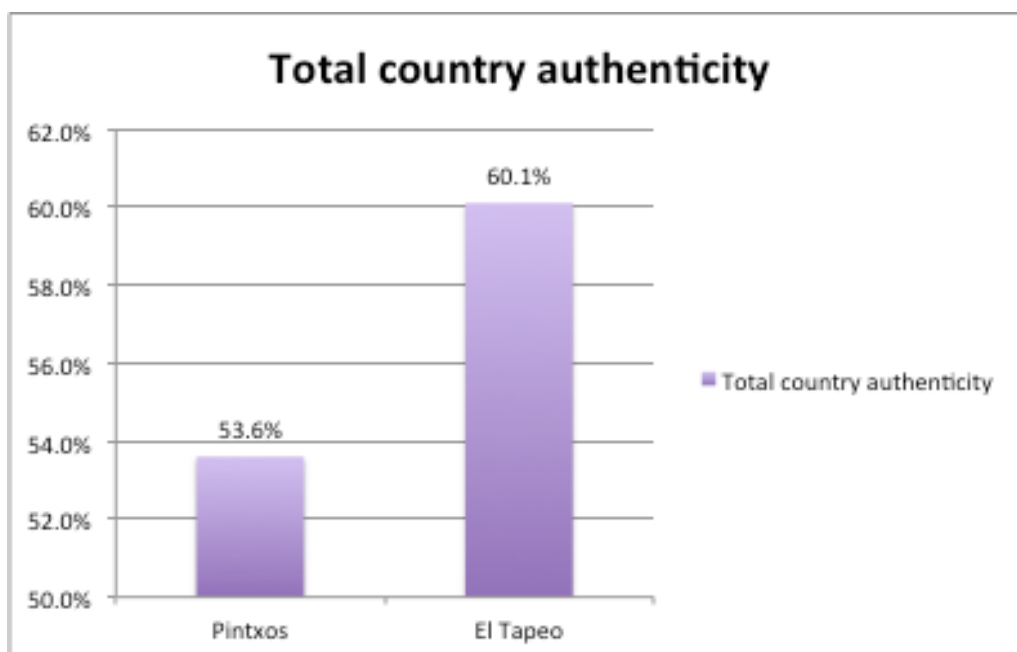


Figure 14. Country authenticity Pintxos vs. El Tapeo



Iconic authenticity corresponds to country authenticity, and in Figure 14 the total country authenticity is shown. It shows that El Tapeo has the highest country authenticity with 60.1%, against Pintxos with 53.6%.

## Indexicality

Indexicality is measured using data from following statements, 'their tapas look like a real copy of Spanish tapas', 'the food is well presented', 'the atmosphere is inauthentic', 'there is nothing that reminds me of Spain' and 'it looks inauthentic for a Spanish restaurant'.

### *Indexicality of Pintxos vs. El Tapeo*

The indexical authenticity measured for Pintxos and El Tapeo, depicted in Figure 15, indicates a higher level of indexical attitude for male and female respondents towards El Tapeo (57%-66% favorable), than Pintxos (45%-66%).

Figure 15. Indexical authenticity of Pintxos vs. El Tapeo

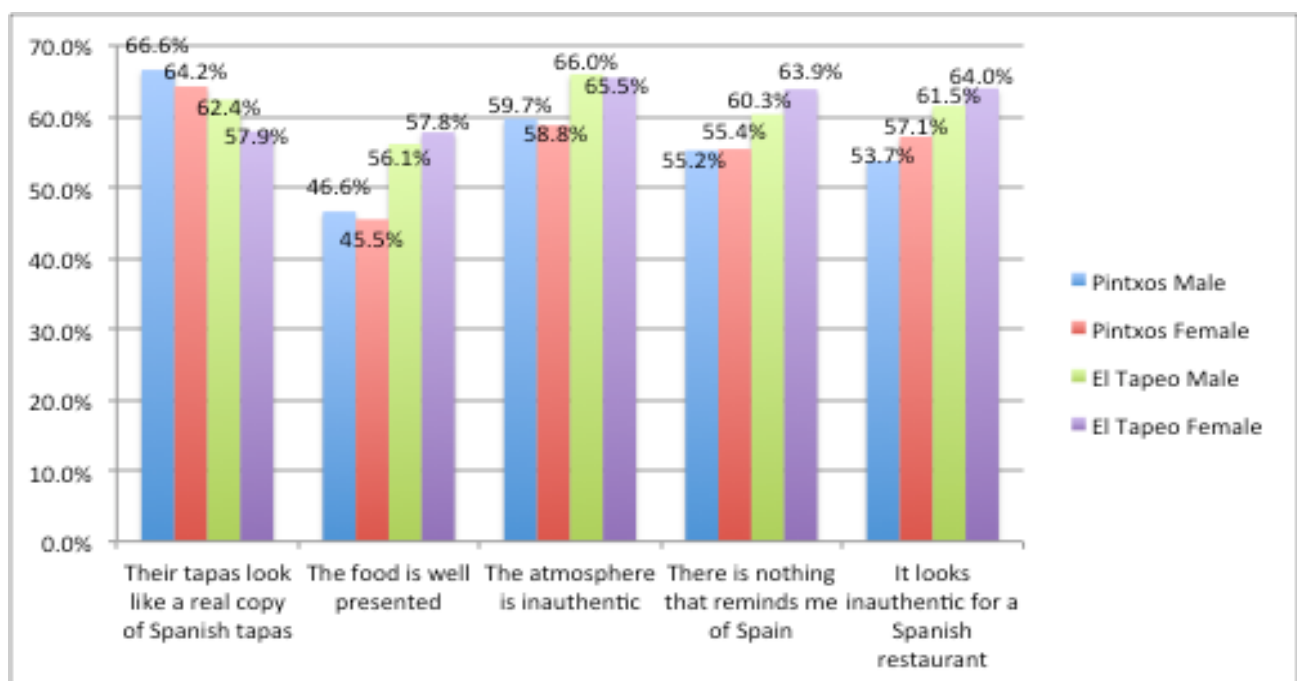
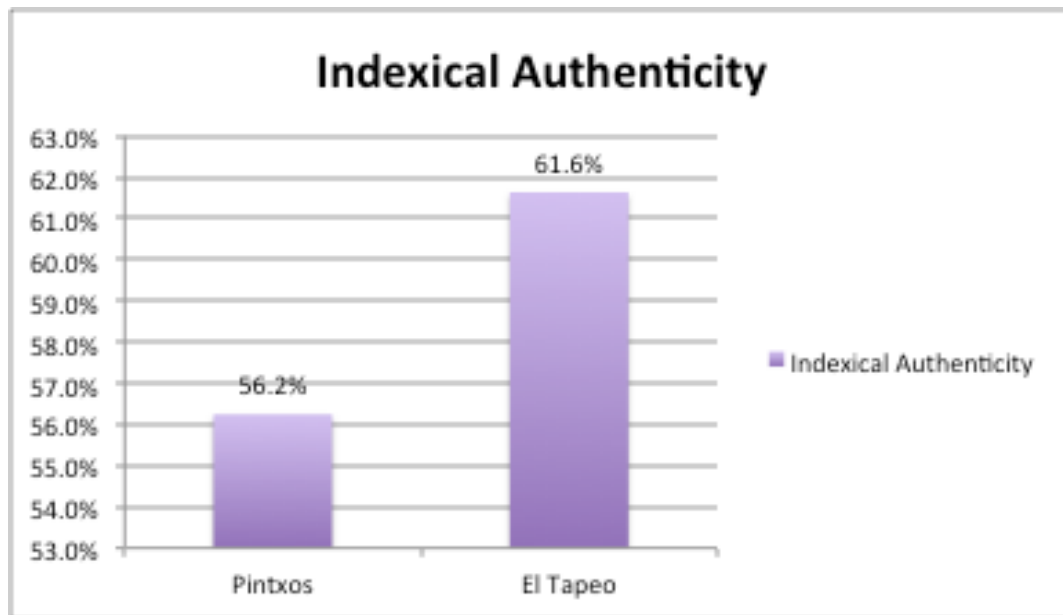


Figure 16 below, shows the total indexical authenticity for each restaurant, where El Tapeo has the highest favorable score of 61.6% against 56.2% for Pintxos.

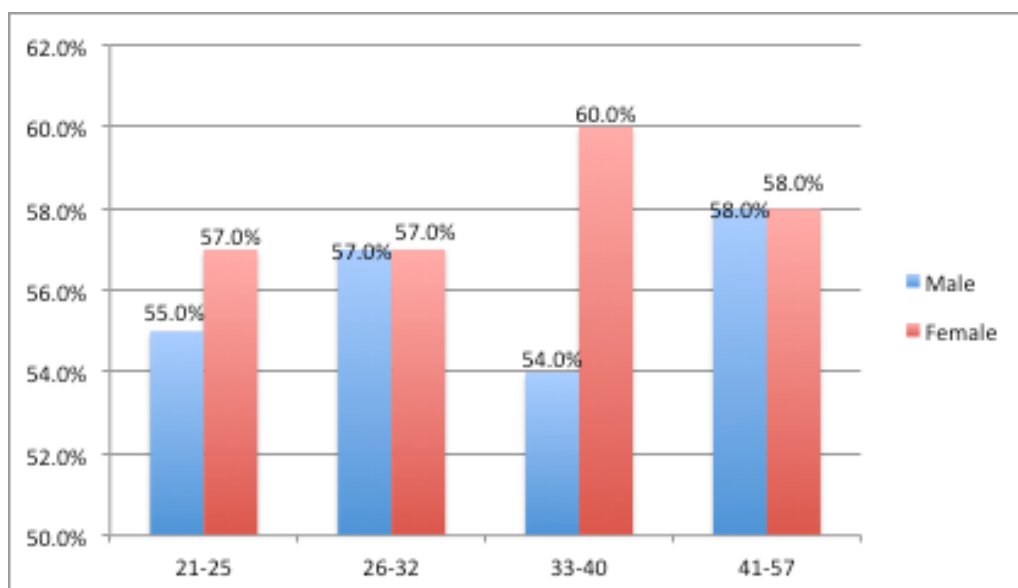
Figure 16. Total indexical authenticity Pintxos vs. El Tapeo



### 5.3.2. Total country authenticity

The country authenticity variable has been calculated based on both Spanish restaurants, depicting the level of country authenticity according to age groups and gender segments. The data included is calculated according to the highest possible answer (number = 5) and to the total amount of iconic categories for both restaurants (number = 10).

Figure 17. Country authenticity by age



The data shows that males between 21-25 years hold a 55% favorable country authenticity attitude towards Spanish restaurants in Copenhagen, against 57% amongst females (Figure 17). The age segment with the highest score is the 33-40 year olds. Female consumers have the highest average of country authenticity with 60% against 54% males.

Respondents were asked to rate their attitude towards a restaurant while considering the nationality of its owners. The first question asked “How would you appraise a Spanish restaurant, if the cook and owners are Danish”, referring to El Tapeo, which is run by Danes. The second question stated “How would you appraise a Spanish restaurant, if the cook and owners are Spanish” referring to Pintxos. Respondents were asked to indicate the attitude on a scale ranging from ‘favorable’ to ‘unfavorable’ and ‘none of the above’. The question did not indicate to the respondents which of the two restaurants is Danish owned and which is Spanish.

Figure 18. Total attitude towards restaurant ownership

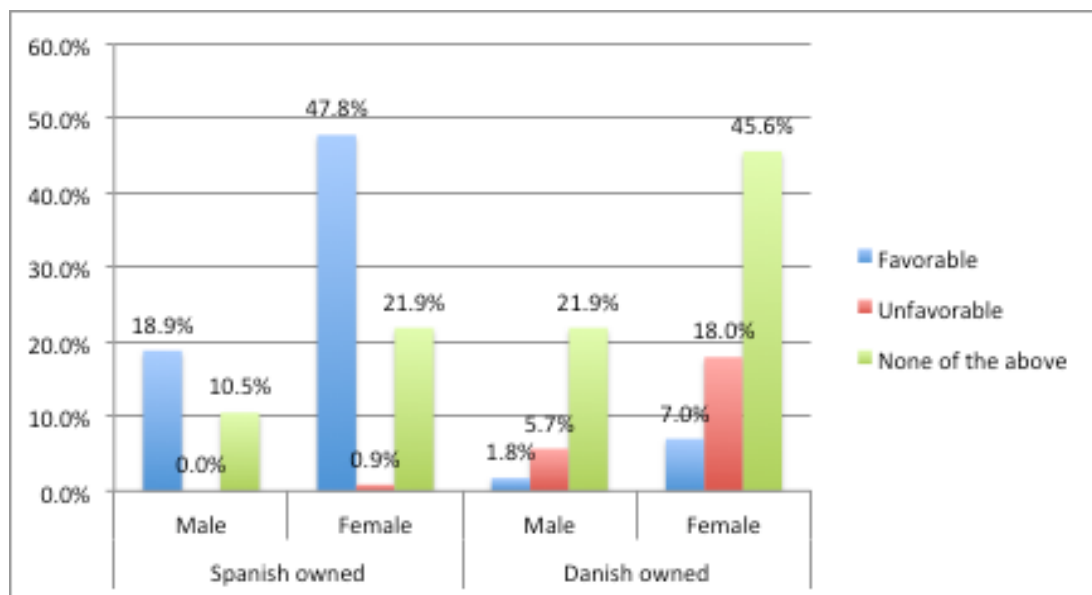


Figure 18 illustrates the total attitude towards both restaurants, by male and female respondents based on the ownership of each restaurant. There is a higher percentage of favorable attitudes towards a Spanish owned restaurant (males with 18.9% and females with 47.8%). However, the majority of male and female respondents have indicated ‘none of the above’ as a response to the level of favorability towards a Danish owned restaurant with a Spanish theme (males 21.9% and females 45.6%).

#### 5.4. Willingness to buy data

Respondents were asked to indicate whether they were willing to visit Pintxos and El Tapeo as paying customers. Respondents answered based on a yes/no scale, where the answers were given the numerical values of 1 = yes and 2 = no. All respondents answered twice, once for each restaurant (N = 456).

Figure 19: Male vs. female willingness to buy

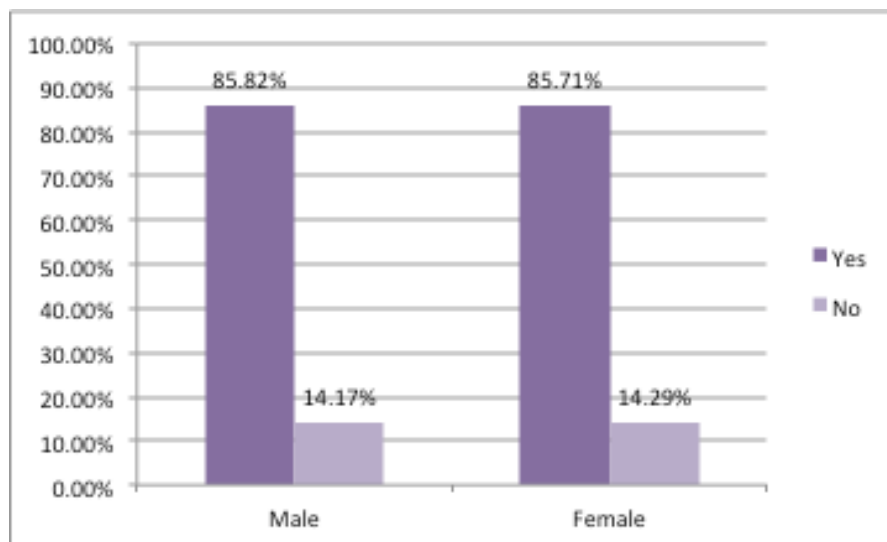


Figure 19 is a graphical representation of the answers given for both restaurants. A total of 276 female responses showed a high willingness to buy (85.71%) against 115 male responses (85.82%). Equally similar are the responses for low willingness to buy, where 46 female responses totaled 14.29% of the female respondents, against 19 male responses totaling 14.17% of the male respondents.

Figure 20 below depicts the total willingness for Pintxos and El Tapeo against each other.

93.86% indicate that they would purchase at Pintxos, against 77.63% for El Tapeo.

Respondents indicated that only 6.14% were not willingness to buy at Pintxos, with El Tapeo measuring 22.37% not willing to buy.

Figure 20. Willingness to buy at Pintxos vs. El Tapeo

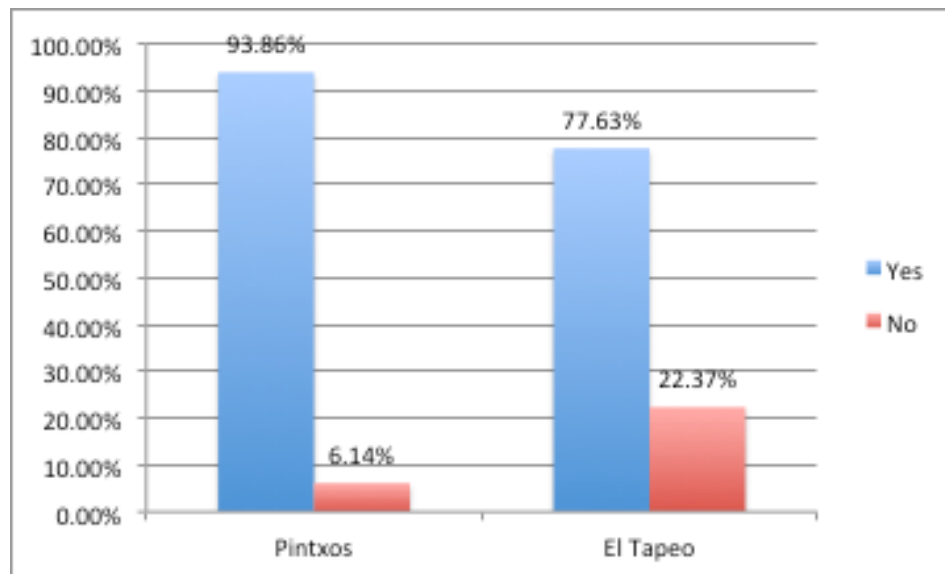
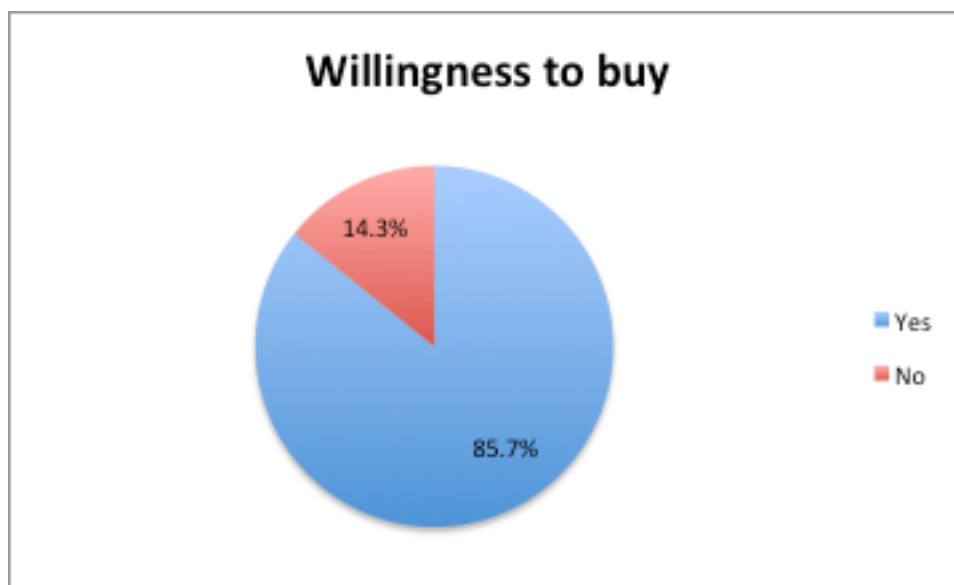


Figure 21 depicts the total percentage of consumers' willingness to buy. 85.7% have indicated that they would buy at a Spanish themed restaurant in Copenhagen, against 14.3% not willing.

