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**Branding “Nation Brand”**

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# **Branding “Nation Brand”**

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## **Dissertation**

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## **Dedication**

*To my family and best friends~*

*Mom, Dad, Norind, and Bulet*

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# **Branding “Nation Brand”**

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As a consequence of global interaction, real time news availability, consumer generated media and content, countries have become increasingly aware of their image internally and internationally. In response to this awareness, some countries have adopted advertising and marketing practices to manage their country image.

A review of the literature shows that there is much room for growth on nation brand research. For example, contemporary empirical research on national character is limited in that the research tends to incorporate human personality traits to define the brand or character of countries. Since the research tradition in national character roots itself in the early to mid-20<sup>th</sup> century around the same time that human personality research is beginning to flourish, there is no surprise for the influence of using human personality traits to describe nations. Unfortunately, a nation brand is more complex than what can be explained by human personality traits. Another example of limitations in the literature are the many case studies of branding nations that do not provide sufficient empirical methods to analyze the nation brands. Contributing to this problem is the lack of consistent usage of a standard term to refer to the concept of a nation brand.

To this end, this dissertation first makes an argument as to why nation brand is the appropriate name for this stream of research. Thereafter, the research and approach presented provides a definition of the nation brand hypothetical construct and investigates the underlying dimensions of that construct. This dissertation is comprised of three studies using one survey in each of them. The first two surveys are used to generate a list of stimulus countries and a list of country attributes that are used in the third survey. Qualitative analyses are applied in the first two surveys, and exploratory factor analysis is used in the third survey. The results show a reliable and interpretable 3-factor model. Conceding sampling issues and cautioning the reader to consider the results with care, the findings herein can serve as a springboard for future research in this area.

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# **Chapter 1**

## **Introduction**

Perhaps for as long as humans have existed and learned to live together, forming tribes, villages, and now nations, they have put social processes in place to create order so as to flourish as a group. Whether it has been the strongest who dominate the pack or the smartest and most powerful who manage the entity, each group's identity is closely tied to its leadership and other features such as the group's behaviors, crafts, and its relationships with other ethnic and geographical aggregations. The group's ability to retain members, add new members, and trade with other groups depends on many different factors, but one of them is the image of a specific group and the way in which the group is seen by others. In contemporary terms, we call this a *nation brand* and the brand notion has become an interesting hypothetical construct in the advertising, marketing and political literature of the past few decades.

### **THE NEED FOR NATION BRAND RESEARCH**

Much research and thought has been offered from marketing scholars and professionals alike (Kleppe, Iversen, & Stensaker, 2002; P. Kotler & Gertner, 2002; Paswan, Kulkarni, & Ganesh, 2003) on the issues that every nation faces in this age of globalization—primarily their brand image and what that means for their country. As of 2001, an extensive study showed that 766 written works have been published on this topic since 1952 (Papadopoulos & Heslop, 2002).

Many countries have become increasingly aware of their image nationally and internationally. In response to this awareness, some countries have adopted advertising

and marketing practices to manage their country image (Gilmore, 2002; Lodge, 2002; Martinovic, 2002; Supphellen & Nygaardsvik, 2002). Countries have either used non-government professionals or borrowed marketing practices to help with initiatives that range from tourism (Harrison, 2002; Morgan, Pritchard, & Piggott, 2002), to country of origin (Kleppe, Iversen, & Stensaker, 2002), to stimulating the economy (Hall, 2002), to increasing international goodwill (Starr, 2001).

Much of the recent work on understanding the perceptions held of various nations is a consequence of the events and actions associated with the attacks on the United States that took place on September 11, 2001. In particular, the rise of Anti-Americanism expressions from traditional allies as well as those we categorize as enemies has been alarming and is a topic that has gathered the interest of statesmen, political entities, international affairs students and advertising researchers. Although America has an estimated brand value of \$18 trillion and has democracy as its national “position”, the brand apparently has lost much of its equity at home as well as among other nations.

Historically, concepts of nation brands could arguably be rooted in the study of national character, since the concept of national character can be traced back at least as far as the eighteenth century (Kra, 2002). Contemporary empirical research in national character, on the other hand, has taken place largely within the domain of personality psychology. With the tendency towards inter-disciplinary work, marketing merged with personality psychology to form studies in brand personality. On the surface, with the general acceptance of a theory of brand personality, national character would appear to be the logical label for the study of a nation’s brand. However, empirical research of national character tends to liken country attributes to human personality traits. Yet a nation brand, consisting of its land, government, economics, culture, international

alliances and more, is certainly more complex than human personality. Accordingly, this dissertation takes its direction from such considerations.

## **STATEMENT OF PURPOSE**

The purpose of this dissertation is to provide an operational definition of a nation brand. Though there is a plethora of literature on nation brands, most of the literature tends to be descriptive. Plenty of case studies and observations from professionals can be found, but there is not much available in terms of empirical work. Once a generally accepted definition has been established, researchers and professionals can begin working more cooperatively. Advancement in nation brand research can mean improvement in how governments and multi-national corporations understand countries.

A review of the literature on nation brands reveals that much of the work has been within the area of marketing and public policy. Though the literature is rich with case studies, most of the work in this area fails to provide definitive and valid measures that help us differentiate and isolate the variables that frame nation brand. At an even more basic level, an operationally sound and generally accepted definition of a nation brand does not exist. The term is used with the general assumption that a nation brand is any attribute associated with a country that affects that country's brand image. The problem is that there is not a clear definition of a nation brand and what attributes make up a nation brand.

## **RESEARCH OBJECTIVES**

The objectives of this dissertation are two-fold. The first, and main objective, is to uncover the major dimensions that contribute to the nation brand construct. What latent variables underlie all nation brands that can help to distinguish the individual

differences between nations? A nation brand is certainly more complex than what can be described by single, specific descriptors such as certain product exports (country of origin) or the people (cultural). A nation brand must also include economic profiles, governments, public policies, and even national foods.

The second objective is to address if nation brand is the proper name for this stream of research. Academics, marketing and advertising professionals, and political figures all casually use varying terms to describe the nation brand concept, whether they call it nation brand, country brand, national character, or even national culture. At least in the instance of the latter two, the concepts are not the same as the nation brand concept, yet these terms are often used loosely to refer to the same construct. Thus, in addition to providing an operational definition of a nation brand, the second objective will ensure that the terms used to describe the nation brand construct are unambiguous and add clarity to this field.

## **ORGANIZATION OF THE STUDY**

This dissertation is organized into six chapters. Chapter one provides an overview of the need for nation brand research and the objectives of this dissertation. Chapter two reviews the background literature and theoretical foundations for pursuing this course of research. This dissertation pulls research from other areas including personality psychology, brand personality, national character, and nation (or country) brand. The last section of the chapter is devoted to discussing what should be the proper construct name for this stream of research. Chapter three describes the methodologies used in this dissertation. The research consists of three separate studies in which the first two are used to develop items and stimuli and ensure content validity for the third survey. Chapter four reports the analyses and results. A qualitative process is used to analyze the



results in the first two studies, while an exploratory factor analysis is used to analyze the results of the third study. In chapter five, an in-depth discussion illuminates the results, and chapter six provides conclusions, implications, and limitations of the research, as well as directions for future research.

## **Chapter 2**

### **Literature Review**

#### **INTRODUCTION**

This chapter presents a review of the literature and consists of five sections. The first section reviews research in personality theory and relates parallels between personality and nation brands. The second section reviews research in brand personality that brings the concept of personality one step closer to nation brands. The third section reviews research in national character that, on the surface, appears to be an ideal area for an investigation into nation brands. The fourth section reviews literature that specifically study nation brands. The fifth section addresses the liberal use of the term and concept of nation brand, and offers both a suggestion on the proper name for this research as well as a definition of the nation brand hypothetical construct.

#### **PERSONALITY THEORY**

Allport (1937), one of the early pioneers of twentieth century personality psychology, notes that personality is one of the most abstract words in the English language. After reviewing several dozen possible definitions of personality, Allport offers his own: "Personality is the dynamic organization within the individual of those psychophysical systems that determine his unique adjustments to his environment" (1937, p. 48). Considering this definition of personality, parallels can be drawn to the following definition of a brand as offered by the American Marketing Association "A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers"(AMA, 2007). Just as Allport described

human personality, a brand can similarly be described as having a dynamic organization within itself in that the brand is constantly evolving in a consistent manner in meaning and behavior. Additionally, in an effort to differentiate itself from competitor brands, this constant evolution of the brand determines its unique position within the marketplace—similar to how people have unique personalities that differentiate them from others in society or, conversely, allow them to be aggregated with others with similar behavioral and attitudinal characteristics.

Two approaches that have been used for naming factors found in personality come from a lexical method and a questionnaire method (McCrae & John, 1992). The first method, the lexical method originates from the work of Allport and Odbert (1936) in which they derive 18,000 personality related terms from a dictionary. From there, the list has been distilled through the works of Cattell (1946), Tupes and Christal (1961), Fiske (1949), and Norman (1963). The lexical hypothesis is best described by McCrae and John (1992) who stated “that all important individual differences will have been noted by speakers of a natural language at some point in the evolution of the language and encoded in trait terms; by decoding these terms, we can discover the basic dimensions of personality.” Similarly, the point is made that there is a need to conceptualize personality in “common sense” terms so that scientific evidence on personality attributes may be compared and that these attributes are understandable in lay terms (Funder, 1999). The second method, questionnaires (a prominent tool in personality research), originates from Eysenck (1970) in which the first two dimensions of personality, Extraversion and Neuroticism, are identified. Following Eysenck’s work, Costa and McCrae later uncover other dimensions of personality called Openness to Experience (1980) and Agreeableness and Conscientiousness (1985). At this intersection in the history of personality

psychology, the lexical and questionnaire traditions converge into what is currently known as the Five-Factor Model of personality traits.

At present, the prevailing framework for studying personality is this Five-Factor Model of personality traits often referred to as FFM or the Big Five. FFM is a hierarchy of five personality dimensions that are found to be characteristic and readily identifiable: Extraversion (E), Agreeableness (A), Conscientiousness (C), Neuroticism (N), and Openness to Experience (O). Peabody and Goldberg (1989) note that the order in which the FFM dimensions are listed roughly denotes the frequency with which they are represented by trait terms in the English dictionary.

The FFM offers several advantages to the study of human personality (McCrae & John, 1992). First, the FFM eliminates the redundancy of measuring the same constructs under different terms by providing a common language. Secondly, this model provides a basic phenomenon for personality psychologists to study. Thirdly, more cooperative research and cumulative findings can be had from such a framework for organizing research. Finally, rather than a non-systematic selection of personality variables, the FFM provides a comprehensive guide for assessing individuals. Although the Five Factor Model is not necessarily considered perfect, this model is currently the best framework available for measuring the enduring qualities that are found in human personality.

The lexical and questionnaire traditions that have converged to produce the current FFM also serve as effective tools for developing a new scale for brand personality. Because brand personalities can be used to communicate the nature of a product or service to a consumer, the vocabulary used to describe that brand must be accessible to the average person. Equally, marketing professionals need a language that is commonly understood within the field in order to maximize research efforts. As well

as having a common language, establishing a reliable measurement tool is also crucial to the advancement of brand personality research.

As the following section illustrates, the study of brands as having personality characteristics similar to humans can take a similar approach. The metaphorical extension of human attributes to product and service brands can serve as a guide to how marketers can begin to approach measuring attributes found in brands. Further, just as personality psychology uses the FFM to find the individual differences in people and predict their behavior, marketing can use its own brand personality scale to measure the individual differences in brands and predict what the brand's future behavior should be in order to maintain consistency. Consistency, at any given time across all of the brand touch points, is the key to maintaining a strong brand and cultivating trust for the brand from the consumer.

## **BRAND PERSONALITY**

Up until the work of Aaker (1997), the term “brand personality” has been used loosely in the literature to describe such qualities as brand equity, brand value, and brand image. Though brand personality can contribute to brand equity and brand value, a brand personality is most similar to brand image. The AMA defines brand equity as “the value of a brand” (AMA, 2007) suggesting that brand equity contributes to the net worth of the enterprise. From a consumer perspective, brand equity is based on consumer attitudes about positive brand attributes and favorable consequences of brand use” (2007). Brand value has been described from the perspective of shareholder value in which a brand must have an attractive customer proposition, be aligned with the firm's other assets, be positioned in an appropriate market, and be managed by an effective brand strategy (Doyle, 2001). According to the American Marketing Association, a brand image is

defined as “The perception of a brand in the minds of persons. The brand image is a mirror reflection (though perhaps inaccurate) of the brand personality or product being. It is what people believe about a brand—their thoughts, feelings, expectations” (2007). While brand image is not the actual brand personality, the former is a reflection of that brand personality (Kenton, 2005). Aaker’s own definition describes brand personality as the “set of human characteristics associated with a brand” (1997, p. 347).

Though Aaker’s definition is still broad, its distinguishing concept is that human personality traits are related to brands. Brands can be imbued with personality traits through anthropomorphism (e.g., MetLife Snoopy; Zinkhan, 1993), personification (e.g., Keebler Elves; Callcott & Phillips, 1996), and user imagery (e.g., celebrity spokespeople; Cronley, Kardes, Goddard, & Houghton, 1999). In part, this use of language, particularly with regard to adjectives, uses a contextual syntax to establish meaning and also reflects the very limitations of language. Thus, a weed, the style of a pianist, a marketing plan, an individual and a nation may all be described as “aggressive.” Just as personality psychology looks for individual differences in people, brand personality itself can – and often is – used as a basis for differentiation among brands (Siguaw, Mattila, & Austin, 1999). Furthermore, like personality psychology, brand personality exhibits enduring qualities across time and varying associations (Wee, 2004). Presumably the customer base for the brand welcomes and reflects that brand personality as well.

Aaker’s development of the Brand Personality Scale (BPS) is the first identifiable attempt to provide a theoretical framework for measuring dimensions of brand personality (1997). The BPS has demonstrated stability across time and different associations, adaptability from products to organizations, ability to differentiate between and within classes of brands, and a robustness similar to human personality organized around a five dimension structure. Though brand personality has been shown to shift

over time and with varying promotions, overall, the dimensions appear to remain relatively stable (Wee, 2004). This finding is similar to human personality in how people may evolve as they go through life, but in general, their personality remains fairly stable. Brand personality traits have also been shown to translate fairly well from products to non-profit organizations in which four of the five original dimensions from Aaker were found (Venable, Rose, Bush, & Gilbert, 2005; Venable, Rose, & Gilbert, 2003). As a system for analyzing differences between and within classes of brands, the BPS has been successfully used to distinguish personality traits of restaurant brands (Siguaw, Mattila, & Austin, 1999). Finally, a cross-cultural study dealing with three countries has demonstrated how brand personality consistently yields five dimensions just as human personality research does (Aaker, Benet-Martinez, & Garolera, 2001).

## **NATIONAL CHARACTER**

Evidence shows that usage of the term national character goes back as far as 1920 (McDougall, 1920). As an area of study, social scientists during that time referred to this research as culture and personality theories (LeVine, 2001). The interaction between culture and personality was seen as inextricable, because "...human personality is both a continually producing factor and continually produced result of social evolution..." (Thomas & Znaniecki, 1927, p. 1831) In the early part of the twentieth century, the concept of national character was embraced largely by social psychology (Cattell, 1949; McDougall, 1920) and anthropology (Benedict, 1946; Gorer, 1948). Today, though the term national character has made its way into mainstream usage (Udell, 2006) and also into other areas such as public policy (Ridge & Levesque, 2002), much of the research comes out of psychology, more specifically, personality psychology. Using personality traits as the basis for describing national character, researchers have compared Western

and Eastern differences (Sun, 2002), linked national character to economic behavior (Yang & Lester, 1995, 1997), rates of personal violence (Lester, 1984, 1993, 2002; Lester & Georges, 1986), Internet usage (Yang & Lester, 2003), and digital access (Yang & Lester, 2006).

Hofstede (1980) believes that national character and national culture are essentially the same and describes the former as "...the collective mental programming of the people in an environment" (p. 43); contemporary research of national character mainly compares the cultural dimensions of a nation to the personality traits of a person (Woliver & Cattell, 1981). Despite the subtle difference between these descriptions, the main point is that they emphasize the connection between national cultures and individuals. Other aspects of a country are not addressed such as education, government, economics, and even the natural resources of that country.

National character is referred to as a way of describing the cultural stereotypes of a country, and much of the contemporary scholarly work done on this subject is rooted in the use of personality traits. Furthermore, national character is described as "...the idea that the people of each nation have a distinctive, enduring pattern of behavior and/or personality characteristics" (Clark, 1990, p. 66). Individual personalities are difficult enough to describe, let alone extrapolating those traits to a nation (Kroeber, 1948). Even more than that, personality traits alone cannot possibly describe the complexity of a nation brand. Thus, using national character as the basis for this research would be oversimplifying dimensions of a nation brand.

## **NATION BRANDS**

Although there is some contentiousness over treating a country as a brand (Klein, 2002; Olins, 2002), evidence shows that employing business branding strategies can



significantly enhance a country's brand image. The enhancement of a country's image benefits many countries outside their borders for product exports (e.g., country of origin; (Kleppe, Iversen, & Stensaker, 2002) and on their own soil attracting tourists from other countries (Harrison, 2002; Morgan, Pritchard, & Piggott, 2002). The problem that currently exists in the literature is that most articles that are being published on nation brands are too narrow in their focus. Most of these articles, coming from practitioners and academics, tend to be descriptive case studies instead of prescriptive methods for analyzing nation brands. The issue of nation brands should be approached from a macro view with broader-reaching implications.

The process of branding a country has been likened to branding a business. "Although it is dangerous to take the analogies too far, branding businesses and nations do have a lot in common" (Olins, 2002, p. 247). The assumption is that both may use similar techniques whether they are implemented by the marketing and advertising staff of a company or by those persons responsible for communicating news of country governance, commerce and image. In both situations, the belief is that people can be influenced in similar ways.

A healthy brand can benefit a country in several ways. Two of those ways addressed in the literature are in country of origin work and tourism. There are a number of articles on country of origin research (though a detailed review falls outside of the main focus of this paper). An example of a case study that specifically addresses how a nation brand affects the export of a product comes from Norway (Kleppe, Iversen, & Stensaker, 2002). The Norwegian fishing industry, wanting to market their products in Asia, found that having no prior nation brand recognition with the Asian market eased the way for Norway to brand the country's fish produce.

Tourism, or as it is increasingly being referred to as destination branding (Caldwell & Freire, 2004), in many countries also benefits greatly from a healthy nation brand. For instance, Yugoslavia has used its nation brand to promote tourism in order to project a revitalized national image and economy (Hall, 2002). In New Zealand, the country has successfully billed its brand as “100% Pure,” featuring the diversity of the country as an attractive tourist destination (Morgan, Pritchard, & Piggott, 2002). Even on a small island in the middle of the Irish Sea, the Isle of Man has managed to balance its efforts between cultural preservation and successfully branding itself through community outreach and its cultural heritage (Harrison, 2002). These case studies are examples of countries attempting to create or leverage their nation brands, or the way in which those involved in promoting tourism or commerce wish that nation to be perceived. These efforts are descriptive and not rooted in any consistent method and thus increase the difficulty in interpreting what a nation brand is and what makes it successful in the global economy.

Part of the problem with the term nation brand as it is currently treated in the literature is that the concept has not been clearly defined with a unified approach for analysis. A country’s image is described as resulting “from its geography, history, proclamations, art and music, famous citizens and other features” (Kotler & Gertner, 2002). Nation brands not only provide extrinsic clues in product evaluations, but they are products themselves.

Another part of the problem with how nation brands are approached to date is that many of those who are concerned with this concept are viewing it too narrowly. Most are approaching the issue either as a tourism issue or a country of origin issue. Although the concerns are valid and ultimately help the country’s economy in some way, the approach is still too restrictive. In an ever-emerging world economy, globalization is no longer a

buzz concept but a direct path to developing a financially healthy nation. Anholt (2002) notes that some academic papers act as microscopes and some act as telescopes. Right now, the issue of nation branding is in its infancy and needs to be addressed with powerful telescopes in experienced hands.

In order to brand themselves, countries need an integrated communication policy or framework that coordinates how the countries portray themselves (Brymer, 2003). This portrayal needs to be consistent, intrusive and memorable in order to distinguish that nation from others. There are those who strongly support the notion of nation branding, not just internally, but also beyond a country's borders (Lindstrom, 2006). A strong nation brand is not just good for tourism and business, but it creates a whole "ecosystem of branding" for a country (Lindstrom, 2006).

## **THE CONSTRUCT NAME**

While operationalizing the nation brand construct is the primary goal of this research, a worthwhile effort at this point would be to ensure that the construct label is appropriate for this stream of research. The question is whether the construct should be called a country brand, a nation brand, or a state brand. The name should reflect the entity that is being defined which consists of the image of a collection of people, culture, land, government, and the most salient characteristics that a country embodies. Because the nature of the construct is so complex and capturing all of the construct's meaning is desirable, the broadest terms bearing the richest meaning should be used.

## **Country, Nation, or State**

Though the words *country*, *nation*, and *state* tend to be used interchangeably, they each have their own distinct meaning. Country can generally be defined in geographic

terms as a body of land with borders that are related to a nation or state. Nation, on the other hand, can be defined as a group of people who are connected to each other through common aspects such as culture, ethnicity, and ideology. According to Benedict Anderson (1991, p. 7), a nation can be described as an imagined community in which there exists a “deep, horizontal comradeship.” This imagined community is also imagined as limited in that it has finite boundaries, and it is imagined as sovereign in that it prevails over any specific religion or monarchy. State differs from the other two terms and can be viewed specifically as a politically sovereign geographic entity. The state has most famously been defined by Max Weber as “a human community that (successfully) claims the monopoly of the legitimate use of physical force within a given territory” (Warner, 1991, p. 9; Weber, 1964, p. 154). The essential difference between each of these words is that country refers to the land; nation refers to the people and their connection to each other through their shared culture, ideology, and ethnicity; and state refers to a country’s political independence.

Despite these differences between each of the three terms, they are often used synonymously. The primary reason being the difference in how they are defined geopolitically as above and more “casually” in popular speech. This confusion in the casual application of the terms is not surprising considering the many exceptions of their usage. For example, although one criterion of membership in the United Nations is that a country be recognized as an independent state, the organization refers to itself as the United Nations. Another example is when some countries such as the United States and Australia call their constituent territories states, which are not independent states per se though they may have some degree of autonomy from their sister states.

Adding to the confusing usage of the terms country, nation, and state is how each term is sometimes defined in dictionaries. Sample definitions from a common American dictionary for each term are provided in Table 2.1 below.

Table 2.1 Definitions

Term	Definition
Country	<p><b>1</b> : an indefinite usually extended expanse of land : &lt;miles of open <i>country</i>&gt;</p> <p><b>2 a</b> : the land of a person's birth, residence, or citizenship <b>b</b> : a political state or nation or its territory</p> <p><b>3 a</b> : the people of a state or district</p> <p><b>4</b> : rural as distinguished from urban areas &lt;prefers the <i>country</i> to the city&gt;</p>
Nation	<p><b>1 a (2)</b> : a politically organized nationality <b>b</b> : a community of people composed of one or more nationalities and possessing a more or less defined territory and government <b>c</b> : a territorial division containing a body of people of one or more nationalities and usually characterized by relatively large size and independent status</p> <p><b>3</b> : a tribe or federation of tribes (as of American Indians)</p>
State	<p><b>5 a</b> : a politically organized body of people usually occupying a definite territory; <i>especially</i> : one that is sovereign <b>b</b> : the political organization of such a body of people <b>c</b> : a government or politically organized society having a particular character &lt;a police <i>state</i>&gt; &lt;the welfare <i>state</i>&gt;</p> <p><b>6</b> : the operations or concerns of the government of a country</p> <p><b>7 a</b> : one of the constituent units of a nation having a federal government &lt;the fifty <i>states</i>&gt; <b>b plural, capitalized</b> : The United States of America</p> <p><b>8</b> : the territory of a state</p>

*Note.* From Merriam-Webster's online dictionary (2007).

As illustrated, the dictionary definitions of country, nation, and state differ from the geopolitical definitions. The former offers more variations on the meanings allowing for broader interpretations. First, the definition for country not only includes concepts of

land, but also concepts of citizenry, political boundaries, and nationhood. Country can also be used to refer to rural areas. Second, the definition for nation primarily involves the concept of large groups of people with varying nationalities who are divided by political lines and even having independent status. Alternatively, nation can refer to smaller tribes of people. Third, the definition for state includes concepts of sovereign entities similar to nations, the particular character of some governments, and the constituent units of a nation.

A nation brand construct name should be broad in meaning to encompass as many aspects as possible of the nation brand. Though the word country has the most variations in meaning in the dictionary, it is also the most limited in geopolitical terms. Also, confusion can arise when using the phrase country brand, because people sometimes refer to the rural meaning of the word country. The remaining terms, nation and state, are more suitable and inherently include the meaning of land as in country. However, state has the specific meaning of political sovereignty that is enforceable by a government. Though the government is able to delegate enforcement power to its people, the emphasis of the word state is on governmental power. Using the word state can also be confusing since the most common usage of the word in the English language is in reference to the constituent units of a nation like the United States of America. On the other hand, nation includes concepts of community (people connected by nationality), physical boundaries, and sovereignty. Even the varied usage of the term to refer to tribes is not as common and does not present as much confusion in meaning. Consequently, nation is the most appropriate term to use as a part of naming the construct under investigation.

Note, the technical distinctions between the meanings of country, nation and state are made here for the sake of construct validity. When scholars refer to this particular research, it is necessary to be clear that they are referencing those dimensions associated

with the nation brand construct that would be different from the dimensions of a country brand construct, for example. Barring semantics, the colloquial meaning of the word country is used throughout this paper to refer to nations and states for ease of communication. The phrase “independent state” is used if referring specifically to states.

## **Brand**

*In the latest, 16-Nation Pew Global Attitudes Survey by the Pew Research Center, the United States remains broadly disliked in most countries surveyed, and the opinion of the American people is not as positive as it once was. Attitudes toward the U.S. remain quite negative in the Muslim world. Indonesia’s favorable view of the U.S. plummeted from a rating of 75% in 1999 to a 38% in 2005, as did Turkey – dropping from a 54% favorable view to a 23%. In spite of that, Pakistan perceptions have increased from a 10% in 1999 to 23% in 2005 (Pew Global Attitudes Project, 2005). These declining views are not promising for the future welfare of the United States, dictating the imperative that the U.S. must attend to its brand, as any other nation should as well.*

Thus, the word brand is the most suitable term for the other half of the construct label, not only because it is most comprehensive in its meaning but also because the brand is the entity. Brand, in a sense, is the metaphorical equivalent of personality. Though there are other marketing concepts that may appear to be appropriate for the nation brand construct name such as brand equity or brand image, they represent only certain features of the entity, the brand. As a matter of fact, of four English language dictionaries consulted (see Appendix E), none of them have definitions for brand equity

or brand image, but they all do have definitions for brand. Most likely, the lack of definitions for brand equity and brand image is due to the fact that they are industry specific terms. However, even though the American Marketing Association's book of marketing definitions currently includes brand image and brand equity, the original publication in 1960 does not include any official definitions for these terms (AMA, 1960).

Though the original definition of brand by the AMA was restrictive, the word is becoming more and more all-encompassing. According to Wood (2000), most definitions of "brand" either emphasize benefits to the company or benefits to the consumer. Though Wood describes the concept primarily in terms of benefits, the author provides one of the few descriptions of brand that specifically include both the firm and the consumer. Moving further towards a more holistic definition of brand, Styles and Ambler (1997) propose that one way to look at a brand is to take a holistic view, which is to focus on the brand itself as the sum of all the elements in the marketing mix. Indeed, the AMA has updated the definition of brand to reflect the more current usage of the word:

A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name. (2007)

To give further descriptions and meaning of the word brand, a brand can be described as a consumer's aggregate perceptions of a product or company (Blackston,



2000; Chan-Olmsted & Yungwook, 2002), and these perceptions are what result from marketing consistency (Chevron, 1999) or inconsistency. Just as products and companies have their own brands, so do countries which desire to position themselves globally in a certain light. However, a brand can be more than just what is held in the consumer's mind and contain "all the characteristics, tangible and intangible, that make...[that brand] unique"(Landor, 1995).

Thus, branding can be used to create a high level of familiarity and positive image of the brand, which contributes to building the brand's equity (Blackston, 2000). Also, the more positive attributes associated with a brand, the more loyal the customer (Romaniuk & Sharp, 2003). Citizens of a country and foreign nationals are the consumers of a country's brand, and are important contributors and influencers of that brand. Characterized in more colorful and comprehensible terms, branding can be likened to the old ranching practice of branding cattle to differentiate one owner's livestock from another owner's (Ries and Ries, 1998). In this sense, countries, just like products, companies and even individuals, strive to differentiate themselves based on their unique attributes.<sup>1</sup>

Brand stewards should nevertheless heed the caveat that the fate of brands is no longer in the hands of marketing executives as corporations once took for granted. Brands are now in the hands of consumers who can build these brands to iconic levels with their brand communities (Muniz & O'Guinn, 2001) or contribute to their destruction with the mighty sword of negative word-of-mouth (Muniz, O'Guinn, Fine, & Hantula, 2006) through blogs, message boards, wikis, and other communication technologies. Those in the business of the stewardship of a country (e.g., governments, elected officials, or those in power) are beginning to understand this in light of increasing

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<sup>1</sup> It should be noted that several advertising researchers and teachers consider the brand to be the business strategy and emphasize that point of view in their work (Burns, 2006).

globalization. National citizens and foreign nationals who are the consumers of nation brands are the main drivers of each of those nation brands.