Figure 21. Total willingness to buy





## 6. Analysis

*The analysis brings together the proposed conceptual framework and the empirical data results. The hypotheses presented in the conceptual framework are tested with the empirical data and confirmed or rejected accordingly.*

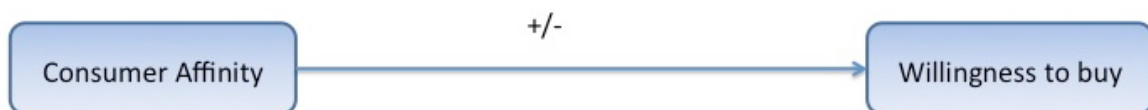
The conceptual framework proposes a set of relationships between consumer affinity, country authenticity and willingness to buy. Each relationship is tested, using one of seven hypotheses specified in the conceptual framework. The empirical data set is used to confirm or reject the hypotheses, using multiple regression equations through the statistical program SPSS by IBM.

Each connection within the conceptual framework is analyzed separately, to confirm or reject the connection between the variables (Figures 22, 24, and 25).

### 6.1. Consumer affinity and willingness to buy

In the conceptual framework, a cause-effect relationship is present between consumer affinity and willingness to buy, a relationship previously investigated by Oberecker et al (2008, 2011).

Figure 22. Consumer affinity and willingness to buy



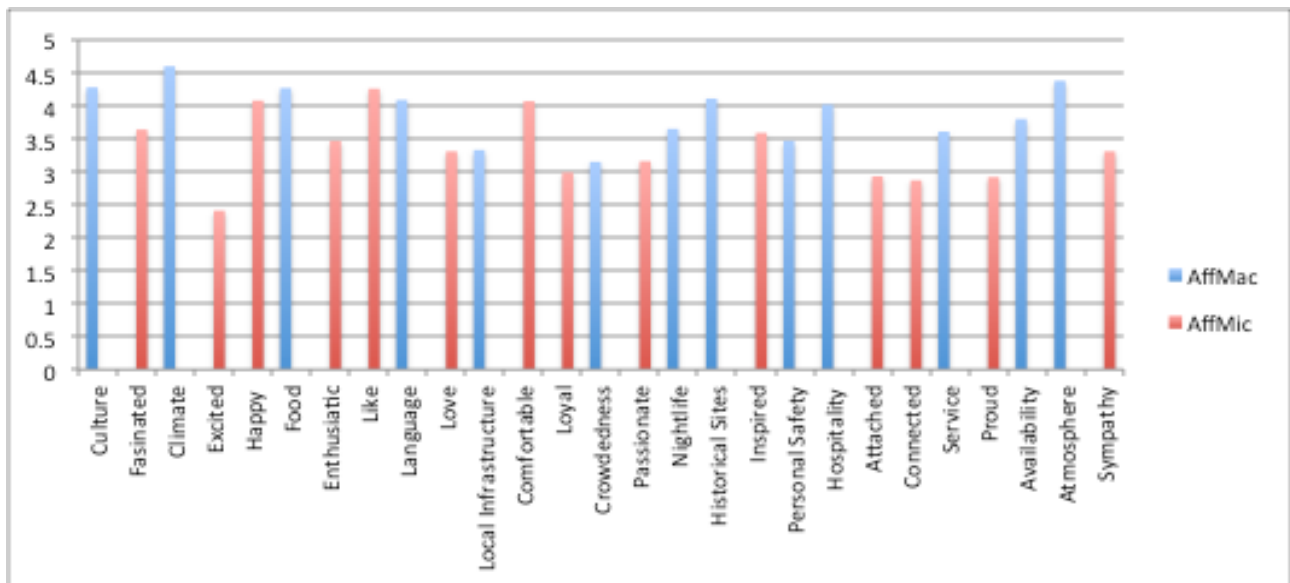
By dividing up the consumer affinity construct in macro and micro drivers, it is possible to understand how consumers relate to Spain overall (macro) and their specific emotional attachment to the country (micro). The data is divided up according to drivers and measured against willingness to buy. The data for willingness to buy was measured separately for both restaurants, thus giving a total of N = 456 responses.

#### 6.1.1 Consumer affinity

The collected data shows that consumer affinity towards Spain is highest on the macro level. Ten out of thirteen elements of macro affinity received an average numerical value of over 3.0, measuring 3.90 (Figure 23). In comparison, only nine out of fourteen of the micro drivers achieved a value higher than 3.0, measuring 3.36. The results show that consumers thus relate

more to Spain on an overall macro level, compared to a more emotional micro attachment to the country. According to the results, consumers do have an emotional attachment towards Spain, since nine out of fourteen did measure higher than 3.0. However, the adjectives of excited, loyal, attached, connected and proud did not receive an average score over 3.0, and are therefore not attributes that are held favorably by respondents towards Spain.

Figure 23. Macro affinity vs. total micro affinity towards Spain



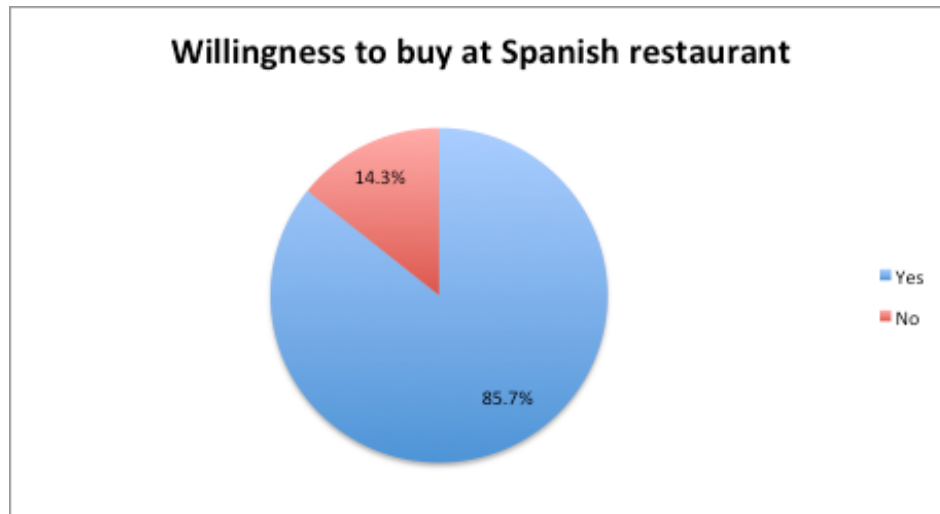
Danish consumers value Spain as a foreign country highest on macro factors like culture, climate and atmosphere. However, despite the difference between macro and micro values of the respondents, a total of 21 out of 27 adjectives for consumer affinity are valued above 3.0, corresponding to 77% of the total elements.

### 6.1.2. Willingness to buy

While the analysis of the respondents' consumer affinity proved high towards Spain, it is necessary to investigate whether this reflects onto a willingness to buy products, brands or services from said country.

Questions 18 and 20 of the survey indicated a positive willingness to buy at a Spanish restaurant of 85.7%, as shown in Figure 21. A mere 14.3% of respondents indicated that they are not willing to buy.

Figure 21. Total willingness to buy



The data collected from the questionnaire suggests a positive cause-effect relationship between consumer affinity and willingness to buy. However, such relationship cannot fully be determined, until a linear regression calculation measures the responses for each of the two restaurants.

In Table 5, a demonstration of the linear regression calculation (cause-effect relationship) is shown for Pintxos. Based on each consumer affinity factor, macro and micro, a positive cause-effect relationship is measured. Consumers indicated a high macro affinity for Spain, and those factors have a positive relationship with the willingness to buy (Beta = .260). The relationship has a high relevance (Sig = .002), which supports the notion that Danish consumers have a high macro affinity for Spain and these affect the willingness to buy. While macro affinity has high significance towards willingness to buy, micro affinity factor indicates a much lower significance (Sig = .851), despite measuring higher than the macro factor (Beta = .015). The difference between the two affinity elements supports the notion that consumers are more affected by macro factors of Spain, compared to micro factors, in a purchasing situation.

Table 5. Cause-effect relationship towards Pintxos

Pintxos	Standardized Coefficient Beta	Sig	Unstandardized Coefficient B	t
AffMac	.260	.002	.160	3.165
AffMic	.015	.851	.006	.188

The cause-effect relationship between consumer macro affinity and willingness to buy at El Tapeo is positive (Beta = .090). Compared to Pintxos, the significance is a bit lower (Sig = .043), though still high enough to be of importance. Similar to Pintxos, the micro affinity for El Tapeo, indicates a positive cause-effect (Beta = .061), which is higher than the macro affinity, but the significance is much weaker (Sig. = .803).

Table 6. Cause-effect relationship towards El Tapeo

El Tapeo	Standardized Coefficient Beta	Sig	Unstandardized Coefficient B	t
AffMac	.090	.043	.183	2.036
AffMic	.061	.803	-.015	-.250

The macro affinity and total willingness to buy for both restaurants indicate a positive cause-effect relationship (Beta = .191), which supports the findings in Tables 5 and 6 (Table 7).

Table 7. Consumer affinity and willingness to buy

	Standardized Coefficient Beta	Sig	Unstandardized Coefficient B	t
AffMac	.191	.001	.171	3.243
AffMic	-.007	.902	-.004	-.123

The relationship between consumer affinity and willingness to buy shows a high significance (Sig. = .001), which suggest that macro impressions are very important in the evaluation of Spanish products. The micro factor shows a slight negative effect on consumers' decision to purchase from Spanish restaurants (Beta = -.007), but has an extremely weak significance (Sig. = .902).

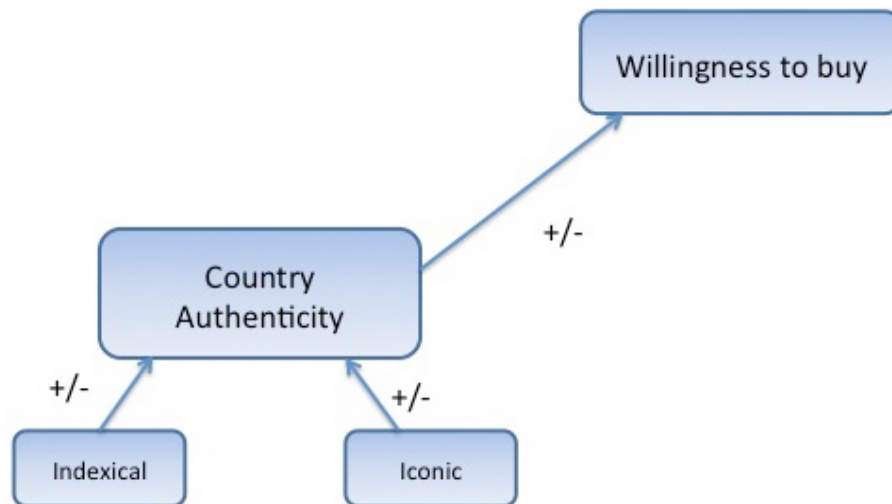
Despite the difference in the cause-effect relationships between consumer affinity and willingness to buy, it should be noted that consumer affinity still consists of both macro and micro factors. So even though one factor indicates a positive relationship and another negative, they are ultimately connected as one consumer affinity construct.

Consumers hold a high affinity for Spain, and the willingness to buy at Spanish restaurants in Copenhagen is equally high. Therefore the hypothesis (H1) can be *confirmed*.

## 6.2. Country authenticity and willingness to buy

The cause-effect relationship between country authenticity and willingness to buy is identified using the iconicity and indexicality cues.

Figure 24. Country authenticity and willingness to buy



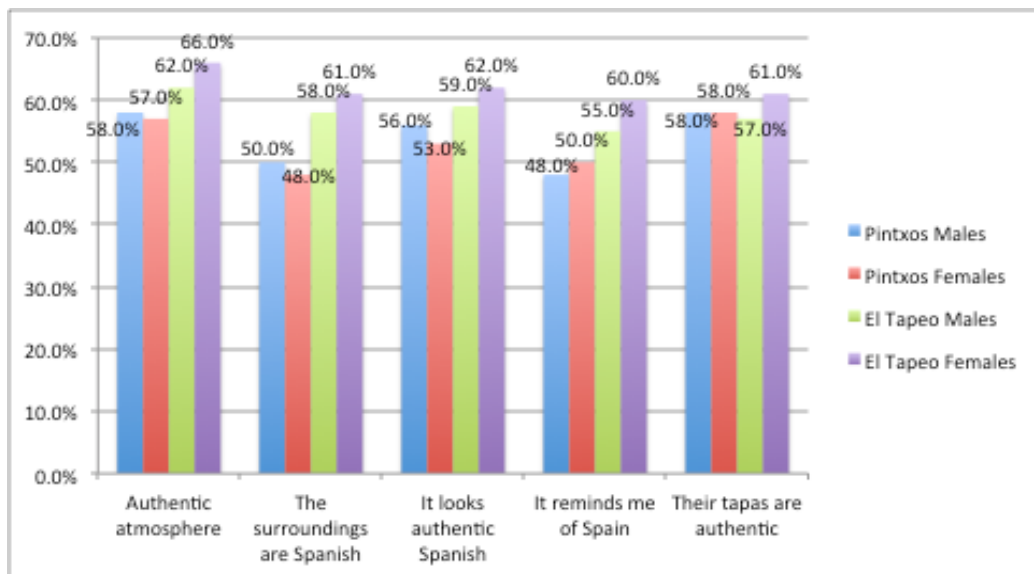
Described in the conceptual framework, country authenticity follows the iconic elements and the analysis therefore regards the results of iconic authenticity as country authenticity. Indexical authenticity is used as an opposing variable, to verify whether consumers consider a product, brand or service an imitation to something authentic.

### 6.2.1. Iconic country authenticity

Iconic authenticity is identified based on five statements, which help depict how the respondents relate their memories and experiences to Spain and Spanish products, brands or services.

The data results are shown in Figure 13, indicating how male and female respondents evaluate the two restaurants. According to these results, El Tapeo measures the highest for both male and female consumers. 62% male respondents consider 'authentic atmosphere' to be true for El Tapeo, with 58% for Pintxos.

Figure 13. Iconic authenticity of Pintxos vs. El Tapeo



Similarly, 66% of female respondents agree that El Tapeo has a more authentic atmosphere and 57% for Pintxos. The authentic atmosphere statement is one of the most important iconic statements, because it refers to the consumer's perceived notion of what an authentic Spanish restaurant should look like.

The opinion amongst the respondents regarding ownership of the two restaurants is interesting (see Figure 18). The results show that respondents hold a higher country authenticity towards El Tapeo, despite El Tapeo being owned and run by Danes. Respondents were asked to evaluate whether they preferred a Spanish restaurant to be owned by Danes or Spaniards, and they indicated that they favor a Spanish owned (male = 74.6 % and female = 64.6 %).

As previously mentioned, the ownership of the two restaurants was not revealed to the respondents, and it is possible that the responses might have been different, had ownership been revealed.

Figure 18-A. Total attitude towards restaurants Pintxos vs. El Tapeo

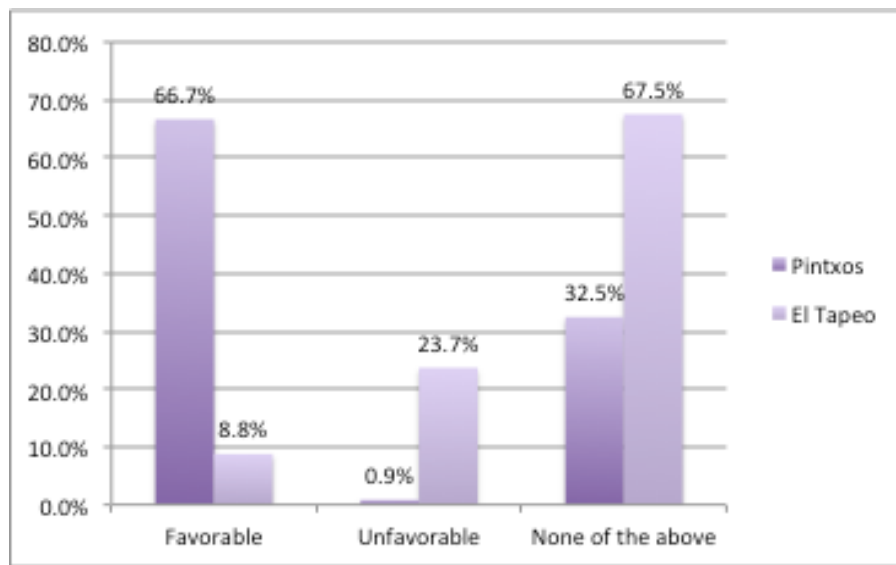


Table 8 shows the cause-effect relationship of Pintxos and El Tapeo towards a consumer's willingness to buy. A high positive relationship between Pintxos and respondents' willingness to buy is measured (Beta = .019), but carries a low significance of Sig. = .787.

The cause-effect relationship for El Tapeo towards consumers' willingness to buy shows different results. A positive relationship is measured (Beta = .103), and has a high significance of Sig. = .120. This suggests that consumers do have a higher country authenticity towards El Tapeo compared to Pintxos and this ultimately has a positive effect on consumers' willingness to buy.