At most, the current lack of strong empirical evidence in the literature to support the nation brand concept forces defining nation brand as a hypothetical construct (MacCorquodale & Meehl, 1948); thus, this dissertation asserts the following: *A nation brand is all of the physical, cultural, and economic attributes associated with a country that determine that country's unique adjustments to the rest of the world.*

## **CHAPTER SUMMARY**

This chapter provided the background literature illustrating the need for nation brand research as well as how that might be accomplished. The questionnaire and lexical approaches in personality research could serve as guides for developing attributes associated with nation brand. That personality theory established enduring and stable personality dimensions within humans also provided the basis for how nation brands could have latent variables used to describe nations. Brand personality research provided the bridge between personality research out of psychology and brand research out of marketing and advertising. This stream of research, highlighted by Aaker's work (1997), showed how personality attributes could serve as metaphors for describing brands. There were several benefits to having a framework by which to study dimensions like those found in personality psychology and brand personality. Researchers could collaborate more effectively with the assurance that they were referring to the same constructs and dimensions. These dimensions could be used to discriminate individual differences, and research findings could be more cumulative than redundant.

In the following two sections, the literature moved closer to studying nations themselves. Although national character appeared to be the ideal stream of research

through which to study nation brands, the approach was too restrictive. The assertion made in this dissertation was that nation brands, having attributes similar to personality, consisted of more than just what could be captured in personality terms. The complexity of the nation brand construct had to include other attributes of a nation such as economics, governments, public policies, and even foods. The literature directly addressing nation (or country) brands did include these other factors. Unfortunately, the articles were more descriptive in nature, full of case studies and minimal, if any, empirical evidence such as frequency statistics. The lack of any organized framework to study nation brands, and even consistent use of a name for this research, prompted the need for the last section.

The final section of this chapter discussed whether the construct under investigation should be called nation brand, country brand, or even state brand. Though use of the brand concept was not a point of debate since brand was a metaphorical equivalent of personality, the distinction between nation, country, and state was necessary. In the end, nation was considered the most comprehensive and non-confusing term. As a result of the investigation into the literature, a definition of the nation brand hypothetical construct was offered.

## **Chapter 3**

### **Methodology**

#### **INTRODUCTION**

The three sections in this chapter make up the components of the methodology: attribute generation, identification of stimulus states, and identifying nation brand dimensions. The section on attribute generation describes the process used to generate a list of attributes associated with nation brands. The section on identification of stimulus states describes the process used to generate a list of the most readily recalled states. The results derived from these first two steps are used in a survey to identify nation brand dimensions.

#### **STUDY ONE: ATTRIBUTE GENERATION**

To establish content validity, a representative set of attributes of a nation brand had to be developed. These attributes were first generated from two different sources: the Brand USA scale (which drew its attributes from journals, popular trade publications, and academic discussions) used in an earlier study (Burns & Outhavong, 2003), and a free association task.

#### **Brand USA Scale Items**

The Brand USA scale items were originally identified through discussions between the authors, a review of journal articles, and various other sources. Since that time, the 15 attributes that were identified still appeared to be relevant to many of the issues that could be used to define nation brands today. The Brand USA project was first

conceived as an exploratory effort to better understand the shift in perceptions of the United States by other countries following the events of 9/11 stimulated in part by the work of Keith Reinhart and his colleagues. The attributes found on the Brand USA scale came from listing those attributes generally assumed to describe the dimensions of national policy and character faced by many nations. Rapid cognition, though not necessarily considered a rigorous method of identification, can still be an acceptable method of quickly identifying salient attributes (Gladwell, 2005). This innate ability to make sense of the world around us based on the thinnest slices of experience can often provide the most accurate impressions of our world. Paired with evidence from journal articles (Anholt, 2002; Olins, 2002; Papadopoulos & Heslop, 2002), and other sources that specifically study country issues (Kull, 1998, 2000; PIPA, 2002, 2003) or regularly cover relevant topics (Economist, 2001), the original scale items were employed in the present study. Table 3.1 lists the original Brand USA scale items.

Table 3.1 Brand USA Scale Items

Environment	Elderly people
Freedom of religion	Human rights
Peaceful	Individual freedom
Tolerance	Educational access
Superpower	Disparity between poor and rich people
Wealth and power	Respectful of international laws
Women's rights	Trustworthy government
Free elections	

## **Free Association Task**

Additional scale items that were considered to be meaningful attributes that described a country were generated through original qualitative research. Adults living in the United States were sampled from discussion forum groups on Craigslist.org, the investigator's online social network on MySpace.com, and a snowball sample of the investigator's associates. For the first sample frame, an invitation to a survey was posted within political discussion forum groups on Craigslist.org whose topics were relevant to this research (local, Mideast, U.S., and world politics). On average, there were 6,500 members on these discussion forums during any 24-hour period. For the second sample frame, an invitation to a survey was also posted to a public bulletin board on MySpace.com which the investigator's social network of 66 people were able to access and re-post to their own bulletin boards. The posted survey invitations to both Craigslist.org and MySpace.com included a link to an online survey. The third sample frame used the investigator's personal e-mail list of 28 known associates. These associates were asked to take the survey and forward the survey link to other people.<sup>2</sup> For an example of the survey and cover letter used, refer to Appendix A.

## **Procedure**

Each respondent was asked to perform a free association task in which the person identified up to five attributes that first came to mind when reflecting on a stimulus country. They were able to name any country of their choice and provide attributes based

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<sup>2</sup> Despite the disadvantages of these convenience sampling techniques, the benefits outweighed the drawbacks. First, even though the primary investigator's personal online social network on MySpace.com and e-mail list of contacts presented a unique sample, the viral nature of forwarding the survey link to other people provided more randomized sampling of the general adult population. Second, because it was possible to forward the survey link instantly to anyone, anywhere in the world, this sampling technique held the possibility of reaching a broader range of the sample population. Within the budgetary constraints of this study and most others, this benefit normally would not have been a possibility. The resulting small sample size was possibly due to limited timing rather than the method.

on that country. Free association is a common procedure used to elicit responses that are representative of the structure and content of a person's knowledge (Deese, 1965). In this particular instance, the purpose was to investigate what attributes the respondent had readily available in the person's memory versus allowing that person to rationalize an answer. Respondents were presented with the opportunity to respond to a) the top three countries that they felt most positively towards and b) the top three countries that they felt least positively towards. They were then asked to provide up to five attributes (concepts) that they thought were most representative of each of the countries they selected. Although the respondents could choose any countries that came to mind, they were provided with an alphabetized list of all 193 independent nations in the world (as identified by the U.S. Department of State, 2007) for reference. An unrestricted number of surveys were gathered over a one-week period.

Several unexpected problems were encountered during the administration of this survey. Although the survey subject matter was on topic for the political forum users on Craigslist.org, the members continued to "flag" the survey invitation as spam. Consequently, the administrators removed several of the postings. Also, several people from Craigslist.org and MySpace.com noted that they did not find the survey topic interesting, or the questions were too difficult to answer. Because of this feedback, the survey sent to the e-mailed list was shortened from 10-15 minutes to about 5 minutes. Instead of being asked to reflect on three countries that respondents felt most positively towards and three countries that they felt least positively towards, respondents were only asked to reflect on one country within each category. The goal of this revised survey and the more personal nature of the e-mailed invitations was to increase the response rate.

## **STUDY TWO: IDENTIFICATION OF STIMULUS COUNTRIES**

To establish discriminant validity, a range of countries had to be chosen to serve as stimuli in subsequent surveys. So that respondents would have the greatest chance of being familiar with one of the stimulus countries, two sources were used to generate a list of most recognizable and familiar countries. The results of a brief survey sampling different sample populations, and independent states listed in the 2007 CIA World Factbook were used to draw up that list.

### **Identifying Most Recalled Countries**

A list of most recognizable countries had to be developed, and one way of assessing how recognizable a country was to see how often that country was recalled. A snowball sample was used in which the investigator initially e-mailed 28 associates known to the investigator. Each person was encouraged to take the survey and then forward the request to other people.

### **Procedure**

A survey was used to ascertain which independent states were most recognized by the survey respondents. Respondents were asked to list up to 96 countries that they could recall without looking them up.<sup>3</sup> Respondents were instructed to stop listing countries once they could not recall any additional countries or found themselves taking too long and thinking too hard between each country recalled. If a country was in fact easily recognizable, then it would follow that it should be easily recalled by most of the

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<sup>3</sup> Note, though a clear distinction has been made in this research between the terms “country,” “nation,” and “state,” colloquially, the terms are used synonymously. For ease of communication, the terms “country” and “nation” were used most often with respondents.



respondents. Identifying exotic or less popularly known countries was not desirable. An example of the survey is illustrated in Appendix B.

### **CIA World Factbook**

The list generated by the survey of recalled countries would be compared to another list derived from the most recently updated CIA World Factbook (CIA, 2007) in which countries were chosen for this survey based on the following eight criteria: largest population, largest land mass, highest military expenditures, most airports, most Internet users, largest labor force, highest oil production, highest oil consumption. These particular criteria were chosen because they were considered reasonable indicators of how well-known a country may be based on numbers of people (population), notable land size on a map (land mass), aggressiveness (military expenditures), accessibility (airports), communicativeness (Internet users), labor source (labor force), major resource production (oil production), and major resource consumption (oil consumption). Though there were other possible sources for this information, the CIA World Factbook was the most accessible with the broadest criteria to choose from, the most updated and well-maintained database, and was frequently cited by other sources.

### **STUDY THREE: IDENTIFYING NATION BRAND DIMENSIONS**

This section begins the heart of this research effort which was to more precisely than currently available identify the dimensions that comprise nation brand. Information gathered from the previous two surveys provided the necessary content for a new survey used at this stage.

## **Sampling**

Original plans to use an online panel, managed by the Department of Advertising at the University of Texas at Austin, had to be changed since the panel was not accessible during the timeframe of this research. Instead, five major sample frames were used, MySpace.com, two neighborhood association listservs in Austin, Texas, Foundation Communities, Flickr.com and the Society for Children's Book Writers and Illustrators (SCBWI). These samples were used because they overcame some of the disadvantages associated with student-only convenience samples such as concerns with age, desire to please professors, and even the limitations of their experiences while in college.

The use of several sample frames served two main purposes. First, generating the desired number of responses from the general public could be difficult, so using several sample frames increased the potential for greater participation within a short timeframe (one day to one week). Second, this strategy provided higher assurance that a broader range of the general adult population would be sampled. Using the proposed sample populations was expected to provide a higher degree of external validity and generalizability. Though the sample populations within each of the five sample frames were unique in certain ways, they were all chosen based on the efficiency and expediency of online surveying.

In the first sample frame, MySpace.com, the survey was deployed in two ways. First, a link to the survey was posted on the electronic bulletin board of the same online social network (70 members) belonging to the investigator. As before, people were encouraged to take the survey and forward the survey link to others. Even though this group was used once before for the attribute generation survey, the purpose of each study was always explained as clearly as possible to the respondents. Also, the surveys were deployed at least one week apart reducing the likelihood of any priming effects. Second,

a search of all MySpace.com members was conducted for those with a general interest in *public policy* and *world politics*. These two topics were chosen specifically because they were broad enough to capture a larger sample population but specific enough to ensure some level of interest from people. Only members who had been active on the website within the past week were contacted assuming this would yield the most current list of members. The search resulted in 673 members who were individually messaged and invited to participate in the survey. From MySpace.com, approximately 743 people were sampled. This number is an approximation because the survey invitation could have been passed on to other potential participants.

The second sample frame was the listservs of two neighborhood associations in Austin, Texas to which the investigator belonged. Although the listservs were open to any neighborhood members' use, the moderators were still contacted to notify them of the survey. E-mails were sent to the registered listserv members notifying them of the study and explaining the purpose of the survey. The Skyview neighborhood listserv consisted of 134 registered members, and the Highland neighborhood listserv consisted of 191 registered members, yielding a sample size of 325. In order to generate interest and make the survey request more relevant to the neighborhood associations, each group was offered a \$1 donation to their respective associations for every completed survey.

The third sample frame, Foundation Communities (FC), a non-profit organization that provides high quality, affordable housing, served as the second sample frame. A short message was provided to a Director at the organization to distribute to its members. A monetary incentive was offered, so that \$1 would be donated to FC for every completed survey. This invitation to take the survey was sent to the entire Foundation Communities staff in Austin and North Texas, all of FC's tax center managers, and the Director's personal contacts. Each person was encouraged to take the survey and to pass

it on. Approximately 150 people were invited to participate in the survey through Foundation Communities.

The fourth sample frame, Flickr.com, was a photo-sharing social network website. With the permission of an active member, the investigator was able to message the person's entire list of contacts with an invitation to participate in the survey. An added incentive to this group was the promise that \$1 would be donated to the American Society for the Prevention of Cruelty to Animals (ASPCA) for every completed survey. A total of 856 people were sampled from Flickr.com.

The fifth sample frame used was the Society of Children's Book Writers and Illustrators (SCBWI). A message was provided to the Regional Director to distribute to the members via e-mail. SCBWI was offered a \$2 donation for every completed survey. A member offered to match \$1 for every \$1 donated by the investigator. A total of 61 people were sampled from SCBWI.

## **Procedure**

The same procedure was used with all of the participants. The only difference was that some of the groups contacted were given one-half of the list of stimulus countries to choose from, while the other groups received the other half. Since there were 22 stimulus countries identified in the previous study, 11 were chosen for the first version of the survey (half of the countries viewed more positively, half of them viewed less positively) and the other 11 were chosen for the second version of the survey (half of the countries viewed more positively, half of them viewed less positively). Respondents were first given a task to assign themselves a stimulus country. Based on the last numeric digit of their home address (0-9), the respondents were instructed to locate one of three groups containing that digit (See Appendix C for an example of the survey.).

Two of the groups of stimulus countries contained four country names and one of the groups contained three country names. Because of the limitations of the survey software, countries could not be randomly assigned to respondents. Also, there was the potential risk that a subject may not have any knowledge of a country that was assigned to that person. This procedure allowed for some randomization in the assignment of stimulus countries but also increased the chances that a subject would be familiar with their assigned country.

For the survey statement items, respondents were asked to rate on a seven-point Likert scale (Likert, 1932) how descriptive each attribute (concept) was (1=*not at all descriptive*, 7=*extremely descriptive*) of a particular stimulus nation brand. A seven-point scale was chosen in order to better discriminate between degrees of the respondents' perceptions of what were considered to be complex concepts as well as to maximize reliability (Chang, 1994). Additionally, a Likert scale was preferred over a semantic differential scale in this case, since determining the degree of descriptiveness of each attribute was desired rather than simply knowing which attributes were considered descriptive or non-descriptive. Primacy and recency effects were controlled by randomizing the order of the statements. Several demographic questions were asked at the end of the survey. Though the statement items were forced-choice, the rest of the survey items were not.

## **CHAPTER SUMMARY**

Chapter three described the methodologies used in each of three studies conducted as a part of this dissertation. The first study was designed to establish content validity by generating as many attributes as possible of a nation brand. The attributes came from two sources, the Brand USA scale developed by Burns and Outhavong (2003)

and the first survey. The second study was designed to identify a group of the most easily recalled and recognized countries to use as stimuli. A variety of countries were needed as stimuli in order to provide discriminative value to the instrument that would eventually be used to measure nation brands. The third study was designed to uncover the latent variables in the nation brand construct. Using findings from the first and second studies, the third study employed a 36-item survey in which participants were asked to answer based on a semi-randomly assigned stimulus country.