Table 8. Iconic country authenticity towards willingness to buy

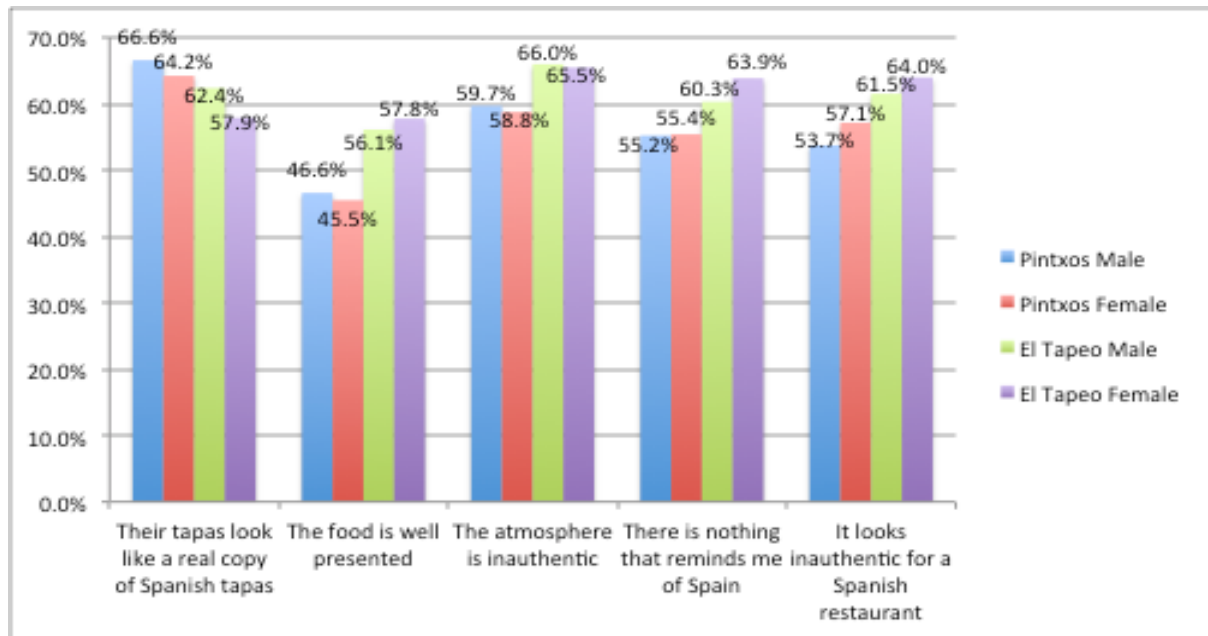
Authentic	Standardized Coefficient Beta	Sig	Unstandardized Coefficient B	t
Pintxos	.019	.787	.006	.271
El Tapeo	.103	.120	.061	1.559

### 6.2.2. Indexical authenticity

Upon measuring the indexical authenticity of the restaurants, pictures were shown of Pintxos and El Tapeo. The indexical values identified were based on a combination of both positive and

negative elements, which as mentioned in the methodology have been reverse coded to provide the best presentation of the indexical authenticity of the two restaurants.

Figure 15. Indexical authenticity of Pintxos vs. El Tapeo



Indexical authenticity is identified through the evaluation of five statements in the survey, and is meant to help understand how consumers distinguish between the 'real thing' and a fake. An example of one of the five statements is 'there is nothing that reminds me of Spain', which a consumer with preexisting knowledge can relate to when attempting to evaluate the authenticity of a Spanish restaurant. According to Figure 15, this statement is best valued for El Tapeo upon viewing the pictures of the restaurant, where male respondents measured 60.3% and females 63.9% favorable.

Table 9 illustrates the cause-effect relationship between indexical authenticity and willingness to buy at the two restaurants. As can be seen, the cause-effect relationship towards consumers' willingness to buy at Pintxos is negative ( $\text{Beta} = -.067$ ), which supports the fact that Pintxos measures lowest on four out of five on indexical authenticity.

In the case of El Tapeo, a positive cause-effect relationship is measured ( $\text{Beta} = .103$ ), which has a high significance on whether consumers are willing to buy at the restaurant ( $\text{Sig.} = .029$ ). The results indicate that indexical authenticity is important for the consumers' evaluation of whether or not they are interested in purchasing from El Tapeo.



Table 9. Indexical authenticity towards willingness to buy

AuthenIn	Standardized Coefficient Beta	Sig	Unstandardized Coefficient B	t
Pintxos	-.067	.155	-.050	-1.424
El Tapeo	.103	.029	.077	2.197

### 6.2.3. Country authenticity and willingness to buy analysis

In order to provide insight into whether country authenticity has a significant effect on willingness to buy, data is collected from respondents regarding both Pintxos and El Tapeo. The result of the cause-effect relationship represents a total of 456 respondents ( $N = 228 \times 2$ ).

Table 10. Country authenticity and willingness to buy

All country authenticity	Standardized Coefficient Beta	Sig	Unstandardized Coefficient B	t
	.047	.314	.023	1.008

The data shows a positive cause-effect relationship ( $Beta = .023$ ), which indicates that respondents are affected by memories from Spain, and that these memories affect their willingness to buy at Spanish restaurants in Copenhagen. The significance of the total country authenticity is relatively high ( $Sig. = .314$ ).

Based on the positive relationship shown in Table 10 and its relevant significance, the first of the two country authenticity hypotheses; H2a: If there exists a high iconic authenticity, then willingness to buy is high, can thereby be *confirmed*.

Table 11. Indexical authenticity and willingness to buy

All indexical authenticity	Standardized Coefficient Beta	Sig	Unstandardized Coefficient B	t
	.038	.335	.037	.964

The relationship between indexical authenticity and willingness to buy indicates a positive cause-effect relationship ( $Beta = .038$ ), with relative high significance ( $Sig. = .335$ ), which

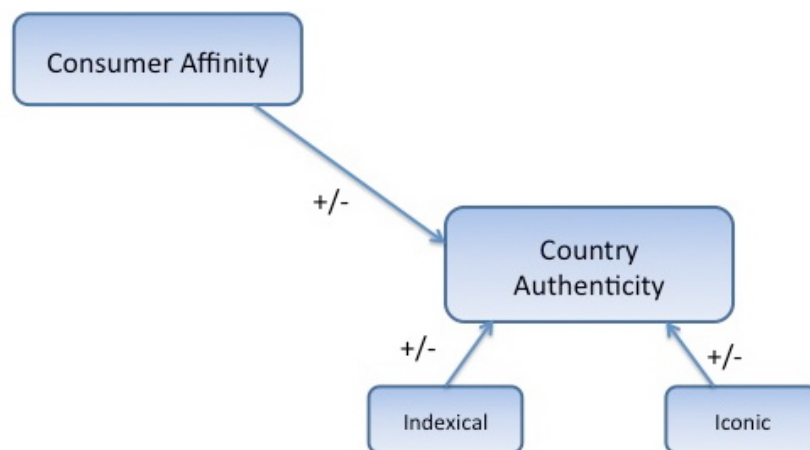
suggests that indexical authenticity is relevant in regard to country authenticity and willingness to buy. It is possible to have a positive cause-effect relationship with both country authenticity and indexical authenticity towards willingness to buy, and theory states that it is possible for some things to be viewed as both iconically and indexically authentic (Grayson & Martinec 2004).

According to the hypothesis on indexical authenticity, a positive relationship between indexical authenticity and willingness to buy should not exist. Based on the results presented above, the hypothesis (H2b) should be *rejected* since the findings suggest that indexical authenticity *does* have a positive effect on willingness to buy (H2b: If there exists a high indexical authenticity, but low iconicity, then willingness to buy is low).

### 6.3. Consumer affinity and country authenticity

The last link in the conceptual framework depicts the cause-effect relationship between consumer affinity and country authenticity.

Figure 25. Consumer affinity and country authenticity



As consumer affinity has already been analyzed above, the focus here is on the cause-effect relationship between consumer affinity and country authenticity for each restaurant separately as well as in total (Table 12 and 13).

Table 12. Consumer affinity and country authenticity by restaurant

Authentic Pintxos	Standardized Coefficient Beta	Sig	Unstandardized Coefficient B	t
AffMac	-.042	.618	-.078	-.499
AffMic	.095	.263	.118	1.121

Authentic El Tapeo	Standardized Coefficient Beta	Sig	Unstandardized Coefficient B	t
AffMac	.159	.339	.037	.964
AffMic	.108	.424	.086	.806

The cause-effect between consumer affinity and country authenticity at Pintxos indicates a negative relationship between the macro factors (Beta = -.042). This suggests that the macro factors of affinity for Spain do not reflect onto the country authenticity of Pintxos as a restaurant. 76.8% male and 78.6% female respondents considered macro factors important in regard to Spain, and in the analysis of consumer affinity and willingness to buy, macro affinity had a positive and high significance (Pintxos: Beta = .260, Sig. = .002, see Table 5). However, in regard to country authenticity the results are opposite, showing a negative relationship (Beta = -.042) and low significance (Sig. = .618). The result supports Figure 13, which showed that Pintxos measured low compared to El Tapeo on the five iconic statements that were identified for country authenticity.

As shown previously, micro affinity was measured low amongst respondents for willingness to buy, but shows a positive cause-effect relationship (Beta = .095) and high significance (Sig. = .263) between micro consumer affinity and country authenticity.

In the case of El Tapeo, the relationship between macro consumer affinity and country authenticity shows a positive cause-effect of Beta = .159, and with a relatively high significance (Sig. = .339), thus affecting willingness to buy. The micro affinity for El Tapeo shows a positive relationship (Beta = .108), with a relatively high significance (Sig. = .424).

Table 13. Consumer affinity and country authenticity

Authenlc	Standardized Coefficient Beta	Sig	Unstandardized Coefficient B	t
AffMac	.017	.776	.032	.285
AffMic	.076	.203	.096	1.276

The cause-effect relationship between consumer affinity and country authenticity of both restaurants indicates a positive relationship towards both affinity drivers. The macro affinity is measured with a high cause-effect (Beta = .017), but has a weak significance (Sig. = .776).

In the context of consumer affinity and willingness to buy, micro affinity displayed a weak negative effect (see section 6.1.2). However, between consumer affinity and country authenticity, micro affinity is positive (Beta = .096) with a strong significance (Sig. = .203). This suggests that the micro favorability towards Spain has a significant effect on country authenticity of Spanish restaurants.

As the calculations have indicated, there exists a positive cause-effect relationship between consumer affinity and country authenticity. However, it is still necessary to analyze the indexical authenticity in order to see if there exists a higher or more significant relationship between consumer affinity and indexical authenticity.

Table 14. Consumer affinity and indexical authenticity

AuthenIn	Standardized Coefficient Beta	Sig	Unstandardized Coefficient B	t
AffMac	.078	.195	.067	1.299
AffMic	-.060	.319	-.035	-.998

Consumer affinity and indexical authenticity link positively on a cause-effect scale, (Beta = .078) and has a high significance (Sig. = .195). Such relationship indicates a higher significance than that of consumer affinity and country authenticity (see Table 13 and 14). This suggests that consumers do relate to the macro drivers when evaluating Spain as the affinity country, and when deciding upon the indexical authenticity of a Spanish themed restaurant.

In both the cases of consumer affinity and willingness to buy, as well as consumer affinity and indexical authenticity, micro factors indicate a negative relationship (Beta = - .007 and Beta = - .060 respectively).

These results support previous calculations, showing that it is primarily macro affinity factors that consumers relate to when evaluating the indexical authenticity, and use when they decide whether to purchase or not.

Based on the analysis, the link between consumer affinity and country authenticity can be verified. In the link between consumer affinity and country authenticity, consumers essentially use their rational determination when evaluating a country's products, brands or services. Additionally, there is an indication that between consumer affinity and country authenticity, respondents show emotional traits in their decision-making. The results *confirm* the third hypothesis presented in the conceptual framework, H3: if consumer affinity is positive towards a country (Spain), over a numerical average of 3.0, then country authenticity is high.

#### **6.4. Demographic analysis**

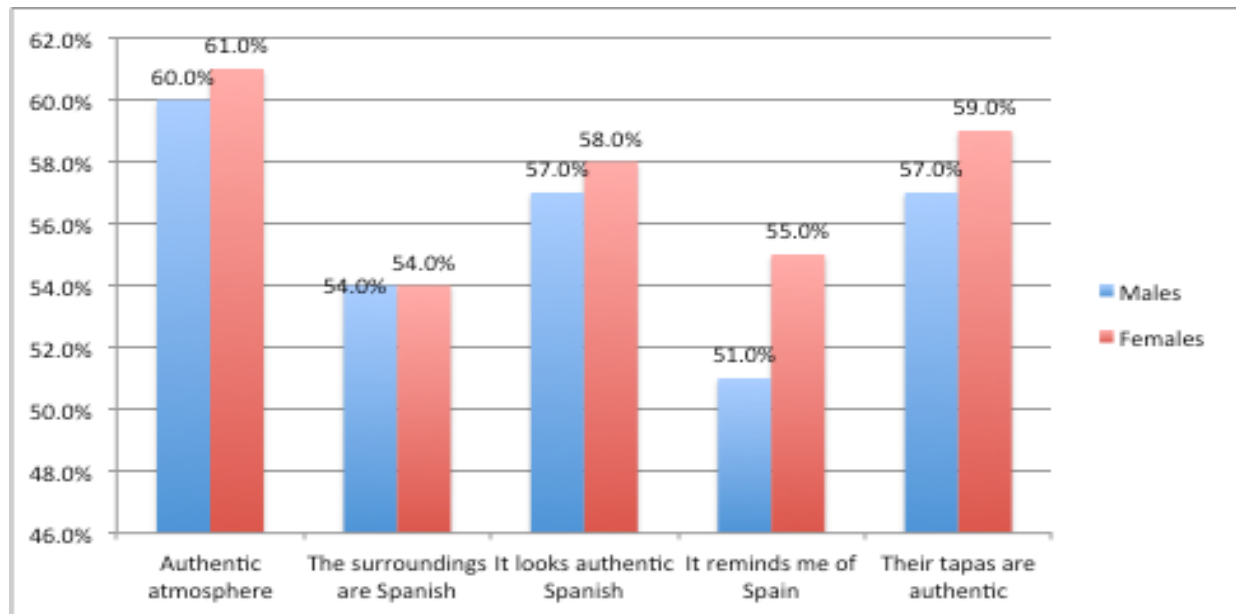
The demographic analysis is not directly related to the conceptual framework, but it sheds light on issues that may have a direct or indirect effect on country authenticity and consumer affinity. Country authenticity is discussed in regard to gender, age and income amongst the respondents.

##### **6.4.1. Country authenticity and gender**

The relationship between country authenticity and gender is illustrated in figure 14-A. Country authenticity is identified using the five different iconic elements depicted below, where each pillar represents the degree to which the respondents agree with the statement.

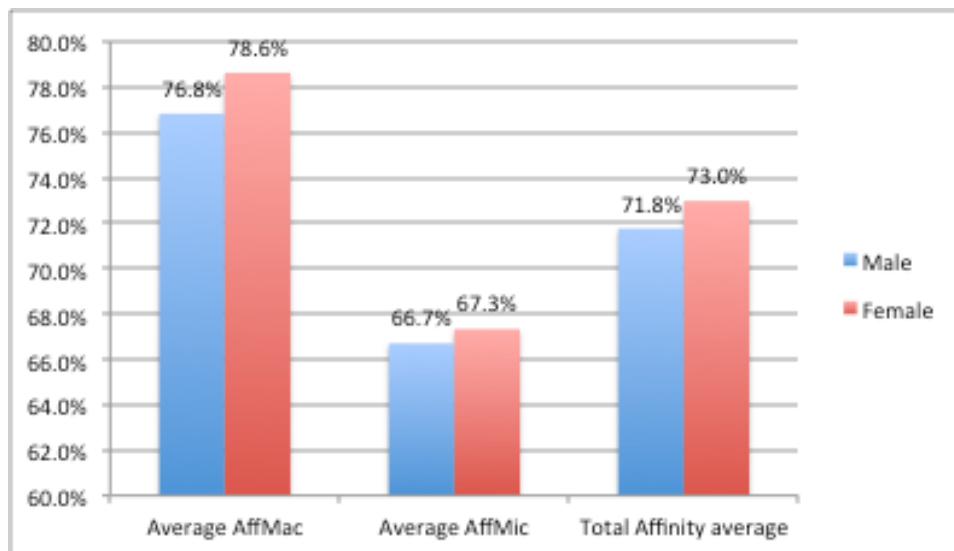
The graph indicates that four out of the five identified iconic factors show a less than 3% difference between male and female respondents, while the statement 'it reminds me of Spain' indicates a 4% difference. Male respondents have an average of 55.8% country authenticity attitude towards Spanish restaurants, compared to female respondents showing a 57.4% country authenticity. There is thus only 1.6% difference between male and female consumers, which suggests that gender has no significant impact on country authenticity.

Figure 14-A. Country authenticity - iconic



The calculations for consumer affinity show similar results (see Figure 12), with an average of 1.2% difference between male and females.

Figure 12. Total consumer affinity per gender group

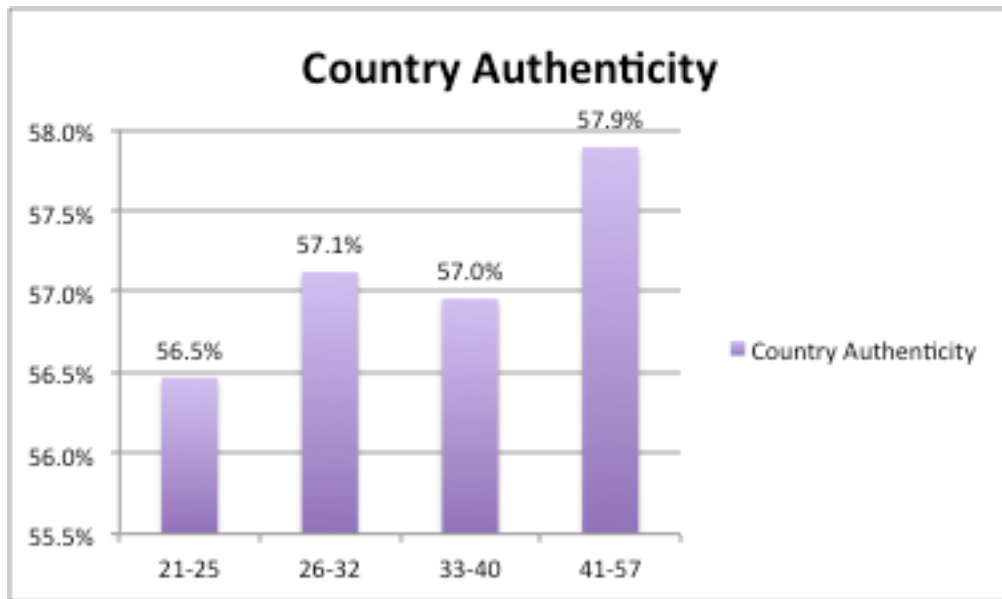


While the results do show a very slight difference of country authenticity in favor of females, the difference is too low to have any significant impact. The low significance of gender on country authenticity results in an *inconclusive* hypothesis H4a (Female consumers have a higher country authenticity compared to males).

### 6.4.2. Country authenticity and age

In the following section the difference between age and country authenticity is analyzed. The figure indicates that there is a very slight shift upwards in country authenticity levels between the age groups (Figure 17-A).

Figure 17-A. Total country authenticity vs. age



A small increase can be seen across the age groups, from the 21-25 year olds up to 41-57, with country authenticity rising from 56.5% to 57.9% (Figure 25), though with an ever so slight decline of 0.1% between 26-32 and 33-40. While the results do in theory confirm a rise in country authenticity with age, the increase is too small to be considered significant. It is therefore necessary to deem the hypothesis *inconclusive* (H4b: There is a higher country authenticity amongst older consumers).

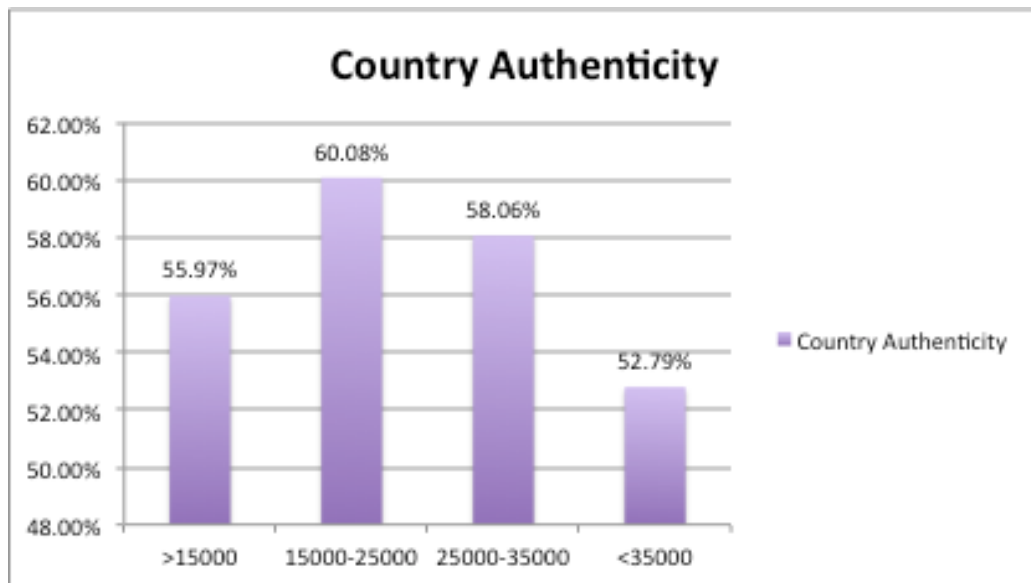
### 6.4.3. Country authenticity and income

The section explores the relationship between country authenticity and income. It has in hypothesis H4c been assumed that there is a connection between a rise in income and increased country authenticity, due to strengthened purchasing power and more frequent travel. However, as can be seen in the graph below, this is not the case (see Figure 26).

The graph shows respondent income after tax, divided into four groups: less than 15000, 15000-25000, 25000-35000 and more than 35000 DKK a month. According to the empirical data, country authenticity is highest amongst the middle-income groups (15000-35000 DKK),

whereas both the lowest (less than 15000 DKK) and the highest (more than 35000 DKK) show weaker country authenticity levels. Especially the highest income group is interesting, as the result is in direct opposition to the hypothesis. While expected to have the highest country authenticity, it is instead the lowest, trailing 7% behind the 15000-25000 DKK income group.

Figure 26. Country authenticity vs. income



Based on the analysis above, there is no evidence that country authenticity towards Spain rises with increased income. Hypothesis H4c (The consumer's country authenticity rises with an increase in income) must therefore be *rejected*.



## 7. Discussion

*In this chapter, the results of the analysis are discussed. The hypotheses proposed in the conceptual framework are summed up and the reasons behind the findings are contemplated. The chapter continues into the theoretical and managerial implications of the conceptual framework, and ends with a discussion of the hypotheses proposed in regard to demographics and country authenticity.*

As the analysis shows, the four major hypotheses presented in the thesis have been confirmed (see Table 15). Two of the three minor hypotheses regarding demographic effects on country authenticity can neither be confirmed nor rejected, while the last hypothesis is rejected.

Table 15. Hypotheses sum up

Hypotheses	Drivers	Confirmation/ Rejection
H1: Consumer Affinity → Willingness to buy	AffMac	Confirmed
	AffMic	Confirmed
H2: Country Authenticity → Willingness to buy	a: Iconic	Confirmed
	b: Indexical	Rejected
H3: Consumer Affinity → Country Authenticity	AffMac	Confirmed
	AffMic	Confirmed
H4a: Females have a higher country authenticity		Inconclusive
H4b: Older consumers have higher country authenticity		Inconclusive
H4c: Rise in country authenticity when income increases		Rejected

Proving the conceptual framework and with it the connection between consumer affinity, country authenticity and willingness to buy makes it possible to further understand affinity for a foreign country. Additionally, it sheds light on how products, services and brands from such a country are evaluated and authenticated, as well as how consumers' purchasing behavior is affected. The use of the conceptual framework will help foreign businesses investigate and understand the consumers in a market they wish penetrate. This is relevant because many businesses are seeking beyond their own borders, and when entering new terrain, the

consumer from the domestic country is the boss. Consumers no longer just evaluate a company's product, brand or service; they also evaluate the authenticity of the company's country of origin, when placed in a purchasing situation.

### **7.1. Hypothesis 1: CONFIRMED**

*If there exists positive affinity towards a country (Spain) over a numerical average of 3.0, then willingness to buy is high*

A general positive and significant connection was found between consumer affinity and willingness to buy. The relationship between the macro drivers, the overall impression that consumers have towards a country, and consumer willingness to buy, showed a strong link. Micro drivers, the emotional elements held towards a country and willingness to buy, indicated a weak negative relationship, with low significance. It is possible to feel a high affinity towards a foreign country, using macro drivers as the reference, and not feel emotionally positive towards said country. Even though one is negative and the other is positive, it does not mean that a consumer is not affected in a purchasing situation.

By proving a connection between consumer affinity and willingness to buy, the study supports the findings of Oberecker & Diamantopoulos (2011). However, when investigating the consumer affinity construct by itself, differences were discovered concerning the two dimensions that Oberecker et al (2011) uses to present consumer affinity. Oberecker et al (2011) uses attachment and sympathy to present two aspects of the same consumer affinity construct, where sympathy represents the lower positive affect and attachment the higher positive affect. However, the thesis suggests that attachment should *not* be considered the high positive affect in defining consumer affinity.

The survey used a selection of 14 emotional adjectives, including attachment and sympathy, to represent micro affinity, where a score above 3.0 was considered favorable. Attachment was measured as an unfavorable feeling (2.8) amongst respondents, while sympathy was measured favorably (3.2). The findings indicate that sympathy rather than attachment has the higher positive effect on consumers. Additionally, several other adjectives scored significantly higher than both, suggesting that feelings such as fascinated (3.6) and inspired (3.5) may have a stronger significance for consumer affinity.

## 7.2. Hypothesis 2a: **CONFIRMED**

*If there exists a high iconic authenticity, then willingness to buy is high.*

It is mentioned earlier that country authenticity leans on the iconic elements of authenticity, and therefore the second hypothesis (H2a) regards the results of iconicity as those of country authenticity. The study found a positive and significant relationship between country authenticity and willingness to buy, which validates the connection between the two variables.

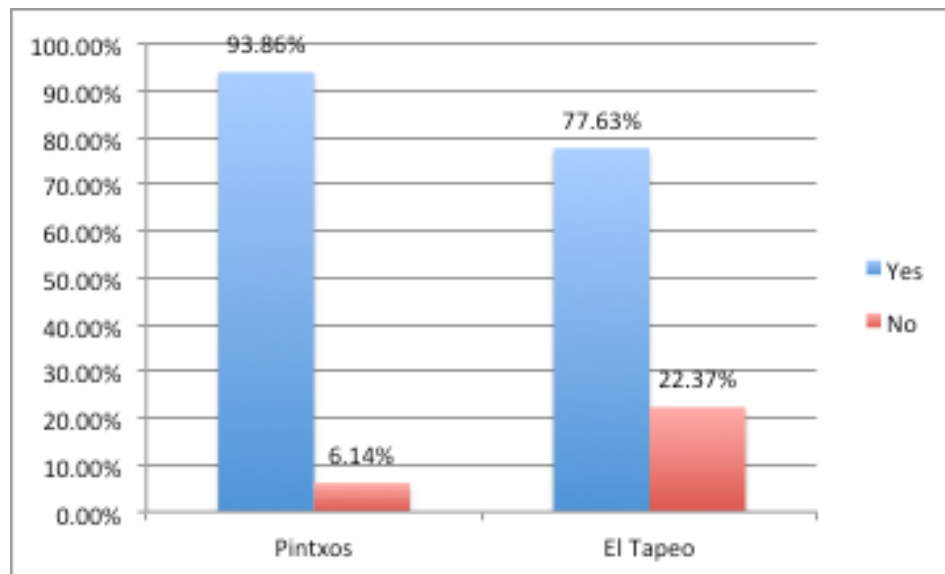
The two case restaurants, Pintxos and El Tapeo, are both Spanish themed, but are different in regard to ownership. Pintxos is Spanish owned and run and El Tapeo is Danish owned and run. Ownership was not revealed in the survey, which unveiled certain discrepancies in the respondent answers.

Visual images of the two restaurants were used to bring forth memories of Spain and Spanish restaurants in the respondents. The results showed a low country authenticity towards Pintxos and a high country authenticity towards El Tapeo. The difference was so significant that it would have been easy to conclude that El Tapeo was the more authentic choice for respondents, as a Spanish restaurant in Copenhagen (see Appendix III for pictures of both restaurants).

However, once respondents were asked to indicate their attitude on ownership of the restaurant, the results were completely different. The findings showed that respondents held a higher positive attitude towards Pintxos, and not El Tapeo. The data suggests that Danish consumers in theory found Spanish owned restaurants more authentic (Pintxos), but in reality they considered El Tapeo the most authentic option of the two.

The data on willingness to buy shows the same trend as country authenticity (see Figure 20). 93.86% of the respondents wanted to purchase at Pintxos, and 77.63% wanted to purchase at El Tapeo. However, the question was asked in relation to the ownership of the restaurant, not while looking at the images.

Figure 20. Willingness to buy at Pintxos vs. El Tapeo



The contradiction between the indicated willingness to buy and the preferred option when looking at the visuals, can be interpreted in two different ways.

The first possibility is that Danish consumers in reality want something other than what they think they prefer. They indicate that El Tapeo is most authentic, but consumers preferred Pintxos when asked about ownership and willingness to buy. If this is the case, there is a significant difference between the *perceived notion* of country authenticity, and the *actual value* of country authenticity. What Pintxos as a Spanish owned restaurant sees as authentic Spanish, is in this case not congruent with what the Danish consumers believe is authentic Spanish.

The second possibility is that Pintxos, as a Spanish owned restaurant, has become too Danish and no longer is identified with its country brand identity. It has become “just another restaurant”, and lost track of what Danish consumers are actually seeking. Respondents indicated that, based on the interior pictures, the atmosphere had no country authentic feeling and the consumers didn’t relate their experiences and memories of Spain to the restaurant.

Given the preexisting knowledge of Spain amongst the consumers, the second option is believed to be the most plausible. It can become a problem if a restaurant, or any other business where cultural context has relevance, becomes too domestic and loses touch with its origin.

### 7.3. Hypothesis 2b: **REJECTED**

*If there exists a high indexical authenticity, but low iconicity, then willingness to buy is low.*

Indexical authenticity was presented in the initial conceptual framework as an opposing variable to iconic authenticity. Contrary to what was expected, the analysis showed a positive connection between indexical authenticity and willingness to buy, similar to that of country authenticity.

According to the results presented in the analysis, iconicity and indexicality are positively connected, and an increase of one variable seems to induce an increase of the other. The connection thus appears to be mutual; a rise in iconicity results in a rise in indexicality, and vice versa. This finding suggests that both cues have a positive impact on willingness to buy, and that a consumer connects the 'outer' (indexical) with the 'inner' (iconic) authenticity of a product, brand or service in a purchasing situation. A coin with high iconic value to its owner may have initial low indexicality due to lack of 'outer authenticity' (it is, for example, a plastic rendition of a real coin). However, if the coin turns out to have genuine outer authenticity after all (it may be plastic, but is one of a kind, a special production), it is expected to have an additional positive influence on the coin's iconic authenticity.

The analysis shows that El Tapeo measures higher than Pintxos on indexical authenticity. This, combined with the previous results for iconicity, where El Tapeo also measured highest, supports the indication that the two variables are positively connected.

Since the initial expectation was to find a negative relationship between the variables, resulting in a low willingness to buy, the hypothesis has been rejected.

### 7.4. Hypothesis 3: **CONFIRMED**

*If consumer affinity is positive towards a country (Spain), over a numerical average of 3.0, then country authenticity is high.*

The findings of a cause-effect relationship between consumer affinity and country authenticity is significant, because they show a positive and strong connection from both macro and micro drivers. However, the significance of each relationship (macro and micro) shows different results compared to the previous findings between consumer affinity and willingness to buy.

In previous results, consumer affinity and willingness to buy proved that consumers consider the macro factors to be their main reference to Spain, in a purchasing situation. However, in regard to consumer affinity and country authenticity, results show that micro factors held the most significance, and are the elements that consumers primarily use in judging country authenticity.

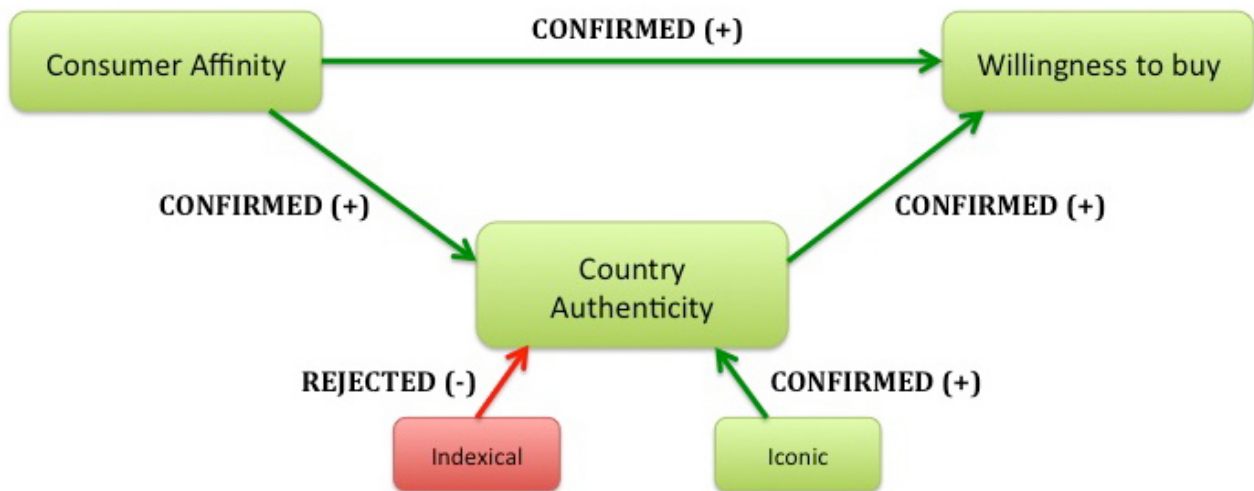
Where consumer micro affinity was negative in regard to consumer affinity and willingness to buy, both macro and micro drivers are positive when it comes to consumer affinity and country authenticity. This is significant because consumers use all their driver references towards their affinity country, to decide on the country authenticity of a product, brand or service.

The findings suggest that when consumers have preexisting knowledge of a foreign country, they use emotional elements to decide whether something is authentic or not. It should be mentioned that country authenticity does not involve the intent to purchase in its variable; this is why willingness to buy is analyzed separately. But when consumers consider a product, brand or service from a specific foreign country in their in-group, it increases the likelihood of purchase.

### ***7.5 Theoretical Implications***

The proposed conceptual framework and connections between variables have been confirmed in the previous analysis, and have shown that country authenticity is relevant in regard to consumer affinity and willingness to buy. With the confirmation of the key hypotheses and variables, a verified conceptual framework for country authenticity can now be presented (see Figure 27 below). The conceptual framework shows that country authenticity has a significant and direct link to consumer affinity and willingness to buy, and should be considered a separate and relevant variable when working with consumer behavioral theory. However, while country authenticity acts as a distinct variable, which produces its own distinct results, it is also clear that the direct link to consumer affinity and willingness to buy is necessary; country authenticity is meaningless without considering the two other variables.

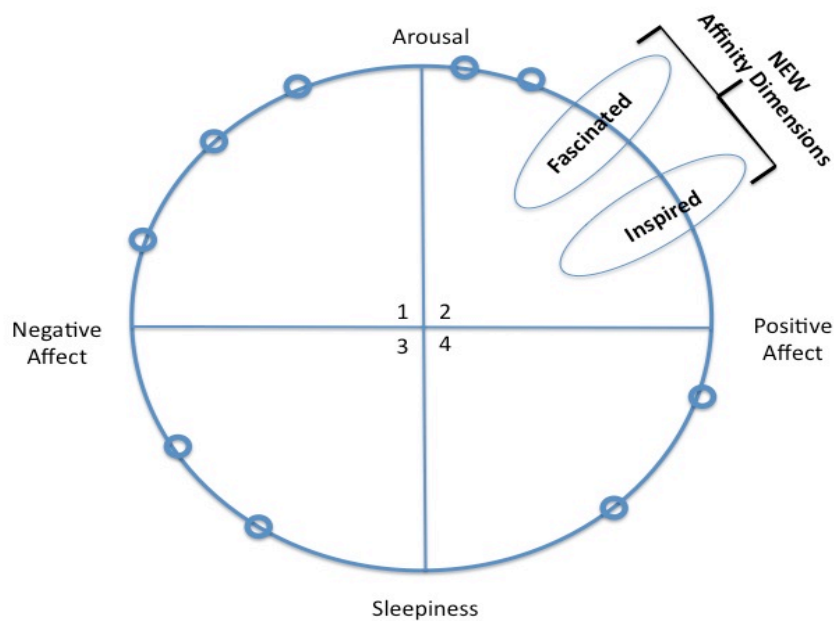
Figure 27. New conceptual framework



### 7.5.1. Dimensions of the circumplex model of affect

Oberecker et al (2011) discusses attachment as being the higher positive affect in Russell's circumplex model, but according to this study, fascinated shows a higher positive affect dimension, and should perhaps be included instead. A new set of dimensions is therefore introduced in Russell's circumplex model of affect (see Figure 28).

Figure 28. New affinity dimensions



Source: Adapted from Oberecker & Diamantopoulos (2011)

The fact that several variables, such as fascinated and inspired, were placed higher than attachment and sympathy, suggests that in a theoretical context, it would be prudent to introduce new dimensions. In the context of consumer affinity and country authenticity, especially ‘fascinated’ should be considered a higher dimension compared to attachment. Fascinated involves an intense interest or attraction towards the affinity country, where attachment suggests a more intimate relationship, but not necessarily one more relevant in a purchasing situation. This is especially the case when discussing country authenticity, as opposed to the authenticity of a brand, product or service.

When it comes to a country, it is not necessarily the closeness or familiarity with the country in question, which defines whether or not country authenticity is high. Rather, it can also be the unfamiliar components, which stimulates the consumers’ curiosity and decision to want more. In such a case, it is not the just preexisting knowledge, which determines the level of willingness to buy, but also the perceived notion of the country and its qualities.