## **Chapter 4**

### **Analysis and Results**

#### **INTRODUCTION**

This chapter presents the analyses used in each of the three studies and the respective findings. Study one employs a qualitative analysis relying on a categorization process to order the generated attributes and reduce the number of terms. Study two also uses a qualitative analytic approach that relies on the convergence of answers derived from the second study, countries recalled in the first study, and the 2007 CIA World Factbook. Study three uses exploratory factor analysis to uncover the latent variables in a nation brand since a priori knowledge is not available about what factors might be a part of that construct.

#### **STUDY ONE: ATTRIBUTE GENERATION**

The attributes generated to describe nation brand were drawn from the Brand USA scale and the free association task. These attributes were reduced in number through an iterative process of review by both the investigator and the thesis advisor.

In order to detect if any substantial differences existed between the responses collected from Craigslist.org, MySpace.com and the e-mailed respondents as opposed to other parts of the general adult population, the same survey link was e-mailed to associates in Russia and Singapore, and posted to a blog called the Experiential Marketing Forum (EMF). A total of 14 responses were collected from these sources. A qualitative review of the responses revealed similarities with those from the other three online sample frames.

In total, Craigslist.org yielded four completed surveys, MySpace.com yielded an additional four completed surveys, and the e-mailed invitations yielded 29 completed surveys. The larger response from the e-mailed invitations most likely resulted from the shorter, modified survey and the personal appeal of an e-mail from a known associate. 174 attributes were obtained from the samples from Craigslist.org and MySpace.com, and 270 attributes were obtained from the e-mailed sample. Combined with the Brand USA scale items, a total of 459 attributes were obtained. A summary of the results are provided in Table 4.1 below.

Table 4.1 Summary of Responses from Attribute Generation Survey

Sample frame	# Sampled	Responses	Attributes
Craigslist.org	6,500+	4	174
MySpace.com	66+	4	
E-mail list	28+	29	270
Brand USA Scale	N/A	N/A	15
Total	6,594	N=37	459

*Note.* “+” denotes that the survey could have been passed on to other potential participants.



### Attribute List Reduction

This list of attributes as well as those from the Brand USA scale was reduced through a multi-step categorization process. The investigator and an assistant initially sorted attributes from the free association task into related groups based on the attributes from the Brand USA scale. An additional “miscellaneous” group was created for those attributes from the free association task that did not fit within any of the categories, resulting in 16 final groups of attributes. Then, the investigator and assistant sorted the attributes in the miscellaneous group based on similar topics. Any disputed items were discussed until agreed upon by both members. For example, if some attributes were “tacos,” “sushi,” and “burgers,” then they would be placed together in a group. Next, the list was further reduced by removing duplicate and redundant responses. Only one of each duplicate attribute was retained, and the list was examined for items within each category of similar meaning. For example, if a category contained the words “peace” and “peaceful,” then only one of the words would be retained. At this point, the data set consisted of 21 categories containing 285 attributes, not including the Brand USA scale items that also served as category descriptors. Table 4.2 shows a summary of each category with the number of attributes assigned to it.

Table 4.2: Initial Categories and Assigned Number of Attributes

Category	Attributes
Wealth and power	48
Freedom of religion	13
Peaceful	29

Tolerance	24
Respectful of international laws	11
Disparity between rich and poor	2
Human rights	23
Trustworthy government	34
Individual freedom	10
Women's rights	7
Educational access	5
Superpower	6
Elderly people	1
Free elections	11
Environment	31
Miscellaneous #1 (e.g., beer, tea, great music, etc.)	7
Miscellaneous #2 (e.g., culture, history, etc.)	9
Miscellaneous #3 (Heads of countries)	1
Miscellaneous #4 (e.g., fake people, irrational, etc.)	8

Miscellaneous #5 (e.g., home, family structure, etc.)	4
Miscellaneous #6 (domestic policies)	1

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Some of the categories contained many related attributes and others only contained a few related attributes. After much discussion and consideration, the determination was made that several of the categories were inter-related enough that they should be combined. *Wealth and power* was combined with *disparity between rich and poor*. *Human rights* was combined with *elderly people*, *women's rights*, and *individual freedom*. *Trustworthy government* was combined with *superpower* and *free elections*. Different attributes under *tolerance* were redistributed to other categories, and a new category emerged labeled *healthcare*. The remaining six *miscellaneous* categories had nine or fewer attributes with some of the groupings not being as cohesive. Thus, these categories were considered disparate and highly personal responses and not further included. Nine categories were left with 256 total attributes, not including the category descriptors. In order to produce a parsimonious yet representative list of attributes to use in the survey for identifying the nation brand dimensions, four attributes from each category were chosen based on how representative and unique each of these attributes were from other attributes. Table 4.3 shows a summary of each category with its final four attributes.

Table 4.3: Final Categories with Four Attributes Each

Category (# Attributes)	Final Attributes
Wealth and power (50)	Dependence on other countries
	Infrastructure
	Prosperous
	Strong economy
Freedom of religion (13)	Religion-based conflict
	Growing religious fundamentalism
	Religious freedom
	Secular
Peaceful (37)	Always at war
	Not militaristic
	Friendly
	Tolerant
Respectful of international laws (11)	Don't respect foreign policies
	Unbalanced foreign policies

	Hegemony
	Trade Policies
Human rights (44)	Countless human rights abuses
	Pretty good social services
	Gender policies
	Respect for the individual
Government (formerly trustworthy government; 54)	Corrupt government
	Stable government
	Imperialist behaviors
	Strong democracy
Education (formerly educational access; 10)	Advanced medicine
	Healthy (atmosphere/place to be)
	Caring
	Over-populated
Healthcare (15)	Educated citizens
	Education

	Close-minded
	Fear of what you don't understand
Environment (22)	Beautiful
	Environmentally conscious
	Mass producers of pollution
	Natural resources

## STUDY TWO: IDENTIFYING MOST RECALLED COUNTRIES

To ensure the likelihood that a survey respondent would recognize and be able to reasonably answer questions in later surveys, a survey was used to determine the most easily recalled countries. Based on a snowball sample starting from an e-mail list of 28 people, 78 surveys were completed within a 24-hour period ( $N=78$ ).

A total count was taken of how often each country's name showed up in the results. Any names that appeared that were not independent states were removed. In all, 71 names were removed for not being independent states. After the countries were rank ordered according to the frequency in which they appeared, countries that were recalled by at least half of the respondents were retained. The final list consisted of 52 countries as shown in Table 4.4. Although recall is not necessarily the same as familiarity, at least more readily identifiable countries would have a better chance of being recognized due to some level of familiarity.

Table 4.4: 52 Most Recalled Countries

<b>Countries</b>	<b>Recalled</b>	<b>Countries</b>	<b>Recalled</b>	<b>Countries</b>	<b>Recalled</b>
Canada	66	South Africa	53	North Korea	44
Mexico	65	Sweden	53	Malaysia	43
Spain	64	Portugal	51	Switzerland	43
Brazil	62	Colombia	50	Thailand	43
France	62	Pakistan	49	Czech Republic	42
Germany	62	Cuba	48	Namibia	42
Iraq	62	Ireland	48	South Korea	42
Iran	61	Israel	48	Uruguay	42
China	60	Panama	48	Peru	41
Egypt	60	Finland	47	Ethiopia	40
Japan	60	Greece	47	Indonesia	40
Italy	59	Guatemala	47	Paraguay	40
Russia	59	New Zealand	47	Poland	40
United States	59	Turkey	47	United Kingdom	40
Argentina	58	Vietnam	47	Venezuela	40

India	58	Morocco	45	Nigeria	39
Australia	56	Norway	45		
Chile	55	Afghanistan	44		

An argument could be made that using a snowball sample specific to those the investigator knew could bias the content of the countries recalled. Also, it was possible that respondents might choose to access the Internet to look up more countries than what they could actually recall independently. To account for this possible response bias, countries that were chosen in the attribute generation survey were included as a separate source of recalled countries. After eliminating redundant responses, a list of 35 countries was derived from the e-mail list. The same procedure was used with the respondents from the Experiential Marketing Forum, Singapore, and Russia resulting in 19 countries. These lists of countries from both sample groups are in Table 4.5 below.

Table 4.5: Countries Recalled from Attribute Generation Surveys

<b>E-mail List</b>	<b>EMF / Singapore / Russia</b>
Albania	Afghanistan
Australia	Australia
Brazil	Canada
Canada	Commonwealth of Dominica



China	Germany
Costa Rica	Great Britain
Denmark	Indonesia
England	Iran
France	Iraq
Germany	Israel
Greece	Japan
Indonesia	Mozambique
Iran	Norway
Iraq	Pakistan
Ireland	People's Republic of China
Israel	Singapore
Japan	Sweden
Laos	Switzerland
Mexico	United States of America
North Korea	

Peru	
Russia	
Saudi Arabia	
Singapore	
South Korea	
Sri Lanka	
Sudan	
Sweden	
Switzerland	
Syria	
The Netherlands	
Uganda	
United States	
Venezuela	
Liberia	

## CIA World Factbook

The list of recalled countries generated by the survey was compared to another list derived from the CIA World Factbook. The eight criteria determined to be reasonable indicators of a country's recognizability were largest population, largest land mass, highest military expenditures, most airports, most Internet users, largest labor force, highest oil production, and highest oil consumption. Countries that ranked highest on at least seven out of eight of these criteria were retained resulting in a list of 50 countries. Refer to Table 4.6 for this list.

Table 4.6: Top 50 Countries from CIA World Factbook

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Algeria	Indonesia	Russia
Argentina	Iran	Saudi Arabia
Australia	Iraq	South Africa
Austria	Italy	Spain
Belarus	Japan	Sudan
Brazil	Kazakhstan	Sweden
Canada	Korea, South	Syria
Chile	Malaysia	Thailand
China	Mexico	Tunisia

Colombia	Morocco	Turkey
Czech Republic	Nigeria	Ukraine
Ecuador	Pakistan	United Kingdom
Egypt	Peru	United States
France	Philippines	Uzbekistan
Germany	Poland	Venezuela
Greece	Portugal	Vietnam
India	Romania	

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*Note.* Countries are listed in alphabetical order, not rank order.

Next was the final step of using this data set to create a list of countries with the most potential of being easily recognized by survey respondents. Gathering results from the four main sources of these countries, only those countries that appeared at least three times among the four groups were retained. This procedure resulted in a final list of 22 countries. This list was divided into two groups; those countries towards which people would most likely feel more positively and those countries towards which less positive attitudes were likely to be evoked (see Table 4.7). The determination was based primarily on previous answers from the attribute generation survey, but also on popularly held perceptions of certain countries.

Table 4.7: Final List of Stimulus Countries

<b>More positively viewed</b>	<b>Less positively viewed</b>
Australia	China
Brazil	France
Canada	Indonesia
Germany	Iran
Greece	Iraq
Japan	Israel
South Korea	Mexico
Sweden	Pakistan
Switzerland	Peru
United Kingdom	Russia
Uruguay	United States

### STUDY THREE: IDENTIFYING NATION BRAND DIMENSIONS

#### Responses

In general, the response rates were quite low except for SCBWI. MySpace.com generated 132 completed surveys for an 18% response rate, and the neighborhood associations generated 50 completed surveys for a 15% response rate. Note that not necessarily all of the neighborhood association members were active. Members could opt to not have messages pushed out to their e-mails and instead read them on the electronic bulletin board. Unless those people remembered to remove themselves from the listservs once they moved, they would remain registered members. Foundation Communities (FC) had 51 completed surveys for a response rate of 34%. Flickr.com had 120 completed surveys for a response rate of 14%, and the Society for Children's Book Writers and Illustrators (SCBWI) had 52 completed surveys for a response rate of 85%. The figures above included removal of any respondents who had not completed any of the survey scale items. After the data was collected, aggregated, and inspected, a manual listwise deletion resulted in 33 additional respondents being removed for missing more than half of the answers to the survey scale items giving a final sample size of 372.

Table 4.8: Summary of Responses from Survey to Identify Nation Brand Dimensions

Sample frame	# Sampled	Responses	Response Rate
MySpace.com	743	132	18%
Neighborhood Associations	325	50	15%
Foundation Communities	150	51	34%

Flickr.com	856	120	14%
SCBWI	61	52	85%
Total	2,135	405/N=372	

*Note.* “+” denotes that the survey could have been passed on to other potential participants.

## **Descriptive Statistics**

### ***Frequencies***

The composition of survey respondents was slightly skewed towards females with 56% being female and 44% being male. According to the U.S. Census Bureau (2007), females make up 51% of the U.S. population and 50% of the world population, and males make up 49% of the U.S. population and 50% of the world population.

Comparing the survey respondent age composition, the 18 to 24 age group was similar to the U.S. Census figures at 12% and 13%, respectively. The 25 to 34 (30%) and 35 to 44 (28%) age groups were somewhat higher than U.S. national averages (18% and 20%, respectively), but conversely, the 45 and above age group (30%) was much lower than the U.S. national average (49%).

Other demographic descriptors requested from the respondents were military service, country of residence, and number of countries visited. One in ten of the respondents had served in the military. The majority of the respondents were American; 73% had been born in the U.S., and most of them (88%) had lived in this country for at least 20 years or more. Also, 82% of the respondents currently lived in the U.S. Though most of the respondents were from the United States, at least 74% of them had lived in or

traveled to four or more countries. For complete frequency statistics on this sample, please refer to Appendix F.

Aside from demographic composition, the respondents' choice of stimulus country groups could also illuminate the results of this study. Almost 50% of the respondents chose to answer the survey in regards to countries in the first group of stimulus countries, whereas, 25% of the respondents chose stimulus countries from the second group and 25% from the third group. Within each stimulus group, though the respondents' choices of countries were fairly even, some countries were chosen more often than others. Looking at countries that received the most and fewest respondents, group one showed that France had the most respondents at 29% and Pakistan had the fewest respondents at 2%. In group two, Switzerland had the most respondents at 31% and Iran, Peru, and Greece all shared the fewest respondents each at 5%. In group three, the United Kingdom had the most respondents at 46%, while Uruguay and Russia had the fewest at 1% and 2%, respectively.

### ***Crosstabs***

Since gender and age are sometimes demographic features that can distinguish between groups of people in terms of cultural views and experience, crosstabs were conducted. With respect to gender, the proportion between men and women was fairly the same relative to what country they currently lived in, the length of time they had lived in that country, and their country of birth. To gauge how worldly each of the age groups were, answers belonging to people who had traveled between 4 to 19 times were tabulated. Since everyone had lived in at least one country (their country of birth) and people who have traveled or lived in at least 20 countries would be considered outside the norm, only numbers that would reflect the general population were considered.



Proportionate to their own group size, each age group appeared to be well-traveled and as much so when compared to the other groups. Additionally, 63% of both males and females had traveled to or lived in 4 to 19 countries. Though there were obviously minor differences between the groups, stark contrasts could not be detected in the demographic features between males and females, and age groups, indicating a reasonably stable sample.