### **7.6. Managerial implications**

Country authenticity is relevant when businesses create sales and marketing strategies, because it helps shed light on why consumers lean more towards one country’s products or brands than another.

The data suggests that consumers may have two ways of deciding whether something is country authentic, namely the *perceived* and the *actual*, towards a product, brand or service.

The perceived notion that a consumer has about the country authentic values of a product, brand or service, may not necessarily correspond to the product’s actual country authenticity. A high quality product from Taiwan may not be perceived as a high quality product in Denmark, because the country brand “Made in Taiwan” creates a bias amongst potential consumers, relying on their perceived notion of Taiwan’s country authenticity. In such a case, it may be sensible for a company to distance itself from its country brand, in essence decrease the perceived country authenticity, to properly display the product’s actual authentic qualities.

In other instances, embracing a product’s country authenticity is a vital component to a successful product launch. It is, for example, extremely important for a Spanish restaurant such as Pintxos, to understand the Danish consumers’ perceived notion of what Spanish authenticity is, highlight those elements and plan their marketing strategies accordingly.



When cultural heritage is a key part of the product identity, there is a real danger of adapting a product too much to the new country, by ignoring country authenticity in favor of local preferences. If the product is not meant to feel local or familiar, but rather to offer an exotic experience or memory, familiarity is not necessarily a good thing. A business should therefore consider how any consumer relates to what is local vs. what is foreign, because the ‘foreign’ usually shows more fascination amongst consumers than the ‘local’.

### **7.7. Hypothesis 4a, 4b: INCONCLUSIVE**

*Female consumers have a higher country authenticity compared to males*  
and

*There is a higher country authenticity amongst older consumers.*

Regarding both gender and age, there does not appear to be any connection between the demographic segments and country authenticity. It is likely that the preexisting knowledge, which was set as a requirement on the respondents, has a level of influence on the answers given, which outweighs that of the two demographic variables. It may be that a respondent group consisting of a larger representation of Copenhagen consumers, where preexisting knowledge was not a requirement, would have shown a larger difference in age and gender country authenticity levels.

### **7.8. Hypothesis 4c: REJECTED**

*The consumer's country authenticity rises with an increase in income.*

The results show no indication of a rise in country authenticity with increased income. On the contrary; the income group with the lowest country authenticity are the respondents that earn more than 35000 DKK a month after tax.

Given the fragmented results, it is difficult to give any definitive reason for the findings. It may be that the respondents in the highest income group choose destination locations outside of Europe above Spain. However, it may also be a number of other potential variables. Any certainty on the matter would require additional survey questions, and a larger sample pool. The available results show no apparent pattern between the different income groups, and as such any proposed conclusion would be mere conjecture.

## 8. Conclusion

*In the following chapter, the conclusions of the thesis are presented, and the problem statement and underlying research questions are answered.*

The objective of this thesis was to explore the relationship between consumer affinity, country authenticity and willingness to buy. To do this, the affinity and country authenticity of Spain and Spanish restaurants were investigated amongst Copenhagen consumers. A new conceptual framework was developed and the variable country authenticity was introduced.

***What is the relationship between consumer affinity and country authenticity, and how do these affect a consumer's willingness to buy?***

Consumer affinity positively affects country authenticity, so that a rise in consumer affinity results in an increased country authenticity. However, country authenticity does not affect consumer affinity, and while the variable is separate and independent, it cannot exist without some form of positive or negative attitude towards a country (e.g. consumer affinity, consumer ethnocentrism or consumer animosity).

The relationship between consumer affinity and country authenticity proved relevant and significant, and showed that both are connected to a consumer's positive attitude towards a specific foreign country. Throughout the thesis, data and analysis have shown that consumers in Copenhagen have affinity for Spain as a foreign country, and this affinity is directly reflected onto how the authenticity of a country is valued and judged.

The constructs showed a direct and positive connection to willingness to buy. They emphasize the relationship between a consumer's positive attitude towards a country, and how this attitude affects the consumer's perceived notion of a country's authenticity.

The thesis findings suggest that a distinction between actual and perceived country authenticity may be necessary, to understand the differences between what consumers say they want 'in theory', and what they prefer when faced with the actual product, brand or service.

The verified conceptual framework shows that all three variables are connected, and that each variable has a key role to play in consumer behavioral theory.

*What is the level of consumer affinity for Spain, amongst Copenhagen consumers?*

The consumer affinity towards Spain is high amongst the selected sample pool of Copenhagen consumers, 77% measuring above 3.0 on average across the chosen affinity adjectives. It shows that consumers' affinity for Spain is based on impressions of the country, such as culture, climate and language.

When measuring the consumer affinity construct, it became apparent that the factors determining the highest positive affect towards a foreign country were different than those found in previous literature. Consumers indicated that fascination and inspired held a higher positive affect towards a foreign country, in this case Spain, rather than attachment and sympathy. This suggests that in regard to consumer affinity, the choice of positive adjectives should be modified when dealing with country authenticity.

*What is the level of country authenticity for Spanish restaurants amongst Copenhagen consumers?*

In general, there exists a high country authenticity amongst Copenhagen consumers towards Spanish restaurants, with El Tapeo measuring 60.1% favorably and Pintxos 53.6%. Both restaurants, showed a high agreeability (on average above 50%) on factors such as 'authentic atmosphere' and 'it reminds me of Spain', which are statements that consumers refer to past memories and experiences. The consumer is therefore using iconic characteristics from their lives, to appraise the country authenticity of a product, brand or service from a foreign country.

It is necessary to assess the nature of country authenticity, to fully understand what consumers perceive as authentic. A consumer's perceived notion of what is authentic may be utterly different to what a company sees as their actual authenticity. Remembering that this disparity exists will help increase the country authenticity attitude towards a company's product, brand or service.

*How does consumer affinity for Spain affect country authenticity towards Spanish restaurants in Copenhagen?*

Consumer affinity has a positive effect on country authenticity. Consumers' affinity proved 77% favorable for Spain, demonstrating that rational and emotional attitudes are held towards the country. This affinity was brought across to country authenticity, affecting the variable in such a way that when consumers were confronted with visuals of Pintxos and El Tapeo, the attributes of affinity were exposed. Because the thesis focused on consumers with preexisting knowledge of Spain, the consumers used past memories and experiences to efficiently authenticate each restaurant in relation to its nationality.

*Is there a difference between age, gender and income, concerning country authenticity towards Spain and Spanish restaurants in Copenhagen?*

Age and gender was not found to have any significant impact on country authenticity. All respondents across age and gender groups indicated a similar relationship with country authenticity. While females measured ever so slightly higher than males, and age groups displayed a minimal increase in country authenticity, as consumers got older, neither was significant enough to verify the hypotheses.

Upon investigating the relationship between income and country authenticity, the middle-income groups earning between 15000-25000 DKK showed the highest country authentic attitude, and above >35000 DKK showed the lowest. The hypothesis was therefore rejected, as there was no continuous rise in country authenticity with increased income.

## 9. Future Research

*The final chapter in the thesis proposes areas for future research within the fields of consumer affinity and country authenticity.*

While conducting the research presented in the thesis, a number of areas were unearthed which could benefit from additional study.

One of the key findings of this thesis was the need for a distinction between perceived and actual authenticity. A country's brand image can change across cultural divides, and the difference in perception of country between the country itself and the consumers in a foreign market may cause issues for international companies. However, with the country authenticity being a new variable not previously researched, further studies are required to fully understand the variations of country authenticity that may exist. The field of research would be relevant to businesses, because it may help better understand the consumer's decision-making process, and whether they know what they want, when evaluating the country authenticity of a product, brand or service.

Additionally, the consumer's decision making between 'safe' and 'unknown' options would be interesting to examine further. Some literature states that consumers tend to prefer the 'safe' option above the 'unknown'. However, the results found in this thesis can be used to argue that there are situations where the opposite is the case. Studies that uncover the links between perceived and actual authenticity, and the influence of 'safe' and 'unknown' choices on both, may hold value for future consumer behavioral research.

From a business standpoint, it would be interesting to have a closer look at foreign business entry into the Danish market, especially in regard to consumer attraction and integration. The focus of such a study could be on whether foreign businesses manage to interpret the consumer correctly or if they risk becoming "just another brand, product or service", and lose touch with their cultural origin.

One of the main goals of this thesis was to introduce country authenticity as a variable in consumer behavioral studies. The study therefore concentrated on consumers with preexisting knowledge of the affinity country used (in this case Spain). However, it may be relevant to further explore the difference between consumer affinity and country authenticity, in a study that compares consumer groups both with and without preexisting knowledge of

the affinity country. This would allow the researcher to better examine the actual impact of that knowledge on country authenticity, as well as shine additional light on the difference between perceived and actual country authenticity amongst consumers.

## 10. References

- Aquaveque, Claudio. "Extrinsic cues and perceived risk: the influence of consumption situation." *Journal of Consumer Marketing* 23, no. 5 (2006): 237-247.
- Arnould, Eric J., and Linda L. Price. "Authenticating acts and authoritative performances." In *The Why of Consumption: Contemporary perspectives on consumer motives, goals and desires*, by S. Ratneshwar, David Glen Mick and Cynthia Huffman, 140-163. London & New York: Routledge Interpretive Marketing Research, 2000.
- Avisen.dk. *Avisen.dk*. June 1, 2011. [http://avisen.dk/spanien-vred-paa-tyskland-efter-agurke-krise\\_147335.aspx](http://avisen.dk/spanien-vred-paa-tyskland-efter-agurke-krise_147335.aspx) (accessed August 09, 2012).
- Bagozzi, Richard P., Mahesh Gopinath, and Prashanth U. Nyer. "The Role of Emotions in Marketing." *Journal of the Academy of Marketing Science* (Academy of Marketing Science) 27, no. 2 (1999): 184-206.
- Beverland, Michael B. "Brand Management and the Challenge of Authenticity." *Journal of Product & Brand Management* 14, no. 7 (2005): 460-461.
- Beverland, Michael B. "Crafting Brand Authenticity: The Case of Luxury Wines." *Journal of Management Studies* (Blackwell Publishing) 42, no. 5 (July 2005): 1003-1029.
- Beverland, Michael B., Adam Lindgreen, and Michiel W. Vink. "Projecting Authenticity Through Advertising." *Journal of Advertising* 37, no. 1 (2008).
- Beverland, Michael B., and Francis J. Farrelly. "The Quest for Authenticity in Consumption: Consumers' Purposive Choice of Authentic Cues to Shape Experienced Outcomes." *Journal of Consumer Research* 36 (February 2010): 838-856.
- Bilotti, Katie. *Emotional Brand Attachmemnt: Marketing Strategies for Successful Generation*. Thesis, Claremont Mckenna College, Claremont: Claremont Mckenna Collega, 2011.
- Bokszanski, Zbigniew. *The Poles and Other Nations: On Factors Conditioning Attitudes Towards Foreigners*. working paper, Institute for Sociology, Lodz, Poland: Univeristy of Lodz, 2001.
- Brijs, Kris, Koen Vanhoof, Tom Brijs, and Dimitris Karlis. "Using Fuzzy Set Theory to Assess Country-of-Origin Effects on the Formation of Product Attitude." In *Modeling Decisions for*

- Artificial Intelligence*, by V. Torra, Y. Nraukawa, A. Valls and J. Domingo-Ferrer, 138-149. New York: Springer-Verlag, 2006.
- Crawford, John C., and Charles W. Lamb. "Source Preferences for Important Products." *Journal of Purchasing and Materials Management* 17 (1981): 28-33.
- Crotty, Michael. *The Foundations of social research: meaning and perspective in the research process*. St. Leanards: SAGE Publications, 1998.
- DR Nyheder. *dr.dk*. June 5, 2011.  
<http://www.dr.dk/Nyheder/Indland/2011/06/05/192740.htm> (accessed August 9, 2012).
- Druckman, Daniel. "Nationalism, Patriotism, and Group Loyalty: A Social Psychological Perspective." *Mershon nternational Studies Review* 38, no. 1 (1994): 43-68.
- Ecthner, Charlotte M., and J.R. Brent Ritchie. "The Measurement of Destination Image: An Empirical Assessment." *Journal of Travel Research* (SAGE) 31, no. 3 (April 1993): 3-13.
- El Tapeo København. *El Tapeo - bar, vin & restaurant*. February 2, 2012.  
<http://www.eltapeo.dk/> (accessed March 30, 2012).
- Enalyzer Survey Solution. *enalyzer.com*. Online, May/June 1-20, 2012.
- Gilmore, James H., and B. Joseph Pine II. *Authenticity: What consumers really want*. Boston, Massachusetts: Harvard Business School Pulishing, 2007.
- Grayson, Kent, and Radan Martinec. "Consumer Perceptions of Iconicity and Indecicality and Their Influence on Assessment of Authentic Market Offerings." *Journal of Consumer Research* 31, no. 2 (September 2004): 296-312.
- Hair Jr., Joseph F., Mary Wolfinbarger Celsi, Arthur H. Money, Philip Samouel, and Michael J. Page. *Esstentials of Business Research Methods*. Vol. 2nd edition. New York: M.E. Sharpe Inc., 2011.
- Hair Jr., Joseph F., Robert P. Bush, and David J. Ortinau. *Marketing Research: In a Digital Information Environment*. Vol. 4th Edition. 4 vols. Boston: McGraw-Hill International Edition, 2009.



- Hede, Anne-Marie, and Maree Thyne. "A journey to the authentic: Museum visitors and their negotiation of the inauthentic." *Journal of Marketing Management* 26, no. 7-8 (July 2010): 686-705.
- Holt, Douglas B. "Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding." *Journal of Consumer Research* 29 (June 2002): 70-90.
- Jaffe, Elliot D., and Israel D. Nebenzahl. *It's All in the Eyes of the Consumer*. Copenhagen: Narayana Press, 2006.
- Kosterman, Rick, and Seymour Feshbach. "Towards a Measure of Patriotic and Nationalistic Attitudes." *Political Psychology* 10, no. s (1989): 257-274.
- Københavns Kommune. *Fakta om Kommunen*. July 30, 2012.  
<http://www.kk.dk/faktaomkommunen/koebenhavnitatalogord/statistikomkoebenhavnogkoebenhavnere.aspx> (accessed July 30, 2012).
- Malhotra, N. K., and D. F. Birks. *Marketing Research - an applied approach*. Vol. 2nd edition ed. . Harlow: Pearson Educaiton Limited, 2006.
- Malär, Lucia, Harley Krohmer, Wayne D. Hoyer, and Bettina Nyffenegger. "Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self." *Journal of Marketing* (American Marketing Association) 75 (July 2011): 35-52.
- Oberecker, Eva M., and Adamantios Diamantopulos. "Consumers' Emotional Bonds with Foreign Countries: Does Consumer Affinity Affect Behaviral Intentions?" *Journal of International Marketing* (American Marketing Association) 19, no. 2 (2011): 45-72.
- Oberecker, Eva M., Petra Riefler, and Adamantios Diamantopoulos. "The Consumer Affinity Construct: Conceptualization, Qualitative Investigation, and Research Agenda." *Journal of International Marketing* (American Marketing Association) 16, no. 3 (2008): 23-56.
- Online, Cambridge Dictionary. *Cambridge Dictionary Online*. June 1, 2012.  
<http://dictionary.cambridge.org/dictionary/american-english/> (accessed June 1, 2012).

Park, C. Chan, Deborah J. MacInnis, and Joseph Priester. *Brand Attachment and Management of a Strategic Brand Exemplar*. Handbook, Department of Marketing, University of Southern California, Los Angeles: Elgar Publishing, 2001.

Pintxos København. *Spansk Tapas Restaurant - Bedste Tapas i København*. January 5, 2012. <http://www.pintxostapas.dk/> (accessed March 30, 2012).

Radio Solymar. *Radio Solymar*. June 1, 2011. <http://radiosolymar.es/spanske/nyheder/spanske-agurker-frikendt> (accessed August 9, 2012).

Riefler, Petra, and Adamantios Diamantopoulos. "Consumers Animosity: A Literature Review and a Reconsideration of Its Measurement." *International Marketing Review* 24, no. 1 (2007): 87-119.

Rose, Randall L., and Stacy L. Wood. "Paradox and the Consumption of Authenticity through Reality Television." *Journal of Consumer Research* 32 (September 2005): 284-296.

Russell, James A. "A Circumplex Model of Affect." *Journal of Personality and Social Psychology* (American Psychological Association) 39, no. 6 (1980): 1161-1178.

Saunders, Mark, Philip Lewis, and Adrian Thornhill. *Research methods for business students*. Vol. 5th edition. 5 vols. England: Pearson Education Limited, 2009.

Shimp, Terence A., and Subhash Sharma. "Consumer ethnocentrism: Construction and Validation of the CETSCALE." *Journal of Marketing Research* 14 (August 1987): 280-289.

Statistik, Danmarks. *Danskere elsker ferielandet Spanien*. statistical report, Ferie- og forretningsrejser, Danmark Statistik, Copenhagen: Danmark Statistik, 2012.

Statistik, Danmark. *Ferie- og forretningsrejser 2011*. statistical report, Danmark Statistik - Serviceerhverv, Copenhagen: Danmark Statistik, 2012.

Swift, Jonathan S. "Cultural Closeness as a Facet of Cultural Affinity: A Contribution to the Theory of Psychic Distance." *International Marketing Review* 16, no. 3 (1999): 182-201.

Swift, Jonathan S. "Foreign Language Competence and Cultural Affinity: A Study of U.K. Executives in Foreign Markets." *Cross Cultural Management* 9, no. 2 (2002): 4-24.

Tofteskov, Jens. *Working on Your Master's Thesis: Where do you Turn*. booklet, Teaching and Learning Advisory Unit, Copenhagen Business School, Copenhagen: Copenhagen Business School, 1998.

Trochim, William M.K. *Research Methods - Knowledge Base*. October 20, 2008.  
<http://www.socialresearchmethods.net/kb/dedind.php> (accessed August 17, 2012).

Trompenaar, Fons, and Charles Hampden Turner. *Riding the Waves of Culture*. London: Nicolas Brealey Publishing, 1996.

Verlegh, Peeter W.J. *Country-of-Origin Effects on Consumer Product Evaluations*. Doctoral dissertation, Wageningen University, Wageningen: Wageningen University, 2001.

Vida, Irene, and James Reardon. "Domestic consumption: retional, affective or normative choice?" *Journal of Consumer Marketing* 25, no. 1 (2008): 34-44.

Williams, Remenyi D., A. Money, and E. Swartz. *Doing Research in Business and Management: An Introduction to Process and Method*. London: SAGE, 1998.

## Appendix I: Preliminary Interviews

### *Interview with Ane Jensen*

Interviewee: Why do you like Spain?

Ane Jensen: I like Spain because of its culture, atmosphere amongst its locals, openness by it being different, the nature, the food and its beaches. I like Spain because it has a passion and certain temper (Spanish temper) and they are global minded.