### **Exploratory Factor Analysis**

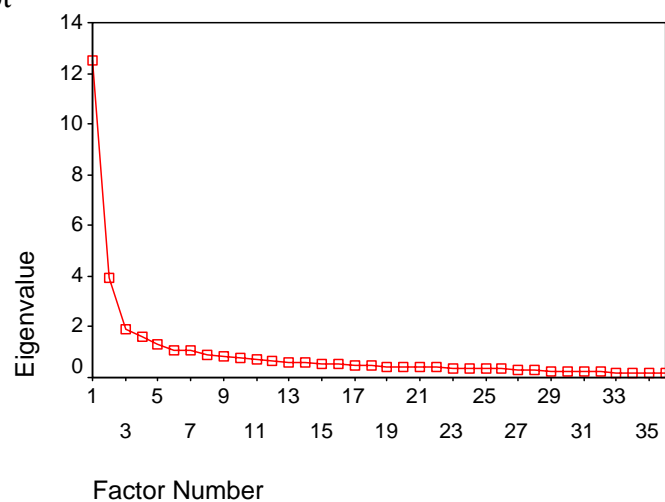
An exploratory factor analysis was conducted in SPSS 11.0 to investigate the dimensions underlying responses to the set of 36 items, assessing nation brand. Though other software were available to conduct the analysis, SPSS was a commonly used program in social science research with an accessible graphic user interface. At the time of this study, a newer version, SPSS 15.0, had already been released; however, there were not any material differences between the two versions in respect to the analyses used. Therefore, it was determined that the current choice of SPSS 11.0 was sufficient for the statistical purposes of this study.

An oblique factor extraction model and rotation were used to conduct the exploratory factor analysis. Principal axis factoring was used because the intention was to detect latent variables in the nation brand construct, not necessarily to reduce the number of variables (Gorsuch, 1983, 1990). A direct oblimin rotation was applied afterwards because if the factors were supposed to reflect reality, then chances were that they would most likely be correlated (Fabrigar, Wegener, MacCallum, & Strahan, 1999; Ford, MacCallum, & Tait, 1986; Gorsuch, 1997). An orthogonal rotation such as the popularly used varimax would force an unrealistic solution that would most likely distort the loadings away from simple structure (Conway & Huffcutt, 2003). An unrestrained

number of factors were extracted based on Eigenvalues greater than one for the initial extraction since there was not any a priori knowledge of numbers of factors.

The initial analysis resulted in a 7-factor solution which explained 65.14% of the variance in the response to the variables. All seven of these factors had Eigenvalues greater than one (Kaiser, 1956), indicating that all seven could possibly be retained. However, other methods could also be used to determine numbers of factors to retain such as the scree test, and factors accounting for the highest amount of variance or the most interpretability (Conway & Huffcutt, 2003). The Eigenvalues-greater-than-1 rule had been shown to be inaccurate (Gorsuch, 1997), leading to a tendency to over-retain factors. In the case of this study, retaining all seven factors did not result in rich and meaningful factors. After inspection of the scree plot (see Figure 4.1), it was determined that three factors might better explain the pattern of responses. Although these first three factors accounted for only 50.98% of the variance in the initial extraction, they also appeared to have the most potential for interpretability. The use of several methods to determine how many factors to retain was recommended (Fabrigar, et. al., 1999; Ford, et. al., 1986). See appendix G for detailed tables of the initial extraction.

Figure 4.1 Scree Plot



A cut-off value of .40, which is generally accepted (Aaker, 1997), was used to determine which items to remove based on low loadings as well as high split-loadings. Based on this criterion, five items were removed: *welfare*, *environmentally conscious*, *human rights abuses*, *beautiful*, and *overpopulation*. Since the determination was made to retain three factors, the second extraction was restrained to only three factors. In this iteration, the variance accounted for by the three factors increased to 54.16%. With the redistribution of the loadings, an inspection of the new loadings revealed two additional low loadings with *friendly* and *abundant natural resources*. These items were removed and a third extraction was conducted using the same parameters as the second extraction. In this iteration, the three factors accounted for 57.24% of the variance in the response to the variables. An inspection of the pattern matrix showed high split-loadings with *fair trade practices* and *always at war*, and a low loading with *militaristic*, so these three items were removed for the next extraction. In the fourth extraction using the same parameters as before, 58.70% of the variance was accounted for by the three factors. Looking at the pattern matrix, the determination was made to remove *tolerant* based on low loadings, and to remove *corrupt* based on high split loadings. The fifth extraction resulted in the three factors accounting for 59.36% of the variance. Inspection of the pattern matrix revealed that all item loadings were well above the .40 cut-off. Thus, a pattern with 24 remaining variables emerged for a 3-factor model with rich and clearly interpretable factors. Table 4.8 lists the factors with their loadings.

Table 4.9: Factor Loadings for Nation Brand

Items	Factors		
	F1	F2	F3
This country has advanced medicine.	<b>.866</b>	.168	4.889E-02
You can get a good education in this country.	<b>.819</b>	.165	2.514E-03
The citizens are educated in this country.	<b>.799</b>	-7.975E-03	.132
This country has good social services.	<b>.784</b>	-3.626E-02	-4.425E-02
This country has a strong economy.	<b>.772</b>	.147	-5.274E-02
This country is prosperous.	<b>.763</b>	8.995E-02	-7.288E-02
This country is caring (It cares for its own people.).	<b>.751</b>	-.234	.110
This country has a stable government.	<b>.739</b>	8.026E-02	-.119
This country is healthy (It has a healthy atmosphere and is a healthy place to be.).	<b>.730</b>	-.183	6.966E-02
This country has a strong democracy.	<b>.713</b>	-.153	-6.861E-02
Individuals are respected in this country.	<b>.669</b>	-.251	-3.903E-02
The gender policies in this country are fair (Men and women are treated fairly and equally.).	<b>.602</b>	-8.564E-02	-.172
Religious freedom is allowed in this country.	<b>.573</b>	-.121	-.184
This country has a weak infrastructure (for example, its roads, sewage system, and anything that helps cities run well).	<b>-.470</b>	6.281E-03	9.899E-02

This country produces a lot of pollution.	-2.822E-03	<b>.670</b>	-.214
This country is hegemonic (It's dominant and imposes its own values on other countries.).	.160	<b>.667</b>	.118
The people of this country fear what they don't understand.	-5.330E-02	<b>.641</b>	5.794E-02
This country has unbalanced foreign policies.	-.258	<b>.635</b>	7.647E-02
The government of this country has imperialist behaviors.	4.760E-02	<b>.628</b>	.138
This country does not respect foreign policies.	-.128	<b>.605</b>	9.881E-02
The people in this country are close-minded.	-3.690E-02	<b>.540</b>	2.778E-02
This country practices religious fundamentalism (It has strict, literal interpretations of its religious texts.).	-.158	6.595E-02	<b>.700</b>
This is a secular (not religious) country.	.127	7.457E-02	<b>-.668</b>
This country has religion-based conflict.	3.523E-02	.249	<b>.523</b>

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*Note.* Bolded loadings denote those over the .40 cutoff.

### **Reliability**

The reliability of the subscales measuring each factor was assessed to determine internal consistency. Using Cronbach's alpha (1951), factor one had a reliability score of .95 which more than adequately met Nunnally's (1978) criteria of .70 for reliability. Factor two had Cronbach's alpha of .85, and factor three was .74. Generally, as the number of items in a scale increase, so does Cronbach's alpha. Thus, the reliability scores were consistent with this observation (See Appendix H for reliability tables.).

Additional reliability analyses were conducted to ascertain the degree of internal consistency for each subscale. Specifically, the item-total correlations, squared multiple correlations, and alphas-if-deleted were inspected. Factor one showed fairly high item-total correlations ranging from .68 to .82, except for one item, *weak infrastructure*. This item had a low correlation relative to the other items and in general at .48. The item-total correlations for factor two ranged from .52 to .69, and for factor three, the correlations ranged from .50 to .61.

As for the squared multiple correlations, all of the items on factor one had decent squared multiple correlations except for weak infrastructure ( $R^2=.27$ ), which was much lower than the other items. Factor two had decent squared multiple correlations on most of the items, except for *produces pollution* ( $R^2=.29$ ) and *close-minded* ( $R^2=.32$ ). All three items on factor three had fairly low squared multiple correlations.

With respect to whether the alphas would improve if certain items were removed, only the first factor showed that there might be any improvement. If *weak infrastructure* was removed from factor one, the alpha would increase marginally by .003.

Though all three factors demonstrated good reliability overall, factor one could possibly benefit even more by the removal of the item, weak infrastructure. This determination was made given this item's marginal performance on three out of four reliability indicators and in the interest of parsimony.

### **Revised 3-Factor Model**

Another exploratory factor analysis was conducted using principal axis factoring with a direct oblimin rotation. Keeping all procedures the same as before, the only deviation was the removal of the item, weak infrastructure. The removal of this item

resulted in a stronger 3-factor model, accounting for 60.72% of the variance explained in the response to the variables. All of the factors had good loadings above .50.

Table 4.10: New Factor Loadings for Nation Brand

<b>Items</b>	<b>Factors</b>		
	<b>F1</b>	<b>F2</b>	<b>F3</b>
This country has advanced medicine.	<b>.858</b>	.165	4.067E-02
You can get a good education in this country.	<b>.815</b>	.165	-6.457E-03
The citizens are educated in this country.	<b>.796</b>	-9.752E-03	.124
This country has good social services.	<b>.780</b>	-3.645E-02	-5.337E-02
This country has a strong economy.	<b>.766</b>	.146	-6.051E-02
This country is prosperous.	<b>.755</b>	8.724E-02	-7.945E-02
This country is caring (It cares for its own people.).	<b>.751</b>	-.234	.101
This country has a stable government.	<b>.734</b>	8.100E-02	-.128
This country is healthy (It has a healthy atmosphere and is a healthy place to be.).	<b>.731</b>	-.182	5.917E-02
This country has a strong democracy.	<b>.707</b>	-.152	-7.842E-02
Individuals are respected in this country.	<b>.669</b>	-.249	-5.062E-02
The gender policies in this country are fair (Men and women are treated fairly and equally.).	<b>.598</b>	-8.390E-02	-.181

Religious freedom is allowed in this country.	<b>.568</b>	-.119	-.194
This country produces a lot of pollution.	-2.574E-03	<b>.675</b>	-.219
This country is hegemonic (It's dominant and imposes its own values on other countries.).	.159	<b>.664</b>	.119
The people of this country fear what they don't understand.	-4.994E-02	<b>.643</b>	5.629E-02
This country has unbalanced foreign policies.	-.257	<b>.634</b>	8.209E-02
The government of this country has imperialist behaviors.	4.669E-02	<b>.625</b>	.142
This country does not respect foreign policies.	-.128	<b>.603</b>	.104
The people in this country are close-minded.	-3.791E-02	<b>.539</b>	2.919E-02
This country practices religious fundamentalism (It has strict, literal interpretations of its religious texts.).	-.149	6.526E-02	<b>.697</b>
This is a secular (not religious) country.	.119	7.978E-02	<b>-.677</b>
This country has religion-based conflict.	4.079E-02	.244	<b>.530</b>

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*Note.* Bolded loadings denote those over the .40 cutoff.

Reliabilities were reassessed for the subscales. Since the same variables were retained for factors two and three, the reliabilities remained the same for these factors. For factor one, Cronbach's alpha was .95 (again, a marginal .003 increase from the previous model). The item-total correlations increased slightly ranging from .69 to .82, and the squared multiple correlations also increased slightly (See Appendix H for reliability table.). Although the increase in reliability was marginal, the fact that *weak*



*infrastructure* was the only variable with a loading below .50 added to the rationale to remove the variable.

Overall, the final 3-factor model appeared to be a more efficient solution with greater parsimony and accounting for more variance.

## **CHAPTER SUMMARY**

This chapter described the analyses and reported the results of the three studies conducted in this dissertation. Study one used a qualitative analysis to categorize attributes that were generated from the survey and Brand USA scale. Thirty six items resulted from this study. Study two also used a qualitative approach to derive a list of the most recognizable nations in the world. Twenty-two countries resulted from this study, with 11 being viewed more positively and 11 being viewed less positively. Study three used exploratory factor analysis to analyze the 36-item scale and produced a reliable and interpretable 3-factor model.

## **Chapter 5**

### **Discussion**

#### **INTRODUCTION**

A general discussion is first offered here of some of the challenges experienced in this research as well as the final model resulting from the exploratory factor analysis. More emphasis is placed on a discussion of sampling issues since sample quality can often account for much variation in the results. Though there were some issues encountered at each stage of the research, the results were nevertheless encouraging.

#### **SAMPLING**

While different recommended survey methods (e.g., establishing trust, increasing rewards, reducing social costs; Dillman, 2000) were used to increase responses, overall, the response rates were still quite low. One of the primary reasons was most likely due to timing and high reliance on surveys. The timeframe in which all of the data collection took place was short (six weeks) relative to the number of surveys conducted. Also, because the surveys had to be implemented sequentially, the completion of one survey and its related analysis had to be conducted before the implementation (and design, relative to the third and fourth surveys) of the next survey. Though some of the sample frames that were used had viral potential, a few days for each survey implementation was evidently not enough time to gain momentum.

Online sampling methods have become increasingly accepted as researchers are finding reasonable return on response rates, quick responses (Michaelidou & Dibb, 2006), ease of use (2006), cheaper implementation costs (Couper, Kapteyn, Schonlau, &

Winter, 2007), and good sources for target populations. One of the features of a good sample frame is that the frame is representative, current and user friendly (Chen, Effler, & de La Roche, 2001). Craigslist.org met these criteria because it was completely accessible by anyone in the world (although appears used primarily by those in the United States). Also, Craigslist users accessed the forum 24 hours per day, everyday of the year, and the website had a user-friendly interface. Originally, this forum appeared to be a good sample frame, but as the results showed, this was not the case.

The lack of acceptance in some groups created a sampling problem that might have also contributed to the low response rates. Though the investigator received positive and supportive messages from participants on MySpace.com and the neighborhood associations, the experience with Craigslist.org users was negative. Although one possible explanation for the difference might have been because of the targeted nature of the sampling in the former two groups, another reason might have been because of the nature of community. Whereas with Craigslist.org, the investigator was considered an outsider who was not a part of the community of discussion forum users; on MySpace.com and the neighborhood associations, the investigator was an existing and contributing member of those communities. Some researchers had found that response rates from e-mail surveys had been lower than traditional mail surveys (Bachmann, Elfrink, & Vazzana, 1999; Dommeyer & Moriarty, 1999; Mehta & Sivadas, 1995; Ranchhod & Zhou, 2001) which made a better case for the permission based strategy to recruit participants.

Even different samples from the same sample frame yielded different response rates as encountered in the instance of MySpace.com. One possible explanation for the substantially lower response rate from the second MySpace.com sample compared to the first MySpace.com sample was the difference in the “general interest” of the sample

groups. Whereas the first sample was targeted based on their general interest in public policy, the second sample was targeted based on their general interest in world/international politics. Even though the survey invitation to each group was worded almost exactly the same except for the deadline, the psychographics associated with the samples from each general interest group could have been different. Perhaps people with an interest in public policy were more willing to engage in a related survey topic and were more willing to help a graduate student's appeal than people who had an interest in world politics.

It appeared that relevance was an important determinant throughout the different sampling procedures of how many and how well respondents would respond. Additional monetary incentives were a motivating factor for the non-profit organizations, while personal appeals were a motivating factor for people on private e-mail lists and personal social networks. For example, the response rate from Foundation Communities was not surprising considering this was a non-profit organization and there was a monetary incentive in the form of a donation. Also, the initiator of the e-mail for the snowball sample was an employee appealing to her fellow colleagues and supporters, adding to the personal appeal. Despite a great disparity between the response rates for the last two sample frames, the results were also not surprising. Though a monetary donation was offered to both groups for completed responses, SCBWI had more incentive to respond because the donation would be directly contributed to them. Being a small organization operating primarily from nominal membership fees, the organization was enthusiastic with the *fundraiser*. Even though the Flickr.com members had a large online social network, most of these people were personally unknown to each other and connected primarily through a common interest in art. Thus, the lower response rate was not surprising because of the low personal involvement with each other, and the relatively

high number of responses compared to the other sample frames was not surprising because of the donation to ASPCA and the assumed compassionate nature of art lovers.

To reiterate, an emphasis in this discussion on problems with the sampling process serves to account for possible sample bias, confounding the results. For example, using a snowball sample based on the investigator's personal online social network most likely accounted for all of the responses from Lao people. Though there were only a few such respondents, they could still possibly have an impact if they all answered similarly to each other but differently from others. Any unique values that such subgroups may have could skew the results. At most, they could create *noise* in the data. Because of the uniqueness of the samples used throughout this research, the results should be considered with caution.

## **STUDY ONE**

Though the greater part of the discussion for study one has already been addressed in the general discussion of sampling, some brief observations are offered here on the results of the qualitative analysis. This first study was probably the most critical because the universe of attributes that constitute the nation brand were generated at this stage. These attributes were the foundation of the scale, and like a home, a structure is only as strong as its foundation. Barring the sampling issues, the process of reducing the attribute items and choosing the final items could have involved more judges to offer even more variations in opinions. Perhaps different attribute items might have been derived resulting in additional or even different factors. However, given the final 3-factor model, the present attributes used appeared to contribute well to identifying the underlying dimensions of a nation brand.

## **STUDY TWO**

As with study one, much of the discussion on sampling issues for this study has already been covered in the general discussion. Overall, the countries derived from this study appeared to be fairly recognizable by the survey participants in survey three. The majority of the respondents in survey three had a fair to high level of familiarity with the country they were responding to. Some countries with very low respondent interest (e.g., Russia and Uruguay) were indicators that some sample bias might have affected the results of study two. Nevertheless, most of the 22 countries identified in this study appeared to be recognizable enough to elicit sufficient interest and valid responses from participants.

## **STUDY THREE**

Concerning the respondent profiles, there does not appear to be any major differences in demographics between males and females, nor are there any substantial differences between the two groups' choices of stimulus countries. In regards to age, there are some differences in that people who are 45 years and older are greatly under-represented compared to the U.S. national average. One possible explanation for this disparity is that potential respondents over 50 years of age, though prone to willingness to participate, may not have as much opportunity to participate due to socio-economic and health factors (Couper, Kapteyn, Schonlau, & Winter, 2007). Conversely, with the age groups between 25 to 44 years of age being over-represented in the sample compared to the U.S. Census figures, the reason is most likely due to higher responses from specific sampling frames like Flickr.com and SCBWI. Despite the homogeneousness of the respondents in respect to nationality and country of residence, the large number of people with high exposure to other countries might give the respondents a broader world view.

With respect to how respondents choose stimulus countries, there is not a clear explanation for why more of the people chose countries from group one, but the reason is unlikely to be due to the randomization procedure. One might reasonably assume that more people would choose the third group, consisting of “higher profile” countries like the United States, United Kingdom, and Iraq. Also, some countries are chosen more often than others possibly indicating either more interest or more familiarity with that country. Surprisingly, the United States does not garner the most respondents within its stimulus group considering most of the respondents are American or reside in the U.S. Also, Russia appears to not be of much interest these days, at least within this sample, since the country receives almost as few respondents as Uruguay. Switzerland, a small country that does not necessarily make the world headlines frequently, has the largest number of respondents within its group, over countries like Iran, Israel, and Brazil. With only one Swiss-born respondent in the sample, nationality is clearly not the cause for this skew.

The first factor, here called *progressiveness*, had 13 items assessing the attributes of an economically strong and prosperous country. The second factor, called *disrespectfulness*, was measured by a set of seven different items that described a country’s disregard for other countries, perhaps based on some level of ignorance or in some cases long standing histories of aggression and hostility. The third factor, called *religious intolerance*, was measured by the last three different items describing a country’s strict adherence to its national religion at the cost of human rights of some of its citizens and residents.

The 3-factor model consisting of 23 attribute items was not unexpected or unusual compared to other studies. For example, although Aaker’s brand personality scale (Aaker, 1997) ultimately yielded 42 items, other human personality scales have varied

from the Ten Item Personality Inventory (TIPI; Gosling, Rentfrow, & Swann, 2003), to the 240-item NEO Personality Inventory, Revised (NEO-PI-R; P. T. Costa, Jr. & McCrae, 1992). The factor loadings were all well above an acceptable .40 cutoff value which Aaker used, and each factor (progressiveness, disrespectfulness, religious intolerance) was clearly interpretable. Comparing these dimensions with those found in human personality, religious intolerance may not necessarily be similar of any of the Big Five, but progressiveness could be similar to openness to experience and disrespectfulness could be similar to agreeableness.

Overall, though the results from this research should be considered with caution, they are encouraging and should provide a good starting point for future research.

## **CHAPTER SUMMARY**

This chapter provided a discussion of all three studies conducted in this dissertation. A detailed discussion was offered regarding the sampling issues resulting from the unique sample frames used in each of the studies. Because of the many instances of possible sample bias, the results of this research should be considered with caution noting the sample limitations. The sampling issues most likely accounted for some of the problems later encountered with the scale items and stimulus countries that were generated in studies one and two. Study three produced three reliable and interpretable factors that were labeled progressiveness, disrespectfulness, and religious intolerance.



## **Chapter 6**

### **Conclusion and Implications**

#### **INTRODUCTION**

The purpose of this dissertation was to develop an operational definition of a nation brand. The two main objectives to serve this end were to identify the underlying dimensions in nation brand and to establish the most appropriate name for the construct. Three studies were conducted in which the first two were used to provide content and discriminative validity for future measurement instruments. The third study was used to uncover the latent variables in the nation brand construct. A 3-factor model resulted with the dimensions progressiveness, disrespectfulness, and religious intolerance.

#### **CONCLUSION**

The descriptive terminology of nation brand dimensions are – in a sense – anthropomorphic and reflect the ways in which we use language to help us understand complex phenomena. Personality terminology and the methods of personality research studies are instructive, as commented on earlier, for the research described in this dissertation. Thus, while this dissertation borrows methods from personality research, interdisciplinary contributions to the nation brand scale are found in marketing, public policy, and semantics.

In an effort to move the study of nation brands forward, the goal of this research is to provide an operational definition of nation brand. Given the results of this research,

*A nation brand is comprised of progressiveness, disrespectfulness, and religious intolerance, all of which combine to determine that country's unique adjustments to the rest of the world.*

Nation brand research is still, in a sense, at a nascent stage. Though, academicians and professionals have been concerned with this concept for some time, little has been done to provide more stringent measures for studying the construct.

“Learning more about” a theoretical construct is a matter of elaborating the nomological network in which it occurs, or of increasing the definiteness of the components. At least in the early history of a construct the network will be limited, and the construct will as yet have few connections. (Cronbach & Meehl, 1955)

Despite the limitations found in this dissertation, the research conducted herein provides one more link in the nation brand nomological network. As prescribed by Cronbach and Meehl, if the observations do not fit within this network as they are, then researchers have some freedom to choose where and how to modify the network.

## **IMPLICATIONS**

One of the main contributions of this research is that the work fills a major gap in the literature and provides an operational definition of a nation brand. For the most part, as the literature review showed, authors have assumed some common knowledge or conventional wisdom of what comprises a nation brand. These definitions have in large part been anecdotal and the work here provides a clear definition of the nation brand

construct and may provide greater consistency in how a nation brand should be viewed and treated. The survey and process used here may be of value to those governments who wish to determine how their countries are viewed by their own citizens, as well as citizens of other countries. As Reinhard has suggested (2003), understanding nation brands also offers multi-national corporations better knowledge tools concerning best practices in representing their country of origin as well as their enterprise.

Recently reported work has confirmed some of the attributes found dominant in this study (PIPA, 2007). A large number of the respondents (from surveys in Egypt, Morocco, Pakistan, and Indonesia conducted from December 2006 to February, 2007) viewed globalization positively and favored democracy and freedom of religion as desirable attributes of a nation's character. Asked how they feel about "the world becoming more connected through greater economic trade and faster communication," majorities in all countries say it is a good thing (average 75%). While wary of Western values, overall 67% agree that "a democratic political system" is a good way to govern their country and 82% agree that in their country "people of any religion should be free to worship according to their own beliefs." In a sense, these attitudes themselves represent a proliferation of democratic ideals across the globe and the replacement of the earlier values of colonialism and imperialistic doctrine with governance values that are contemporary and influenced by recent history and Western society.

From a theoretical perspective, while there is existing research that specifically provides measures for national character, very little empirical work has been done for nation brands. The research reported here is a step towards developing measures of nation brands that will not only help nations understand how to manage their nation brand but also the corporations within those nations.

Corporations have become a huge driving force in changing the social and economic landscapes of countries (Prahalad, 2005). Today, it is estimated that the aggregate of less developed nations have a greater market potential than the more developed nations (N.A., 2004; Prahalad, 2005). This group of four billion people at “the bottom of the [economic] pyramid” accounts for two-thirds of the world’s population and is estimated to grow to six billion within the next 40 years. Although their annual per capita is less than \$1,500, combined, they represent a multi-trillion dollar market. Antoine van Agtmael, who coined the term “emerging markets,” predicts that the economies of some underdeveloped countries will catch up to more developed countries if the latter continues to ignore them (van Agtmael, 2007b). Through unconventional thinking, adaptability, and discipline, these underdeveloped countries are beginning to out-innovate wealthier nations (van Agtmael, 2007a, p. 22). “The world has been flattened by the convergence of...major political events, innovations, and companies” (Friedman, 2005, p. 48). Understanding each of their respective nation brands will help underdeveloped countries better communicate their strengths and help developed countries learn how to work more effectively with the growing nations around them.

### **Limitations and Future Directions**

The main limitation to this dissertation was the sampling process. Ideally, the sample frame should have consisted of a better representation of the general population. Though the demographics in general were not substantially different from the main U.S. population, the psychographics might have been more skewed towards certain groups. Despite the interesting results obtained from the varied sample frames that could be investigated separately in future research, the main focus of this dissertation was to

extract the latent variables in the nation brand construct based on the general adult population's views.

Though significant efforts were made to account for sample bias in the attribute generation survey and country recall survey, it was still possible that the best set of attributes and countries were not obtained. Alternative methods might yet provide other attributes and countries that could yield more discriminant nation brand dimensions.

The research conducted in this dissertation only begins to address some of the rigor lacking in nation brand research. Hopefully, this work will inspire others to continue studying nation brand issues but with a more empirical emphasis. A unified language and treatment of the well-defined construct, nation brand, will enable future research to be more efficient. With that in mind, several recommendations are provided here for future research which the investigator intends to pursue:

- A. Generating nation brand attributes. First, another survey could be conducted using a better sample frame that is more representative of the U.S. population. Also, the survey instrument should be revised to create greater interest for respondents as well as decrease social costs of participating. Second, responses from countries outside of the United States should be collected to increase the universe of possible nation brand attributes.
- B. Refining the model. With new data, future efforts should continue to refine the dimensions underlying the nation brand construct. Are there better variables that might contribute to greater parsimony or add more depth to the dimensions? What other dimensions are there that have yet come to light?

- C. Construct naming. If nation brand research is to ever gain traction as a serious area of research that will attract the more skeptical researchers, a full study should be conducted to determine what would be the most accurate and widely accepted name for the construct. Perhaps a Delphi panel consisting of leaders from different fields such as public policy, marketing, advertising and even tourism could be used to further investigate this issue.

## **Appendices**

## **APPENDIX A. STUDY ONE: ATTRIBUTE GENERATION SURVEY**

### **Example of cover letter sent out**

Subject: Your Valued Opinions of National Issues Needed

I am a graduate student in the Department of Advertising at the University of Texas at Austin, conducting research on the characteristics and issues that are a part of every country and often serve to define that nation and perceptions of it. This is an interesting time to study these issues and we look forward to your help. Please be assured that you will not be contacted for any sales purposes nor will individual answers be released. Only group or summary data will be reported. Our goal is solely to determine the feelings and beliefs on national issues that exist within different countries.

Please take the survey now at: **<http://www.surveymonkey.com/s.asp?u=154613461082>**

<p>If you have any questions or concerns about this study, please feel free to contact:</p> <p>Sounthaly Outhavong Ph.D. Candidate Department of Advertising University of Texas at Austin</p> <p>P.O. Box 26623 Austin, TX 78755 512.220.1690 outhavong@mail.utexas.edu</p>	<p>If you have any further questions or concerns, please feel free to contact:</p> <p>Neal M. Burns Professor Department of Advertising University of Texas at Austin</p> <p>1 University Station A1200 Austin, TX 78712 512.471.1101 nburns@mail.utexas.edu</p>
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**Thank you for your participation!**

**<<< This form to be posted on Craigslist.org. >>>**



## **Example of online survey content**

### **Your Views of Countries**

Thank you for participating in this survey.

The purpose of this study is to conduct research on the characteristics and issues that are a part of every country and often serve to define that nation and perceptions of it. This is an interesting time to study these issues and we look forward to your help. You may also benefit in knowing that you're contributing to worthwhile research on a topic that many people find timely and interesting today.

You are being asked to participate in a research study. This form provides you with information about the study. The person in charge of this research will also be able to describe this study to you and answer all of your questions. Please read the information below and ask any questions you might have before deciding whether or not to take part. Your participation is entirely voluntary. You can refuse to participate without penalty or loss of benefits to which you are otherwise entitled. You can stop your participation at any time and your refusal will not impact current or future relationships with UT Austin. To do so, simply click the link to exit the survey, close your web browser, or visit another website from this one. You may print a copy of this consent for your records.

#### **Survey Instructions:**

In this survey, we are interested in your views about nations and what concepts you associate most closely with them and think are most representative of each country. For example, when thinking about Sweden, concepts you may feel are most representative of this country are their political neutrality, strong currency and small military. We are primarily interested in the associations that you make with each country such as their culture, government, domestic policies, foreign policies, natural resources, etc.

Based on your own opinions, please answer each question in this survey to the best of your knowledge. When answering each question, please respond with the first answers that come to your mind. There are no right or wrong answers. The survey should only take you about 10-15 minutes to complete.

Please think of three countries that you feel most positively towards and three countries that you feel least positively towards. Even though you may not dislike any particular country, think of which ones you like less than others. You do not necessarily have to have visited or lived in any of these countries to have opinions or perceptions of them. In the next sections of this survey, you will be able to choose each of these countries, and write down concepts that you feel are most representative of each of these countries. These concepts can be neutral, positive, or negative representations of these countries.

**Confidentiality and Privacy Protections:**

The data resulting from your participation may be made available to other researchers in the future for research purposes not detailed within this consent form. In these cases, the data will contain no identifying information that could associate you with it, or with your participation in any study.