Interviewee: Do you feel that Spanish restaurants in Copenhagen are authentic, and why?

Ane: I think I have two opinions in that regard, because it depends on how you view it, and therefore I would judge it differently. Compared to Spain as a country and its culture I would rate it at 7-8 on a scale from 1-10. I think that those Spanish restaurants, which are in Copenhagen have adapted a lot to the Nordic culture, which of course is good for some, because they have to adapt. Although, comparing it to true Danish authenticity, then those that have been to Spain have opened a restaurant and made Spanish tapas according to how they found it authentic. They have brought with them a certain image/memory of Spain, and based on that they feel that they can open a Spanish restaurant, which I don't agree with. Like I see it, it depends on who sees the authenticity and feels it.

Interviewee: Have you ever experienced a feeling of inauthenticity in a Spanish restaurant?

Ane: Yes, When a restaurant is capable of connecting themselves to Spain, instead they have made a outer shell and filled it with random Spanish things and names. An image has been created about Spain, from many years ago – Charter ferie and grisevester, for the Danes.

Interviewee: How do you decide whether a restaurant is authentic? (What characteristics)

Ane: Subjective: how it connects to my senses, my memories to Spain (smells, taste are good indicators of the authentic compared to something that I have tried). Memories and the connection.

***Interview with Sussi Jensen***

Interviewee: Why do you like Spain?

Sussi Jensen: I like the climate, the food, the atmosphere, the people,, the culture and the charm of the country.

Interviewee: Do you feel that Spanish restaurants in Copenhagen are authentic, and why?

Sussi: On a scale from 1-10, I feel that they are definitely a 10. I think that the food is really authentic, and even the products that they use in the restaurants are authentic. The service is also like being in Spain and the atmosphere that I have experienced is the same as if I was in Spain.

Interviewee: Have you ever experienced a feeling of inauthenticity in a Spanish restaurant?

Sussi: No.

Interviewee: How do you decide whether a restaurant is authentic? (What characteristics)

Sussi: The food is a big initiator for me, when deciding upon the authenticity of the product. Of course I must have tried it earlier, but still the food is very important for me. The same with the service, when I have visited a country, then there are things that I take with me home, and compare them to the places from that country in Denmark.

***Interview with Mia Eskelund***

Interviewee: Why do you like Spain?

Mia Eskelund: I like the nature, the culture and the food.

Interviewee: Do you feel that Spanish restaurants in Copenhagen are authentic, and why?

Mia: I rate them between 2-3, and that is because I feel that they sometimes try to lure people on false pretenses into their restaurants, and thereafter not offering the real deal. Spanish restaurants often mix in the Italian, which is not the point. At the same time, I feel that many of the Spanish restaurants here are too touristy, and not meant for the local market. If they are, then they are doing a bad job.

Interviewee: Have you ever experience a feeling of inauthenticity in a Spanish restaurant?

Mia: Yes.

Interviewee: How do you decide whether a restaurant is authentic? (what characteristics)

Mia: For me the quality of the food and its presentation to me is really important. At the same time, the menu that they offer often says very much to me.

### ***Interview with Kristina Andersen***

Interviewee. Why do you like Spain?

Kristina Andersen: I like the atmosphere of the country, the culture and the local mood.

Interviewee: Do you feel that Spanish restaurants in Copenhagen are authentic, and why?

Kris: I rate them a 6, because to me my memories fall back onto the country when I visit some of the many Spanish restaurants, however its not all. For me, when an entire family is together on running the entire restaurant, that to me is very authentic. The thing that I feel is missing in the Spanish restaurants is the culture.

Interviewee: Have you ever experienced a feeling of inauthenticity in a Spanish restaurant?

Kris: Yes.

Interviewee: How do you decide whether a restaurant is authentic? (what characteristics)

Kris: When a person is driven into the restaurant by the amazing culture and mood, which is so typical Spanish (it makes you feel a part of the country). And then when I am reminded of my experiences in the country, if a restaurant is capable of doing that then it is definitely authentic to me.

## Appendix II: Questionnaire

Dear friend, I am currently writing my masters thesis at Copenhagen Business School, which is about a consumers' affinity and country authenticity and how these affect consumers' willingness to buy.

In connection with my questionnaire, you must have been to Spain at some point in your life.

I hope that you will help me, it only takes 6 min to answer and I will be forever grateful.

Thank you.

Regards, Mette Hansen

1. Age? (Provide a value between 0 and 100)

2. Gender

☐ Male

☐ Female

3. What is your average income (per month)?

4. Have you ever been to Spain?

☐ Yes

☐ No

5. Where have you been in Spain? (Your last visit)

☐ North (ex. Bilbao/La Coruna)

☐ South (ex. Sevilla/Malaga)

☐ West (ex. Salamanca/La Merida)

☐ East (ex. Barcelona/Valencia)

\_ Central (ex. Madrid)

6. Why did you visit Spain?

\_ Summer holidays

\_ Visit friends/family

\_ Personal experience (ex. Hiking)

\_ Winter holidays

7. Please assess what your impression is of Spain in compliance with the following properties? (I really don't like, I don't like, Neutral, I like, I really like)

\_ Culture

\_ Climate

\_ Food

\_ Language

\_ Local infrastructure

\_ Crowdedness

\_ Nightlife

\_ Historical sites

\_ Personal safety

\_ Hospitality

\_ Availability

\_ Atmosphere

8. Please evaluate your actual feelings towards Spain, with help from the following adjectives.

(I don't feel at all, I don't feel, Neutral, I do feel, I feel very much)



- ☐ Fascinated
- ☐ Enthusiastic
- ☐ Attached
- ☐ Like
- ☐ Love
- ☐ Loyal
- ☐ Inspired
- ☐ Comfortable
- ☐ Connected
- ☐ Sympathy
- ☐ Excited
- ☐ Passionate
- ☐ Happy
- ☐ Proud

9. Have you ever visited a restaurant in Copenhagen that was Spanish to you?

If yes, which?

If not, would you consider it?

Presentation of Pintxos: Pintxos offers a mix of a intense Spanish mood and tasting experience. We are a trendy restaurant with comfortable sofa corners, and big and small rooms, which gives you a nice atmosphere for you and your company. Our menu card offers authentic specialties from a true Spanish kitchen, which is prepared by our Spanish chefs. Even our waiters are Spanish and contribute to the intimate yet fast-paced mood and atmosphere.

10. To what extent do you agree with the following expressions, after having read and seen pictures of Pintxos? (rate only once per expression).

\_ Appealing

\_ Authentic

\_ Dirty

\_ Touristic

\_ Relaxing

\_ Hygienic

\_ Clean

\_ Fun

\_ Lively

\_ Boring

Presentation of El Tapeo: El Tapeo offers Copenhagen a combination of authentic wines and tapas. We offer a true wine and tapas experience with a fast-paced atmosphere. We can make food out of house, so you are always welcome to call and order an authentic Spanish dinner, or call and order a room for a party or event.

11. To what extent do you agree with the following expressions, after having read and seen pictures of El Tapeo? (rate only once per expression).

\_ Appealing

\_ Authentic

\_ Dirty

\_ Touristic

\_ Relaxing

\_ Hygienic

\_ Clean

\_ Fun

\_ Lively

\_ Boring

12. To what extent do you agree with the following statements regarding the pictures shown above? (I completely disagree, I disagree, Neutral, I agree, I completely agree) - Pintxos

\_ The atmosphere is authentic (iconic)

\_ The surroundings are Spanish (iconic)

\_ Their tapas look like a real copy of Spanish tapas (indexical - positive)

\_ It looks authentic Spanish (iconic)

\_ It reminds me of Spain (iconic)

\_ The food is well represented (indexical - positive)

\_ The atmosphere is inauthentic (indexical – negative)

\_ There is nothing that reminds me of Spain (indexical – negative)

\_ It looks inauthentic for a Spanish restaurant (indexical – negative)

\_ Their tapas are authentic (iconic)

13. To what extent do you agree with the following statements regarding the pictures shown above? (I completely disagree, I disagree, Neutral, I agree, I completely agree) – El Tapeo

\_ The atmosphere is authentic

\_ The surroundings are Spanish

\_ Their tapas look like a real copy of Spanish tapas

- \_ It looms authentic Spanish
- \_ It reminds me of Spain
- \_ The food is well represented
- \_ The atmosphere is inauthentic
- \_ There is nothing that reminds me of Spain
- \_ It looks inauthentic for a Spanish restaurant
- \_ Their tapas are authentic

14. To what degree do you agree with the following claims, based on the two restaurants?

(Completely disagree, Disagree, Neutral, Agree, Completely agree) - Pintxos

- \_ Spanish tapas are ONLY authentic when made in Spain
- \_ Spanish restaurants are badly represented in Denmark
- \_ The Danes who have lived in Spain and open a Spanish restaurant is considered inauthentic

15. To what degree do you agree with the following claims, based on the two restaurants?

(Completely disagree, Disagree, Neutral, Agree, Completely agree) – El Tapeo

- \_ Spanish tapas are ONLY authentic when made in Spain
- \_ Spanish restaurants are badly represented in Denmark
- \_ The Danes who have lived in Spain and open a Spanish restaurant is considered inauthentic

16. To what extent do you agree with the following claims, based on the two restaurants? (I completely disagree, Disagree, Neutral, Agree, Completely agree)

- \_ Pintxos is definitely the most authentic
- \_ Pintxos has the best Spanish atmosphere

- ☐ Pintxos reminds me the most about Spain
- ☐ El Tapeo is definitely the most authentic
- ☐ El Tapeo has the best Spanish atmosphere
- ☐ El Tapeo reminds me the most about Spain

17. How would you evaluate a Spanish restaurant, if the cook and owners were Danish?

- ☐ Inauthentic
- ☐ None of the above
- ☐ Authentic

18. Would you consider visiting it?

- ☐ Yes
- ☐ No

19. How would you evaluate a Spanish restaurant, if the cook and owners were Spanish?

- ☐ Inauthentic
- ☐ None of the above
- ☐ Authentic

20. Would you consider visiting it?

- ☐ Yes
- ☐ No

21. How authentic do you think the names of the two restaurants are? (Inauthentic, None of the above, Authentic)

- ☐ Pintxos
- ☐ El Tapeo

22. If a Spanish restaurant opened in Copenhagen, would you visit it?

- \_ Yes, immediately
- \_ Maybe, depends what I have heard about it
- \_ No, thanks