Please be assured that you will not be contacted for any sales purposes nor will individual answers be released. Only group or summary data will be reported. Our goal is solely to determine the feelings and beliefs on national issues that exist within different countries.

**Contacts and Questions:**

If you have any questions about the study please ask now. If you have questions later, want additional information, or wish to withdraw your participation call the researchers conducting the study:

<p>Sounthaly Outhavong Ph.D. Candidate Department of Advertising University of Texas at Austin</p> <p>P.O. Box 26623 Austin, TX 78755 512.220.1690 <a href="mailto:outhavong@mail.utexas.edu">outhavong@mail.utexas.edu</a></p>	<p>Or for further questions or concerns, please feel free to contact: Neal M. Burns Professor Department of Advertising University of Texas at Austin</p> <p>1 University Station A1200 Austin, TX 78712 512.471.1101 <a href="mailto:nburns@mail.utexas.edu">nburns@mail.utexas.edu</a></p>
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If you have questions about your rights as a research participant, complaints, concerns, or questions about the research please contact Jody Jensen, Ph.D., Chair, The University of Texas at Austin Institutional Review Board for the Protection of Human Subjects at (512) 232-2685 or the Office of Research Support and Compliance at (512) 471-8871 or email: [orsc@uts.cc.utexas.edu](mailto:orsc@uts.cc.utexas.edu).

☐ **I have read the above information and have sufficient information to make a decision about participating in this study. I confirm that I am 18 years or older and consent to participate in the study.**

<<< Advance to next web page >>>

### Country you feel MOST POSITIVELY towards

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In the box below, please write in one of the top three countries that you feel **most positively** towards. If you need to view a list of countries, please scroll to the bottom of this page.

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Please list up to 5 concepts that you feel are most representative of the country you identified in the box above. Remember, we are primarily interested in the associations that you make with this country such as their culture, government, domestic policies, foreign policies, natural resources, etc.

---

In the box below, please write in another one of the top three countries that you feel **most positively** towards. If you need to view a list of countries, please scroll to the bottom of this page.

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Please list up to 5 concepts that you feel are most representative of the country you identified in the box above. Remember, we are primarily interested in the associations that you make with this country such as their culture, government, domestic policies, foreign policies, natural resources, etc.

---

In the box below, please write in another one of the top three countries that you feel **most positively** towards. If you need to view a list of countries, please scroll to the bottom of this page.

---

Please list up to 5 concepts that you feel are most representative of the country you identified in the box above. Remember, we are primarily interested in the associations that you make with this country such as their culture, government, domestic policies, foreign policies, natural resources, etc.

---

When you are done with this section, please scroll down and click "Next" to continue to the next page.

#### LIST OF COUNTRIES:

Afghanistan	Antigua and Barbuda	Azerbaijan	Belgium
Albania	Argentina	Bahamas, The	Belize
Algeria	Armenia	Bahrain	Benin
Andorra	Australia	Bangladesh	Bhutan
Angola	Austria	Barbados	Bolivia
		Belarus	

Bosnia and Herzegovina	Germany	Monaco	Somalia
Botswana	Ghana	Montenegro	South Africa
Brazil	Greece	Mongolia	South Korea
Brunei	Grenada	Morocco	Spain
Bulgaria	Guatemala	Mozambique	Sri Lanka
Burkina Faso	Guinea	Namibia	Sudan
Burma	Guinea-Bissau	Nauru	Suriname
Burundi	Guyana	Nepal	Swaziland
Cambodia	Haiti	Netherlands	Sweden
Cameroon	Holy See	Netherlands	Switzerland
Canada	Honduras	Antilles	Syria
Cape Verde	Hungary	New Zealand	Tajikistan
Central African Republic	Iceland	Nicaragua	Tanzania
Chad	India	Niger	Thailand
Chile	Indonesia	Nigeria	Togo
China	Iran	North Korea	Tonga
Colombia	Iraq	Norway	Trinidad and Tobago
Comoros	Ireland	Oman	Tunisia
Congo (Brazzaville)	Israel	Pakistan	Turkey
Congo (Kinshasha)	Italy	Palau	Turkmenistan
Costa Rica	Jamaica	Panama	Tuvalu
Cote d'Ivoire	Japan	Papua New Guinea	Uganda
Croatia	Jordan	Paraguay	Ukraine
Cuba	Kazakhstan	Peru	United Arab Emirates
Cyprus	Kenya	Philippines	United Kingdom
Czech Republic	Kiribati	Poland	Uruguay
Denmark	Kuwait	Portugal	Uzbekistan
Djibouti	Kyrgyzstan	Qatar	Vanuatu
Dominica	Laos	Romania	Venezuela
Dominican Republic	Latvia	Russia	Vietnam
East Timor	Lebanon	Rwanda	Yemen
Ecuador	Lesotho	Saint Kitts and Nevis	Zambia
Egypt	Liberia	Saint Lucia	Zimbabwe
El Salvador	Liechtenstein	Saint Vincent and the Grenadines	
Equatorial Guinea	Lithuania	Samoa	
Eritrea	Luxembourg	San Marino	
Estonia	Macedonia	Sao Tome and Principe	
Ethiopia	Madagascar	Saudi Arabia	
Fiji	Malawi	Senegal	
Finland	Malaysia	Serbia	
France	Maldives	Seychelles	
Gabon	Mali	Sierra Leone	
Gambia, The	Malta	Singapore	
Georgia	Marshall Islands	Slovakia	
	Mauritania	Slovenia	
	Mauritius	Solomon Islands	
	Mexico		
	Micronesia		
	Moldova		

**Country you feel LEAST POSITIVELY towards**

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In the box below, please write in one of the top three countries that you feel **least positively** towards. If you need to view a list of countries, please scroll to the bottom of this page.

---

Please list up to 5 concepts that you feel are most representative of the country you identified in the box above. Remember, we are primarily interested in the associations that you make with this country such as their culture, government, domestic policies, foreign policies, natural resources, etc.

---

In the box below, please write in another one of the top three countries that you feel **least positively** towards. If you need to view a list of countries, please scroll to the bottom of this page.

---

Please list up to 5 concepts that you feel are most representative of the country you identified in the box above. Remember, we are primarily interested in the associations that you make with this country such as their culture, government, domestic policies, foreign policies, natural resources, etc.

---

In the box below, please write in another one of the top three countries that you feel **least positively** towards. If you need to view a list of countries, please scroll to the bottom of this page.

---

Please list up to 5 concepts that you feel are most representative of the country you identified in the box above. Remember, we are primarily interested in the associations that you make with this country such as their culture, government, domestic policies, foreign policies, natural resources, etc.

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When you are done with this section, please scroll down and click "Next" to continue to the next page.

LIST OF COUNTRIES:

<<< Same list of countries as in previous page are listed here>>>

<<< Advance to next web page >>>

### **Brief Questions about You**

Finally, we would greatly appreciate if you would take a minute to answer a few questions below. We know that they are somewhat personal, but they are very important in helping us better understand people's views of national issues. Again, please be reassured that all individual answers are anonymous and only group answers will be reported.

You may submit your survey answers at this point without answering the following questions, but again, answering the questions will greatly help our research.

What is your age?

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45+

What is your gender?

- ☐ Male
- ☐ Female

Have you ever served in the military?

- ☐ Yes
- ☐ No

What country do you currently live in?

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How long have you lived in your current country of residence?

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What country were you born in?

---

How many countries have you lived in and/or visited in your lifetime?

---

**Thank you again for your participation!**

## APPENDIX B. STUDY TWO: COUNTRY STIMULUS SURVEY

### Example of cover letter sent out

Subject: How many countries can you name without looking them up?

Dear Friends,

As many of you know, I'm conducting research on country brands. I need to know what countries people recognize most often, so I'm asking for your help. Please pass the invitation below to as many people (18 years or older) as you can, asking them to take my 5 minute survey. You may take the survey also, but please pass it on.

You all may even be surprised how many or few countries you can actually name off the top of your head! Thanks so much for your help!

I am a graduate student in the Department of Advertising at the University of Texas at Austin, conducting research on the characteristics and issues that are a part of every country and often serve to define that nation and perceptions of it. The purpose of my present study is to find out what countries people recognize most often. This is an interesting time to study these issues and we look forward to your help. Please be assured that you will not be contacted for any sales purposes nor will individual answers be released. Only group or summary data will be reported.

Please take the survey now at: <http://www.surveymonkey.com/s.asp?u=179393463596>

<p>If you have any questions or concerns about this study, please feel free to contact:</p> <p>Sounthaly Outhavong Ph.D. Candidate Department of Advertising University of Texas at Austin</p> <p>P.O. Box 26623 Austin, TX 78755 512.220.1690 outhavong@mail.utexas.edu</p>	<p>If you have any further questions or concerns, please feel free to contact:</p> <p>Neal M. Burns Professor Department of Advertising University of Texas at Austin</p> <p>1 University Station A1200 Austin, TX 78712 512.471.1101 nburns@mail.utexas.edu</p>
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**Thank you for your participation!**

**<<< This message was e-mailed to 28 associates of the Investigator. >>>**

### **Example of cover letter sent out**

How many countries can you name without looking them up?

Thank you for participating in this survey.

The purpose of this study is to find out what countries people recognize most often. This study is part of a larger project investigating the characteristics and issues that are a part of every country. This is an interesting time to study these issues and we look forward to your help. You may also benefit in knowing that you're contributing to worthwhile research on a topic that many people find timely and interesting today.

You are being asked to participate in a research study. This form provides you with information about the study. The person in charge of this research will also be able to describe this study to you and answer all of your questions. Please read the information below and ask any questions you might have before deciding whether or not to take part. Your participation is entirely voluntary. You can refuse to participate without penalty or loss of benefits to which you are otherwise entitled. You can stop your participation at any time and your refusal will not impact current or future relationships with UT Austin. To do so, simply click the link to exit the survey, close your web browser, or visit another website from this one. You may print a copy of this consent for your records.

#### **Survey Instructions:**

In this survey, we would like you to list up to 96 countries that you can recall without looking them up. The goal of this survey is to find out what countries people recognize most often. This survey is not a test, so there are no wrong or right answers. While listing the countries, if you find that it's taking you longer to think of countries, then you may stop. The survey should take you about 5 minutes to complete.

#### **Confidentiality and Privacy Protections:**

The data resulting from your participation may be made available to other researchers in the future for research purposes not detailed within this consent form. In these cases, the data will contain no identifying information that could associate you with it, or with your participation in any study.

Please be assured that you will not be contacted for any sales purposes nor will individual answers be released. Only group or summary data will be reported. Our goal is solely to determine the feelings and beliefs on national issues that exist within different countries.

#### **Contacts and Questions:**

If you have any questions about the study please ask now. If you have questions later, want additional information, or wish to withdraw your participation call the researchers conducting the study:



<p>Sounthaly Outhavong Ph.D. Candidate Department of Advertising University of Texas at Austin</p> <p>P.O. Box 26623 Austin, TX 78755 512.220.1690 <a href="mailto:outhavong@mail.utexas.edu">outhavong@mail.utexas.edu</a></p>	<p>Or for further questions or concerns, please feel free to contact:</p> <p>Neal M. Burns Professor Department of Advertising University of Texas at Austin</p> <p>1 University Station A1200 Austin, TX 78712 512.471.1101 <a href="mailto:nburns@mail.utexas.edu">nburns@mail.utexas.edu</a></p>
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If you have questions about your rights as a research participant, complaints, concerns, or questions about the research please contact Jody Jensen, Ph.D., Chair, The University of Texas at Austin Institutional Review Board for the Protection of Human Subjects at (512) 232-2685 or the Office of Research Support and Compliance at (512) 471-8871 or email: [orsc@uts.cc.utexas.edu](mailto:orsc@uts.cc.utexas.edu).

☐ **I have read the above information and have sufficient information to make a decision about participating in this study. I confirm that I am 18 years or older and consent to participate in the study.**

**<<< Advance to next web page >>>**

Please list up to 96 countries that you can recall without looking them up. The goal of this survey is to find out what countries people recognize most often. This survey is not a test, so there are no wrong or right answers. While listing the countries, if you find that it's taking you longer to think of countries, then you may click the "continue" button below to go on to the next page.

1. \_\_\_\_\_
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96. \_\_\_\_\_

**<<< Advance to next web page. >>>**

**Brief Questions about You**

Finally, we would greatly appreciate if you would take the time to answer the three questions below. We know that they are somewhat personal, but they are very important in helping our research. Again, please be reassured that all individual answers are anonymous and only group answers will be reported.

What is your age?

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45+

What is your gender?

- ☐ Male
- ☐ Female

Have you ever served in the military?

- ☐ Yes
- ☐ No

What country do you currently live in?

---

How long have you lived in your current country of residence?

---

What country were you born in?

---

How many countries have you lived in and/or visited in your lifetime?

---

**Thank you again for your participation!**

## **APPENDIX C. STUDY THREE: IDENTIFYING NATION BRAND DIMENSIONS SURVEY**

### **First version with one-half of stimulus countries**

#### **Example of cover letter sent out**

I am a graduate student in the Department of Advertising at the University of Texas at Austin, conducting research on the characteristics and issues that are a part of every country and often serve to define that nation and perceptions of it. This is an interesting time to study these issues and we look forward to your help. Please be assured that you will not be contacted for any sales purposes nor will individual answers be released. Only group or summary data will be reported. Our goal is solely to determine the feelings and beliefs on national issues that exist within different countries.

<p>If you have any questions or concerns about this study, please feel free to contact:</p> <p>Sounthaly Outhavong Ph.D. Candidate Department of Advertising University of Texas at Austin</p> <p>P.O. Box 26623 Austin, TX 78755 512.220.1690 outhavong@mail.utexas.edu</p>	<p>If you have any further questions or concerns, please feel free to contact:</p> <p>Neal M. Burns Professor Department of Advertising University of Texas at Austin</p> <p>1 University Station A1200 Austin, TX 78712 512.471.1101 nburns@mail.utexas.edu</p>
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**<< Invitation for survey participants >>**

## **Example of online survey content**

### **Survey on National Issues**

Thank you for participating in this survey.

You are being asked to participate in a research study. This form provides you with information about the study. The person in charge of this research will also be able to describe this study to you and answer all of your questions. Please read the information below and ask any questions you might have before deciding whether or not to take part. Your participation is entirely voluntary. You can refuse to participate without penalty or loss of benefits to which you are otherwise entitled. You can stop your participation at any time and your refusal will not impact current or future relationships with UT Austin. To do so, simply click the link to exit the survey, close your web browser, or visit another website from this one. You may print a copy of this consent for your records.

The purpose of this study is to conduct research on the characteristics and issues that are a part of every country and often serve to define that nation and perceptions of it. This is an interesting time to study these issues and we look forward to your help. You may also benefit in knowing that you're contributing to worthwhile research on a topic that many people find timely and interesting today.

#### **Survey Instructions:**

In this survey, we are interested in what concepts you think are most descriptive of a country brand. A country brand is like a product brand. Just as Coke, McDonald's, and Levi's are product brands, countries like China, Japan, and the United States are country brands.

A product brand consists of everything that has to do with that brand. For example, the product's logo, the product itself, where the product is made, it's popularity, it's company, how the product is used, etc.