## Appendix III: Pictures of restaurants

### *Pintxo restaurant (question 15)*

Interior



Tapas



***El Tapeo restaurant (question 16)***

Interior



Tapas

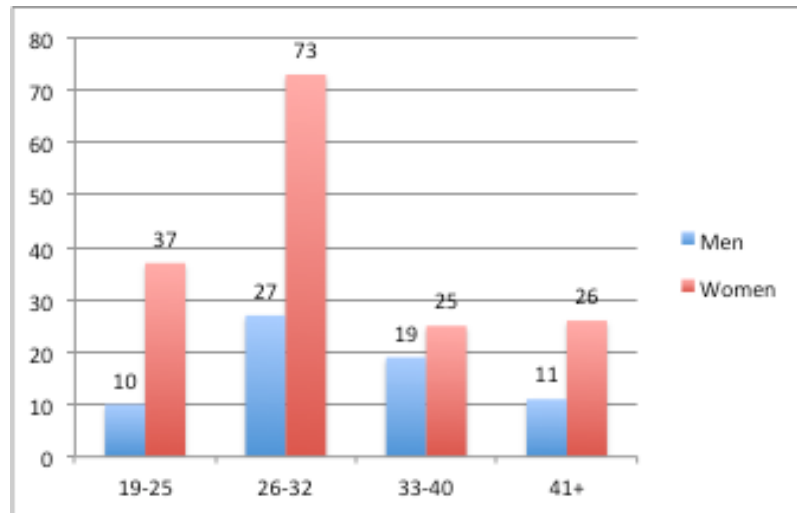




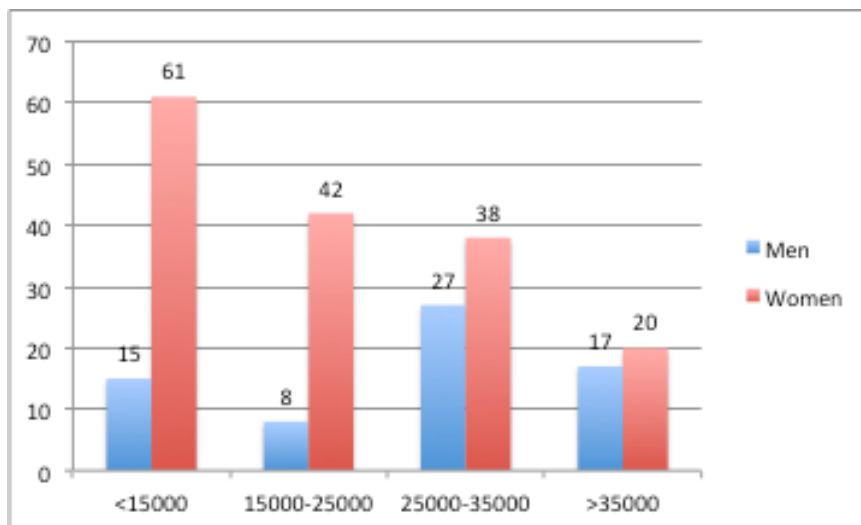
## Appendix IV: Additional data graphs

### *Demographics*

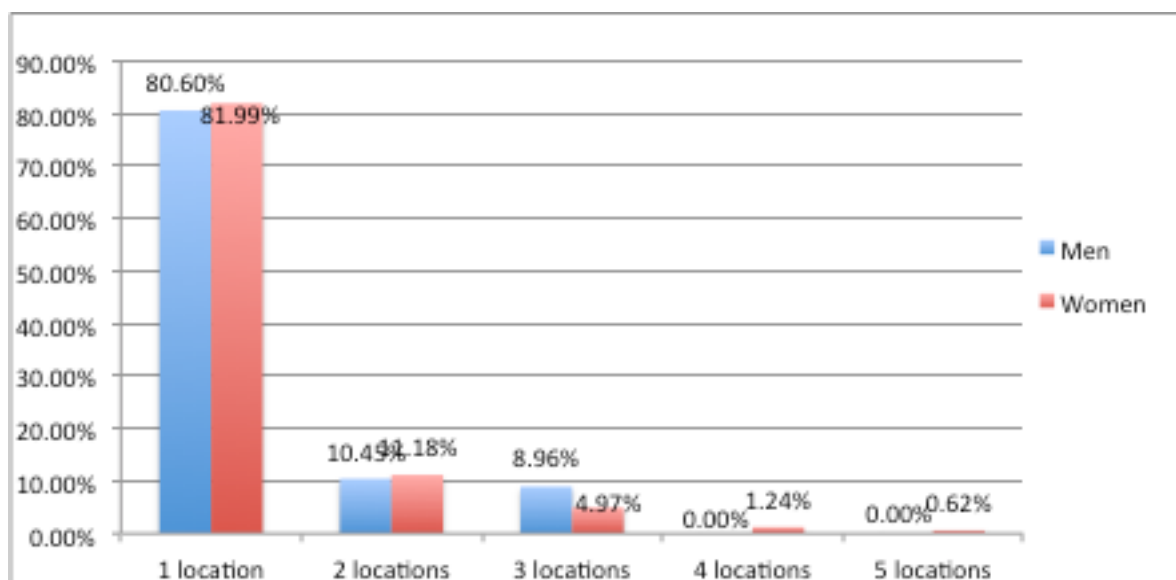
#### Age groups



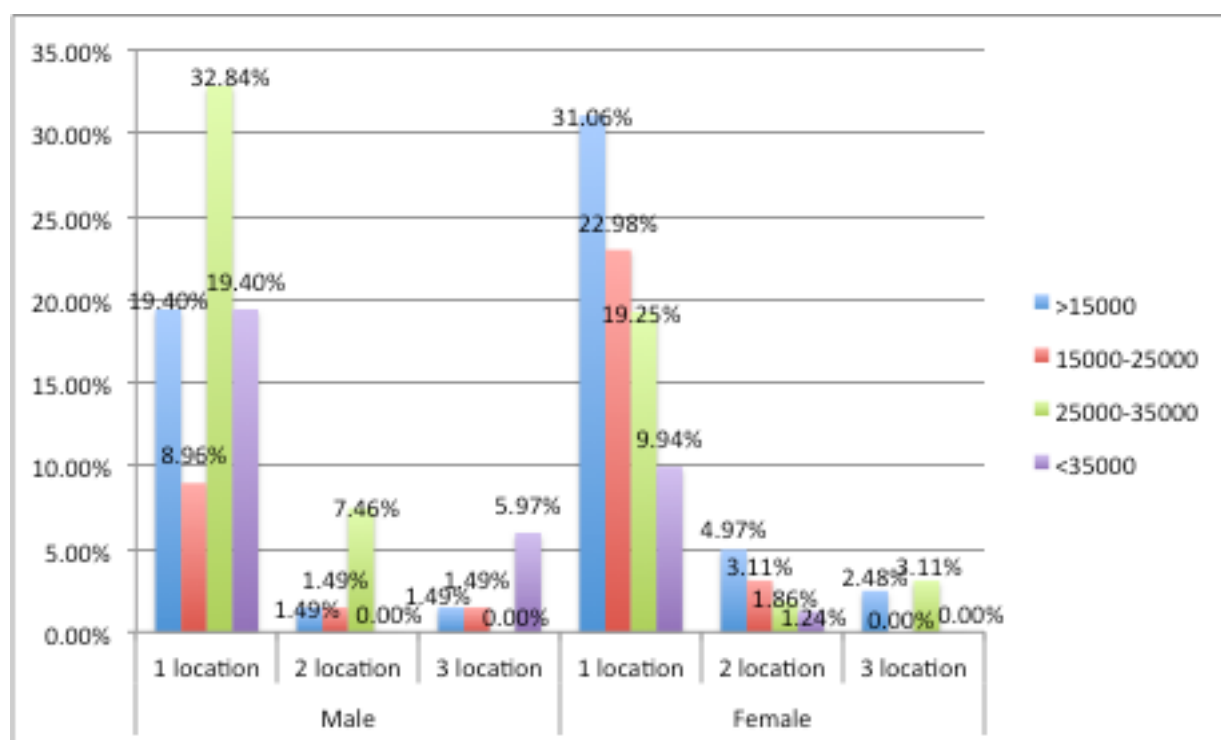
#### Income groups



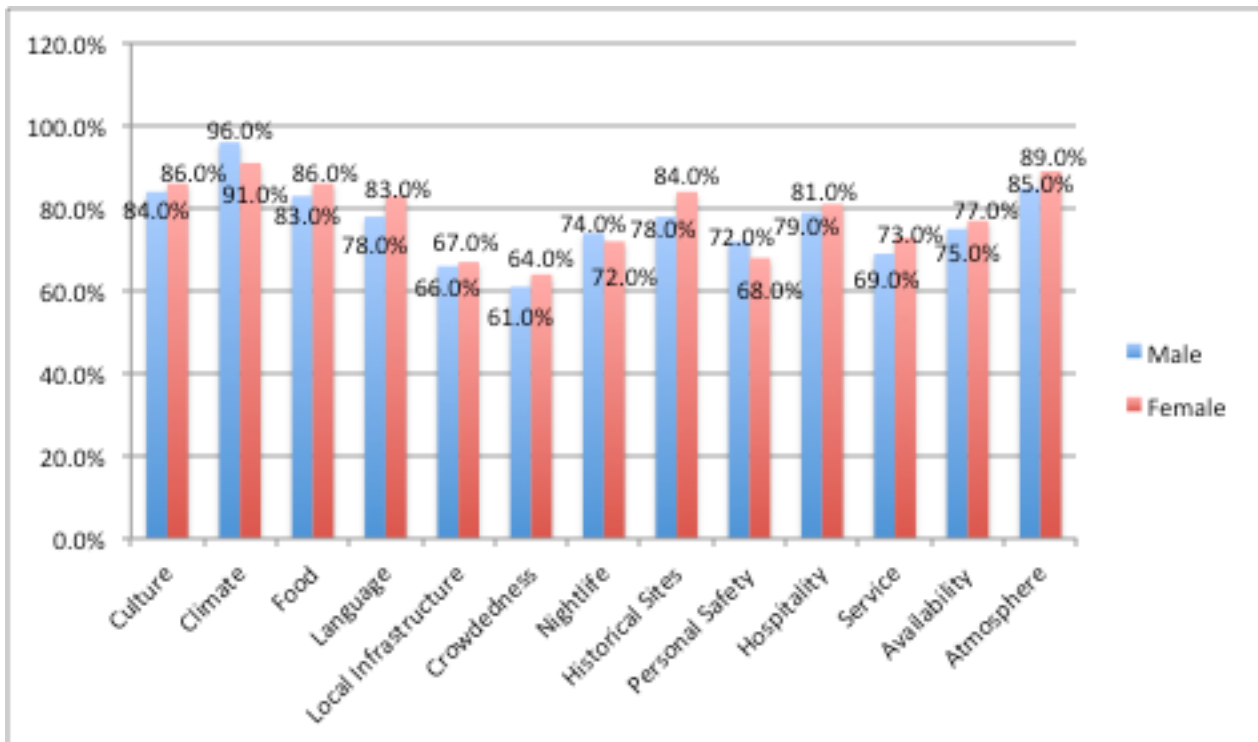
## Travel locations by gender



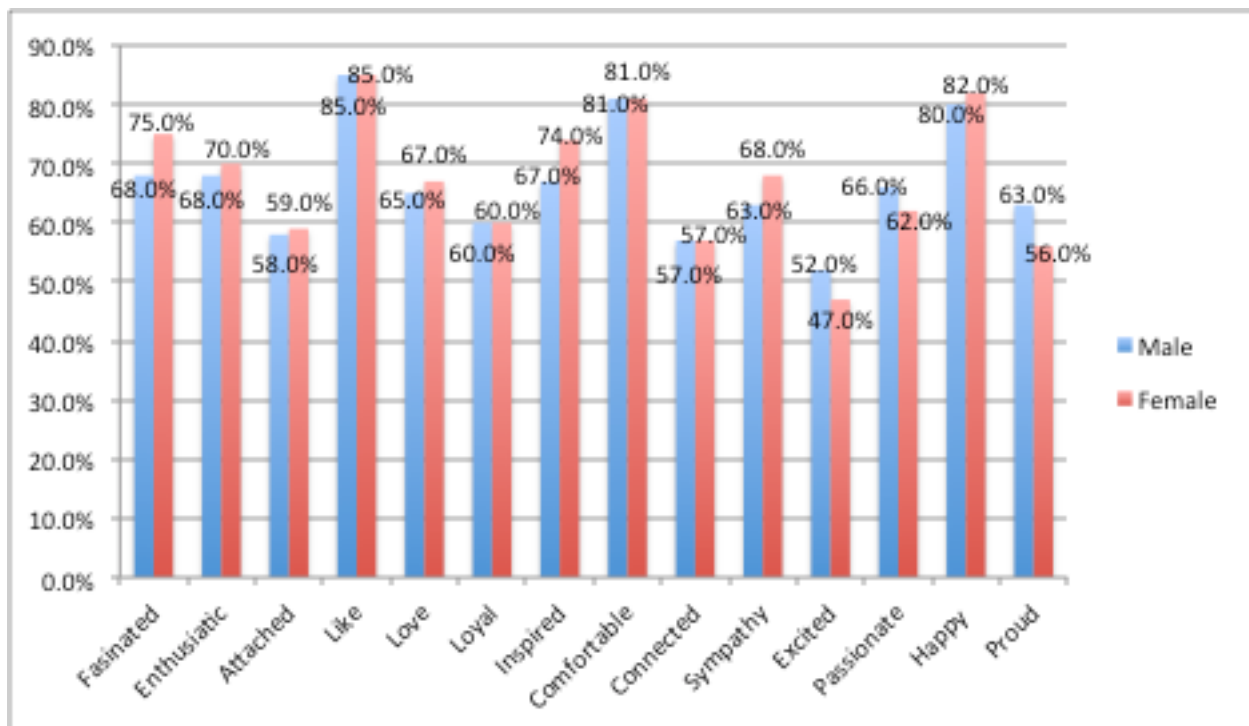
## Travel per age and income

**Consumer affinity**

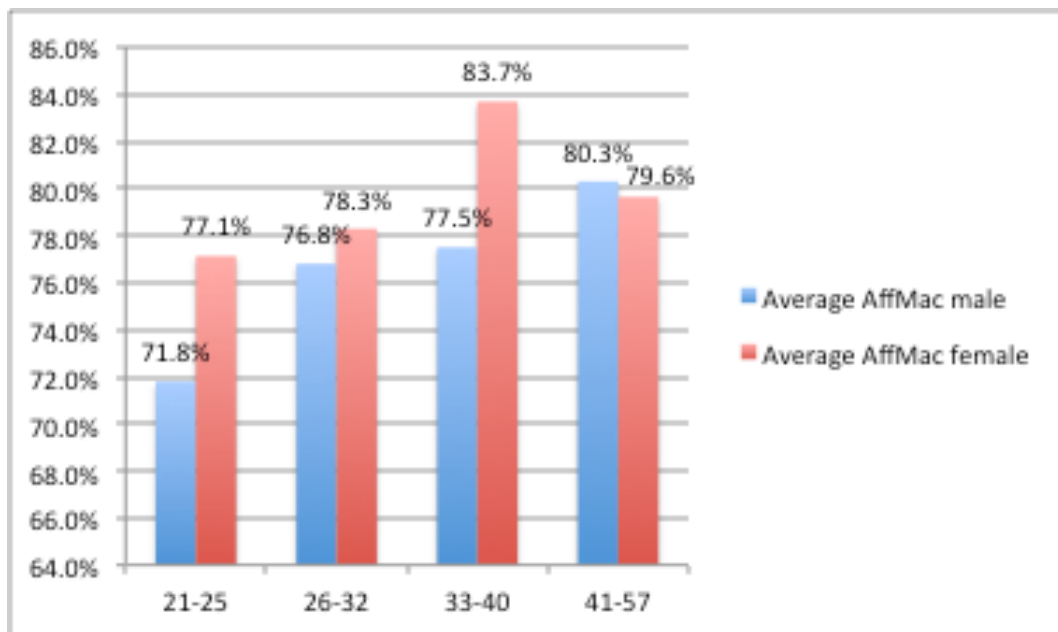
## Average macro affinity per gender



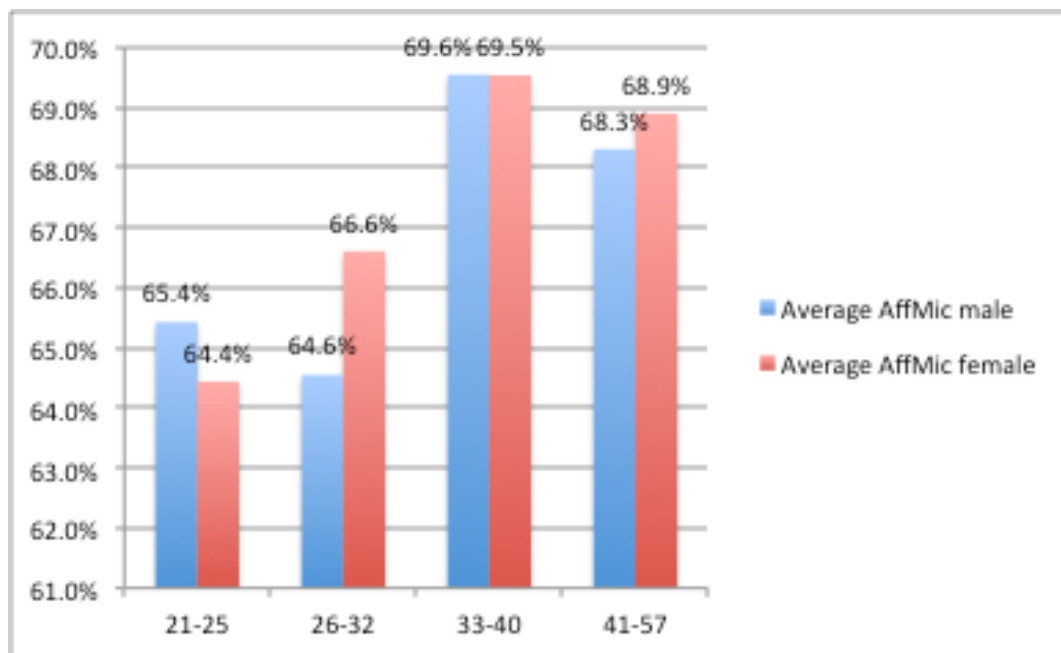
Average micro affinity per gender



Average macro affinity towards Spain per age group.



Average micro affinity towards Spain per age group



## Authenticity

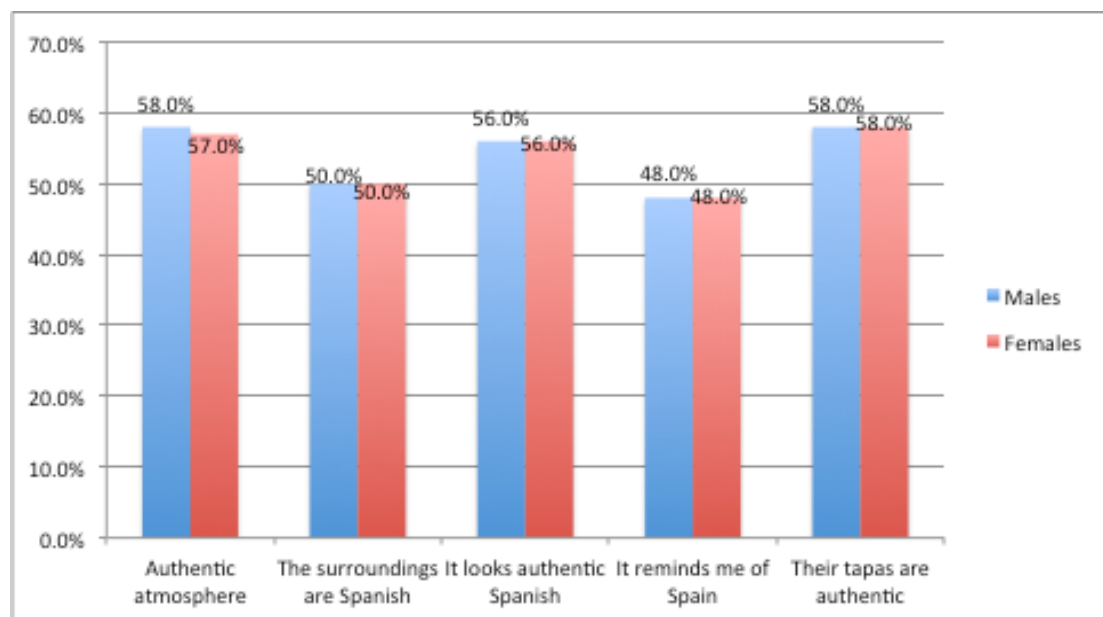
### Iconicity

### Pintxos

Iconic authenticity of Pintxos

	Authentic atmosphere	The surroundings are Spanish	It looks authentic Spanish	It reminds me of Spain	Their tapas are authentic
Male	58.0 %	50.0 %	56.0 %	48.0 %	58.0 %
Female	57.0 %	48.0 %	53.0 %	50.0 %	58.0 %

Iconic authenticity towards Pintxos per gender group

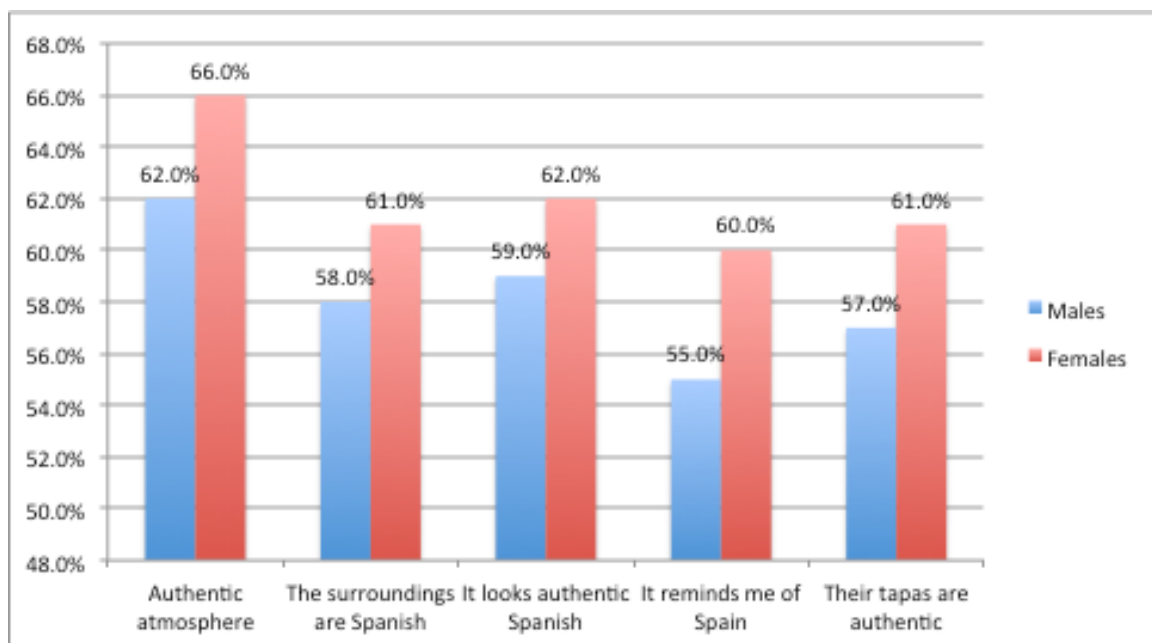


## El Tapeo

Iconic authenticity of El Tapeo

	Authentic atmosphere	The surroundings are Spanish	It looks authentic Spanish	It reminds me of Spain	Their tapas are authentic
Male	62.0 %	58.0 %	59.0 %	55.0 %	57.0 %
Female	66.0 %	61.0 %	62.0 %	60.0 %	61.0 %

Iconic authenticity towards El Tapeo per gender group



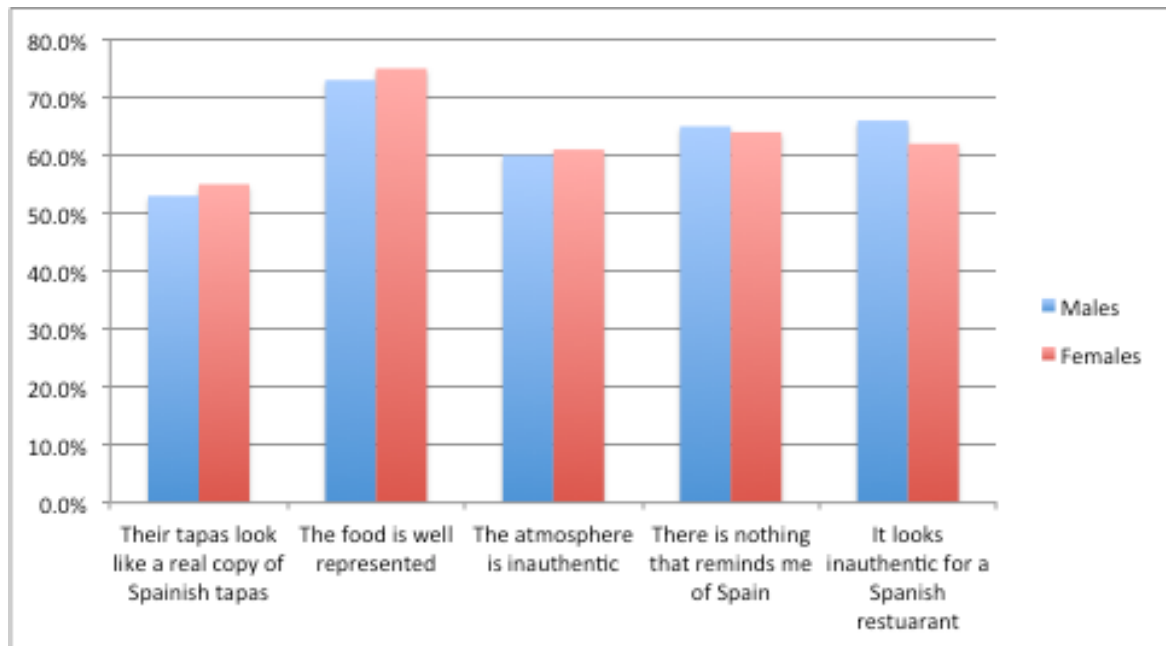
## Indexicality

### Pintxos

Indexical authenticity of Pintxos

	Their tapas look like a real copy of Spanish tapas	the food is well represented	The atmosphere is inauthentic	There is nothing that reminds me of Spain	It looks inauthentic for a Spanish restaurant
Male	53.0 %	73.0 %	60.0 %	65.0 %	66.0 %
Female	55.0 %	75.0 %	61.0 %	64.0 %	62.0 %

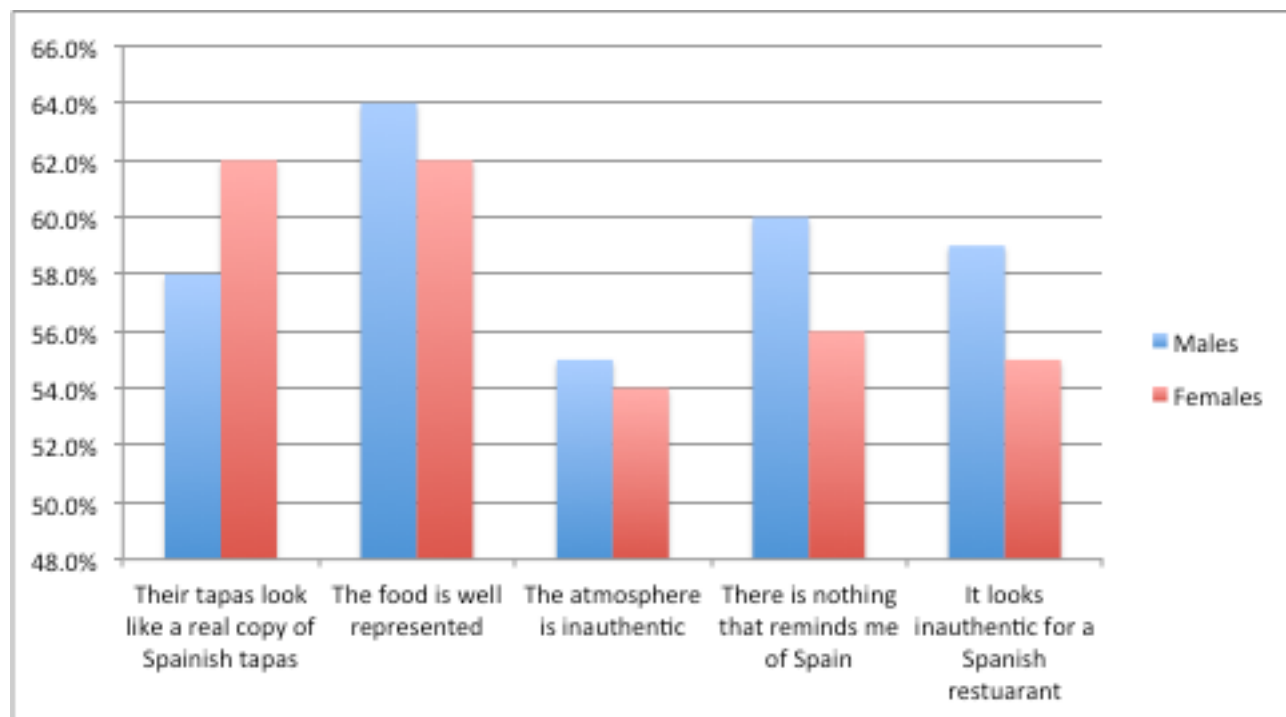
## Indexical authenticity towards Pintxos per gender group

**El Tapeo**

## Indexical authenticity of El Tapeo

	Their tapas look like a real copy of Spanish tapas	the food is well represented	The atmosphere is inauthentic	There is nothing that reminds me of Spain	It looks inauthentic for a Spanish restaurant
Male	58.0 %	64.0 %	55.0 %	60.0 %	59.0 %
Female	62.0 %	62.0 %	54.0 %	56.0 %	55.0 %

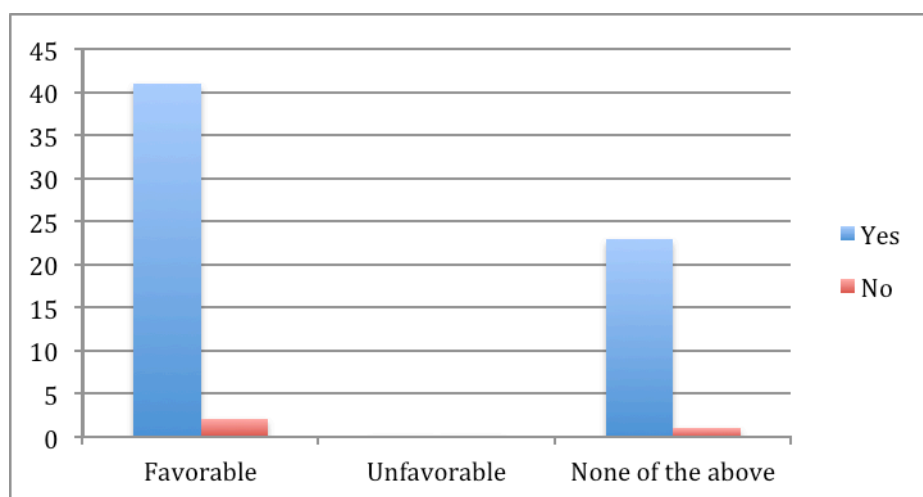
Indexical authenticity towards El Tapeo per gender group



## Attitude

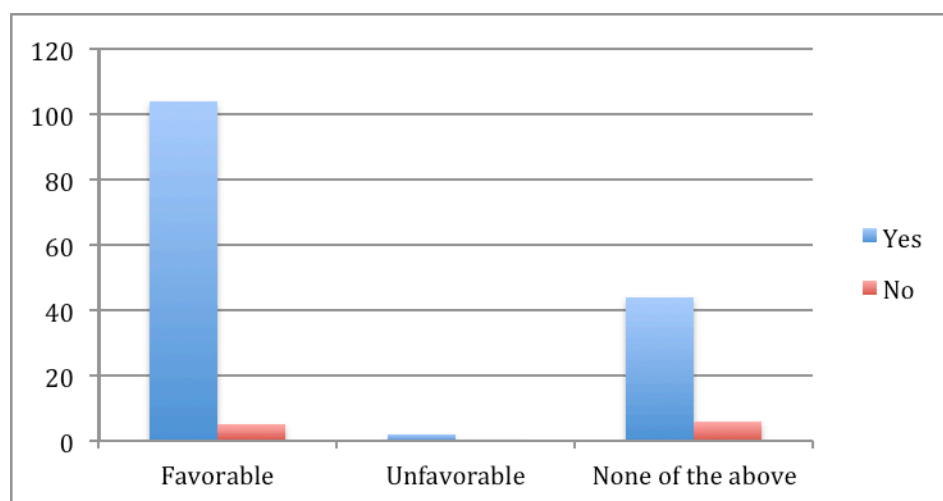
### Pintxos

Male attitudes towards Pintxos – Spanish owned.





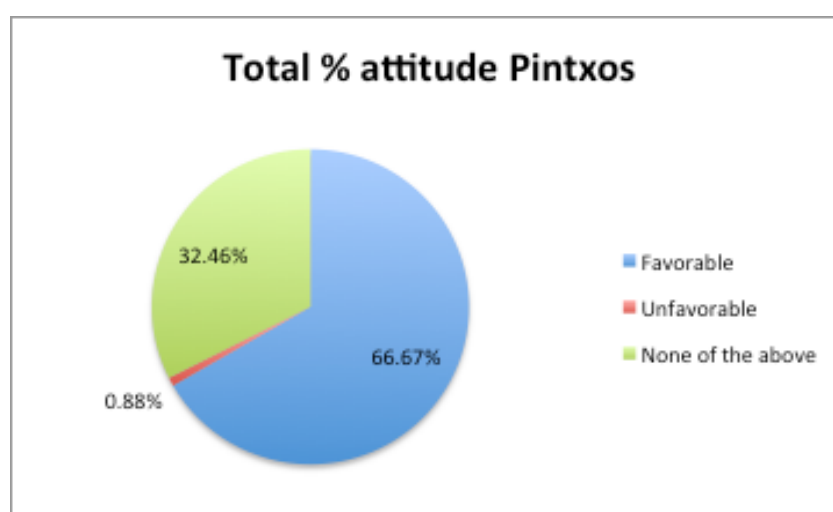
Female attitude towards Pintxos – Spanish owned.



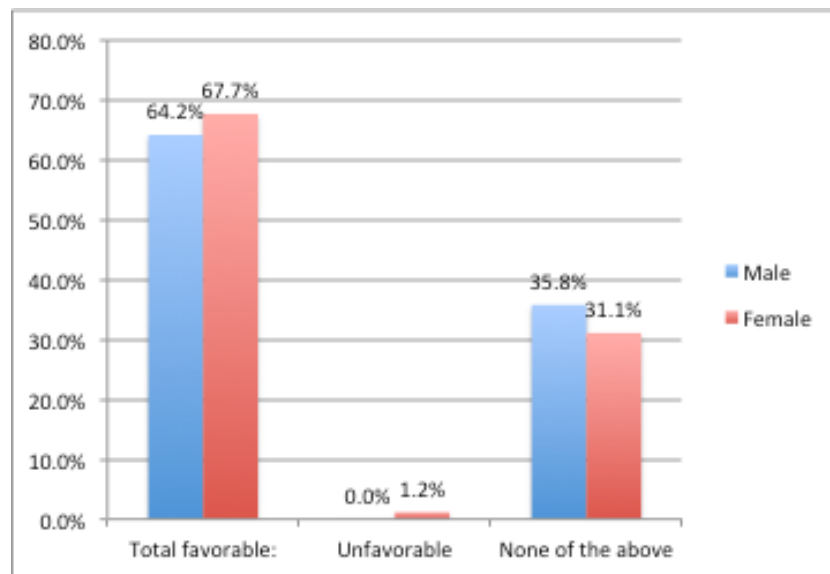
Total attitude towards Pintxos

	Male	Female	Total	Total % attitude
Favorable	43	109	152	66.0 %
Unfavorable	0	2	2	0.6 %
None of the above	24	50	74	33.5 %
Total	67	161	228	100.0 %

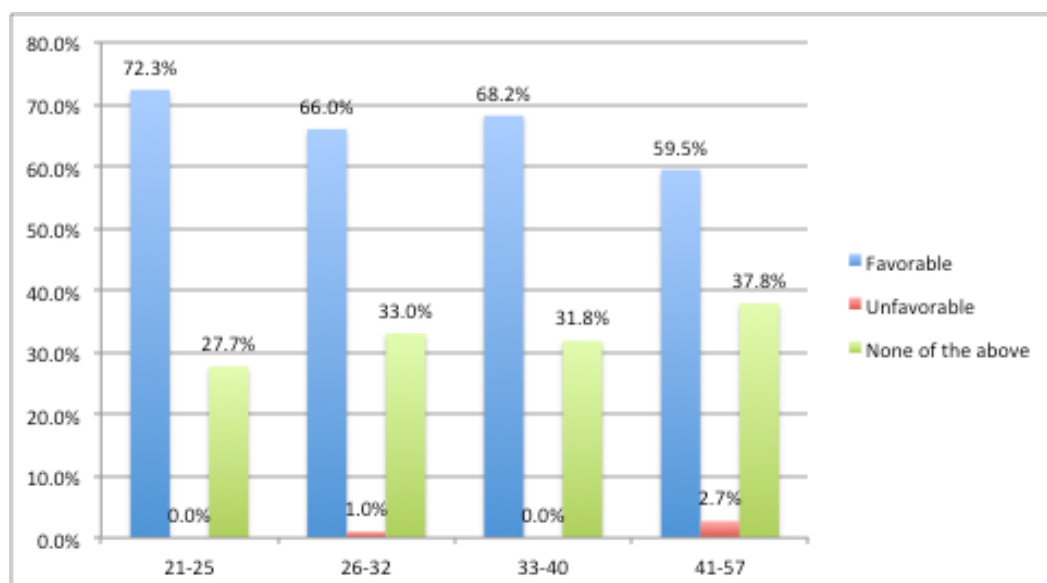
Total percentage of attitude towards Pintxos



## Total attitude towards Pintxos per gender group



## Total attitude towards Pintxos per age group

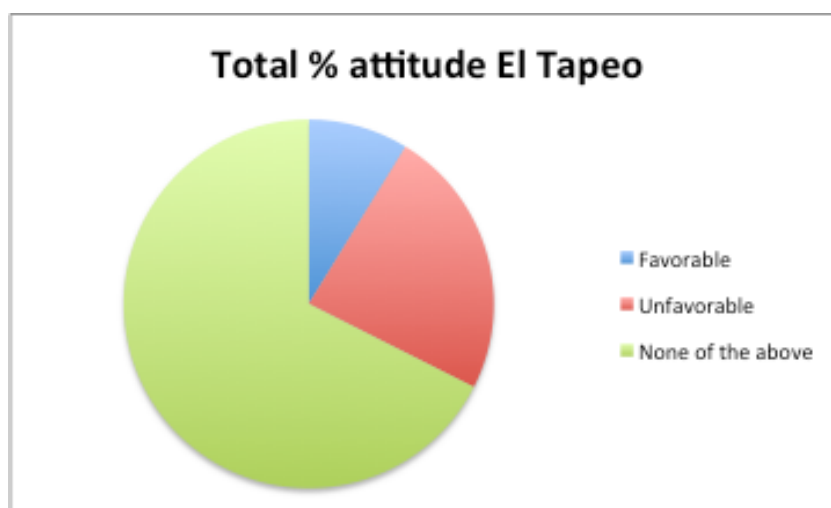


El Tapeo

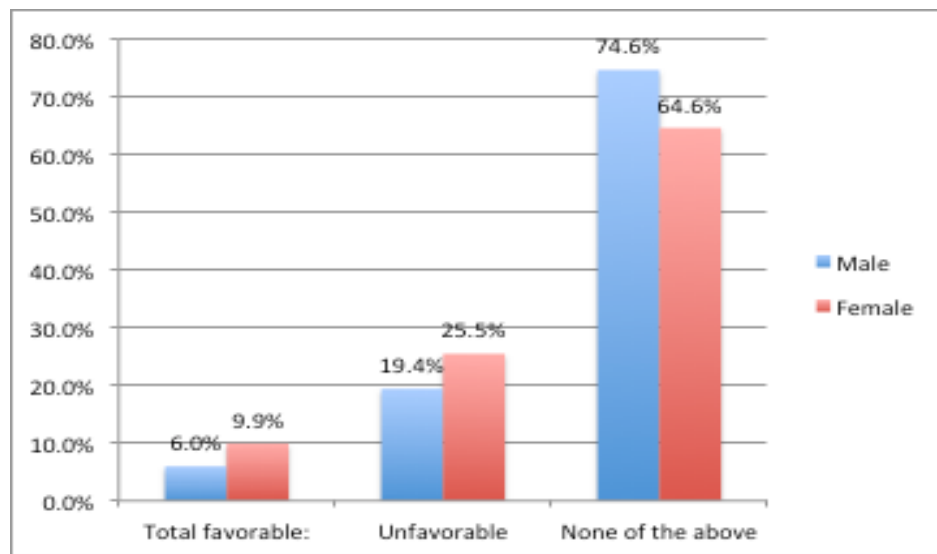
Total attitude towards El Tapeo

	Male	Female		Total	Total % attitude
Favorable	4	16		20	8.77 %
Unfavorable	13	41		54	23.68 %
None of the above	50	104		154	67.54 %
Total	67	161		228	100.0 %

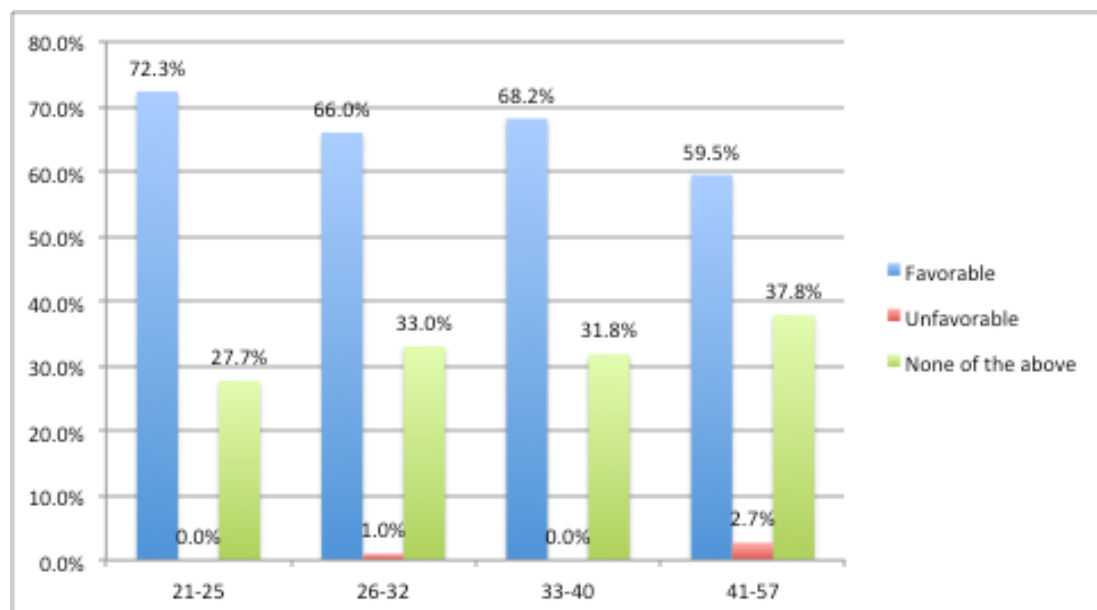
Total percentage of attitude towards El Tapeo



Total attitude towards El Tapeo per gender group

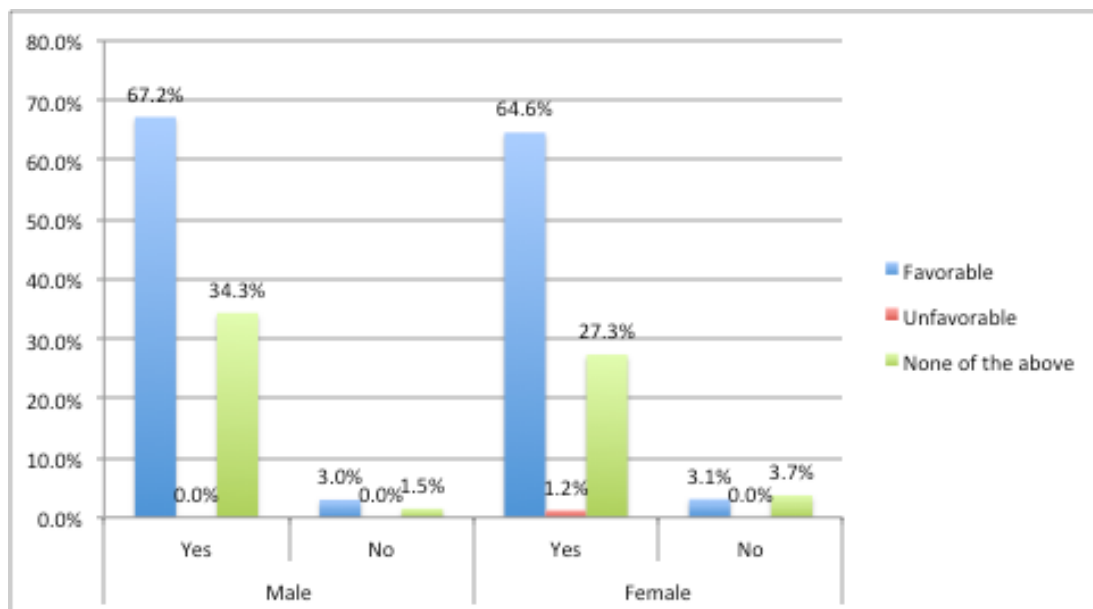


Total attitude towards El Tapeo per age group



## *Willingness to buy data*

Willingness to buy at Pintxos vs. attitude



Willingness to buy at El Tapeo vs. attitude