A country brand consists of everything that has to do with that brand. For example, the country's foods, culture, government, economics, people, land, natural resources, policies, etc. are all a part of its country brand.

Based on your own opinions, please answer each question in this survey to the best of your knowledge. The survey should take you about 12-15 minutes to complete. If you miss answering a question, you will be reminded to answer it before you can continue to the next section of the survey.

#### **Confidentiality and Privacy Protections:**

The data resulting from your participation may be made available to other researchers in the future for research purposes not detailed within this consent form. In these cases, the

data will contain no identifying information that could associate you with it, or with your participation in any study.

Please be assured that you will not be contacted for any sales purposes nor will individual answers be released. Only group or summary data will be reported. Our goal is solely to determine the feelings and beliefs on national issues that exist within different countries.

<p>If you have any questions or concerns about this study, please feel free to contact:</p> <p>Sounthaly Outhavong Ph.D. Candidate Department of Advertising University of Texas at Austin</p> <p>P.O. Box 26623 Austin, TX 78755 512.220.1690 <a href="mailto:outhavong@mail.utexas.edu">outhavong@mail.utexas.edu</a></p>	<p>If you have any further questions or concerns, please feel free to contact:</p> <p>Neal M. Burns Professor Department of Advertising University of Texas at Austin</p> <p>1 University Station A1200 Austin, TX 78712 512.471.1101 <a href="mailto:nburns@mail.utexas.edu">nburns@mail.utexas.edu</a></p>
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**Contacts and Questions:**

If you have any questions about the study please ask now. If you have questions later, want additional information, or wish to withdraw your participation call the researchers conducting the study. If you have questions about your rights as a research participant, complaints, concerns, or questions about the research please contact Jody Jensen, Ph.D., Chair, The University of Texas at Austin Institutional Review Board for the Protection of Human Subjects at (512) 232-2685 or the Office of Research Support and Compliance at (512) 471-8871 or email: [orsc@uts.cc.utexas.edu](mailto:orsc@uts.cc.utexas.edu).

I have read the above information and have sufficient information to make a decision about participating in this study. I confirm that I am 18 years or older and consent to participate in the study.

- ☐ Yes  
☐ No

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In the groups of countries listed below, please refer to the group with the range of numbers that includes the last digit of your home address. For example, if your home address is 608 Brentwood, “8” is the last digit of your home address, so you would refer to the countries listed in “Group 7-8-9.”

Next, referring to your group that you fall within, choose a country that you are most familiar with or that you are most interested in answering statements about. Please put a checkmark next to your choice by clicking on the button next to the country name.

Group 0-1-2-3

- ☐ Australia
- ☐ Germany
- ☐ Pakistan
- ☐ Mexico

Group 4-5-6

- ☐ Brazil
- ☐ Greece
- ☐ Israel
- ☐ Peru

Group 7-8-9

- ☐ Canada
- ☐ Russia
- ☐ United States

How familiar are you with the country that you chose above?

Not at all familiar					Extremely familiar	
1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Based on the country you chose above, please rate each statement below based on your own opinion of how descriptive each statement is of that country’s brand.

Please put a checkmark next to your choice by clicking on the button next to each statement. You may click buttons 1 through 7 to mark your choice, and only one button per statement may be chosen. Please consider each choice carefully and answer it as best as you can. If you truly don’t know the answer to a choice, you may choose “don’t know.”

Based on the country you chose above, how descriptive is each statement of that country’s brand?

	Not at all descriptive					Extremely descriptive		NA
This country is known for its human rights abuses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This country is not militaristic.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This country is healthy (It has a healthy atmosphere and is a healthy place to be.).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This country practices religious fundamentalism (It has strict, literal interpretations of its religious texts.).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This country has religion-based conflict.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This country does not respect foreign policies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This country has unbalanced foreign policies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This country has a stable government.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This country has good social services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The government of this country is corrupt.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This country is always at war.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This country has advanced medicine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You can get a good education in this country.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The citizens are educated in this country.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This country has a weak infrastructure (for example, its roads, sewage system, and anything that helps cities run well).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This country is beautiful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This country is environmentally conscious.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This country depends on other countries for its welfare.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<<< Advance to next web page. >>>



Based on the country you chose at the beginning of this survey, please rate each statement below based on your own opinion of how descriptive each statement is of that country's brand.

Please put a checkmark next to your choice by clicking on the button next to each statement. You may click buttons 1 through 7 to mark your choice, and only one button per statement may be chosen. Please consider each choice carefully and answer it as best as you can. If you truly don't know the answer to a choice, you may choose "don't know."

Based on the country you chose at the beginning of this survey, how descriptive is each statement of that country's brand?

	Not at all descriptive					Extremely descriptive		NA
This is a secular (not religious) country.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religious freedom is allowed in this country.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This country has a strong democracy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The government of this country has imperialist behaviors.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This country is caring (It cares for its own people.).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This country is hegemonic (It's dominant and imposes its own values on other countries.).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This country has fair trade practices.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The gender policies in this country are fair (Men and women are treated fairly and equally.).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This country has a strong economy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The people in this country are friendly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The people in this country are close-minded.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is a tolerant country.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Over-population is a problem in this country.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individuals are respected in this country.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The people of this country fear what they don't understand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This country produces a lot of pollution.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are abundant natural resources in this country.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This country is prosperous.

O O O O O O O O

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**Brief Questions about You**

Finally, we would greatly appreciate if you would take the time to answer the three questions below. We know that they are somewhat personal, but they are very important in helping us better understand people's views of national issues. Again, please be reassured that all individual answers are anonymous and only group answers will be reported.

What is your age?

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45+

What is your gender?

- ☐ Male
- ☐ Female

Have you ever served in the military?

- ☐ Yes
- ☐ No

What country do you currently live in?

---

How long have you lived in your current country of residence?

---

What country were you born in?

---

How many countries have you lived in and/or visited in your lifetime?

---

**Thank you again for your participation!**

**The second version of the third survey was identical to the first version except that it used the second half of the stimulus countries. This second set of stimulus countries was presented in the survey as follows:**

In the groups of countries listed below, please refer to the group with the range of numbers that includes the last digit of your home address. For example, if your home address is 608 Brentwood, “8” is the last digit of your home address, so you would refer to the countries listed in “Group 7-8-9.”

Next, referring to your group that you fall within, choose a country that you are most familiar with or that you are most interested in answering statements about. Please put a checkmark next to your choice by clicking on the button next to the country name.

Group 0-1-2-3

- ☐ China
- ☐ Sweden
- ☐ Japan
- ☐ France

Group 4-5-6

- ☐ South Korea
- ☐ Switzerland
- ☐ Iran
- ☐ Indonesia

Group 7-8-9

- ☐ United Kingdom
- ☐ Uruguay
- ☐ Iraq

## APPENDIX E. DEFINITIONS

Table E1. Definitions of Brand

<b>AMA DEFINITION</b>	
(AMA, 2007)	A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name.
(American Marketing Association. Committee on Definitions., 1960)	A name, term, sign, symbol, or design, or a combination of them which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. <i>Comment.</i> A brand may include a brand name, a trade mark, or both. The term brand is sufficiently comprehensive to include practically all means of identification except perhaps the package and the shape of the product. All brand names and all trade marks are brands or parts of brands but not all brands are either brand names or trade marks. Brand is the inclusive general term. The others are more particularized.
<b>MARKETING DICTIONARY DEFINITIONS</b>	
(Imber & Toffler, 2000, p. 68)	identifying mark, symbol, word(s), or combination of same that separates one company's product or services from another firm's. <i>Brand</i> is a comprehensive term that includes all BRAND NAMES and TRADEMARKS.
(Bennett, 1995, p. 27)	A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name.
(Webster, 1952, p. 19)	1. a name, term, symbol, design, or a combination of these that identifies the goods or services of one seller or a group of sellers and distinguishes them from those of competitors; a trade-mark, quality mark or grade mark 2. any product sold under such a mark or name

<b>JOURNAL ARTICLE DEFINITIONS</b>	
(Wood, 2000, p. 666)	A brand is a mechanism for achieving competitive advantage for firms, through differentiation (purpose). The attributes that differentiate a brand provide the customer with satisfaction and benefits for which they are willing to pay (mechanism).
(Keller, 1993, p. 2)	A name, term, sign, symbol, or design, or a combination of these intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. (quoting Kotler (1991, p. 442))
(Ambler, 1992, p. 664)	the promise of the bundles of attributes that someone buys and provide satisfaction . . . The attributes that make up a brand may be real or illusory, rational or emotional, tangible or invisible.

<b>TEXTBOOK DEFINITIONS</b>	
(P. Kotler & Armstrong, 2006, p. 243)	A name, term, sign, symbol, or design, or a combination of these intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.
(Doyle, 1994, p. 159)	A brand can be defined as a specific name, symbol, design or, more usually, some combination of these, which is used to distinguish a particular seller's product.
(Pride, 1991, p. 250)	A brand is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. A brand may identify one item, a family of items, or all items of that seller.
(Stanton, Etzel, & Walker, 1990, p. 210)	The word <i>brand</i> is a comprehensive term that encompasses other, narrower terms. A <b>brand</b> is a name, term, symbol, and/or special design that is intended to identify the goods or services of one seller or group of sellers. A brand differentiates one seller's products from those of competitors.
(Watkins, 1986, p. 3)	It is difficult to define the concept of the brand but the essence is that a brand is an identifiable version of a product which a consumer could perceive as being distinctive in some way from other versions of the product...A brand can be based on a name, symbol, design or other aspect which distinguishes a company's offering from its rivals'.

<b>BUSINESS BOOK DEFINITIONS</b>	
(Atkin, 2004, p. 115)	Brands aren't just a way of remembering what you want to buy any more. They've become part of the fabric of our society. Brands are part of our system of ordering things—they even create context about who we are and how we live....They articulate who you are and what your values are. --quoting Leo Clow, Chairman, TBWA Worldwide
(de Chernatony & McDonald, 2003, p. 25)	A successful brand is an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant, unique added values which match their needs most closely. Furthermore, its success results from being able to sustain these added values in the face of competition.
(Bedbury, 2002, pp. 11-12)	...brands are in part physical...[however] every brand has a fundamental essence...[that] is not physical or defined exclusively or entirely by products or services. --CEO, Brandstream
(D'Alessandro, 2001, p. xiv)	By definition, "brand" is whatever the consumer thinks of when he or she hears your company's name. --CEO, John Hancock
(Braunstein & Levine, 2000, p. 26)	..a brand is simply an idea—an <i>indelible mark made on the mind of the stakeholder</i> . A brand itself can't be touched, tasted, seen, felt, or clicked on. --co-founders, Firebrand agency
(Davis, 2000, pp. 3-4)	...brands are more than just products and services...[they] are also what the company does and, more importantly, what the company is...A brand differentiates products and services that appear similar in features, attributes, and possibly even benefits. --Managing Director, Prophet Brand Strategy
(Pettis, 1995, p. 7)	A brand is: The sensory, emotive, and cultural proprietary image surrounding a company or product; An assurance of quality, making selection worry-free; A significant source of competitive advantage and future earnings; A promise of performance; An enhancement of perceived value and satisfaction through associations that remind and entice customers to use the product; Arguably, a company's most important asset. --Principal, Floathe Johnson agency

<b>DICTIONARY DEFINITIONS</b>	
(N.A., 1999)  Merriam-Webster's Collegiate Dictionary	( <i>noun</i> ) <b>3 a</b> (1) : a mark made by burning with a hot iron to attest manufacture or quality or to designate ownership (2) : a printed mark made for similar purposes : TRADEMARK <b>4 a</b> : a class of goods identified by name as the product of a single firm or manufacturer : MAKE ( <i>verb</i> ) <b>1</b> : to mark with a brand <b>3</b> : to impress indelibly
(N.A., 1997)  The American Heritage College Dictionary	( <i>noun</i> ) <b>1.a.</b> A trademark or distinctive name identifying a product or a manufacturer. <b>b.</b> A product line so identified. <b>c.</b> A distinctive category; a particular kind. <b>2.</b> A mark indicating identity or ownership, burned on the hid of an animal with a hot iron. ( <i>verb</i> ) <b>1.</b> To mark with or as if with a hot iron. <b>3.</b> To impress firmly; fix ineradicably.
(Flexner & Hauck, 1993)  Random House Unabridged Dictionary	( <i>noun</i> ) <b>1.</b> kind, grade, or make, as indicated by a stamp, trademark, or the like <b>2.</b> a mark made by burning or otherwise, to indicate kind, grade, make, ownership, etc. <b>3.</b> a mark formerly put upon criminals with a hot iron. <b>6.</b> a kind or variety of something distinguished by some distinctive characteristic. ( <i>verb</i> ) <b>9.</b> to label or mark with or as if with a brand. <b>11.</b> to impress indelibly.
(Neilson, Knott, & Carhart, 1941)  Webster's New International Dictionary of the English language	( <i>noun</i> ) <b>5. a</b> A mark made by burning with a hot iron, as upon a cask, to designate the quality, manufacturer, etc., of the contents, or upon an animal, to designate ownership. <b>b</b> A mark for a similar purpose made in any other way, as with a stencil; a trade-mark. Hence, quality, kind, grade, sort, class, or make of goods; as, a good <i>brand</i> of flour. ( <i>verb</i> ) <b>1.</b> To burn or mark with or as with a hot iron; hence, to place a brand upon, esp. as a mark of quality, ownership, or manufacture. <b>2. b</b> To impress indelibly; as, to <i>brand</i> it on my mind.



Table E2. Definitions of Brand Equity

<b>AMA AND MARKETING DICTIONARY DEFINITIONS</b>	
	Not found in: AMA (1960), Imber and Toffler (2000), Webster (1952)
(AMA, 2007)	The value of a brand. From a consumer perspective, brand equity is based on consumer attitudes about positive brand attributes and favorable consequences of brand use.
(Bennett, 1995, p. 28)	The value of a brand. From a consumer perspective, brand equity is based on consumer attitudes about positive brand attributes and favorable consequences of brand use.

Table E3. Definitions of Brand Image

<b>AMA AND MARKETING DICTIONARY DEFINITIONS</b>	
	Not found in: AMA (1960), Webster (1952)
(AMA, 2007)	The perception of a brand in the minds of persons. The brand image is a mirror reflection (though perhaps inaccurate) of the brand personality or product being. It is what people believe about a brand—their thoughts, feelings, expectations.
(Imber & Toffler, 2000, p. 69)	qualities that consumers associate with a specific BRAND, expressed in terms of human behavior and desires, but also related to price, quality, and situational use of the brand. For example: A brand such as Mercedes Benz will conjure up a strong public image because of its sensory and physical characteristics as well as its price. This image is not inherent in the brand name but is created through advertising.
(Bennett, 1995, p. 28)	The perception of a brand in the minds of persons. The brand image is a mirror reflection (though perhaps inaccurate) of the brand personality or product being. It is what people believe about a brand—their thoughts, feelings, expectations.

## APPENDIX F. DESCRIPTIVE STATISTICS FOR STUDY THREE

Table F1. Study Three Frequencies

<b>Age</b>	<b>Frequency</b>	<b>% of Sample</b>	<b>% U.S. Census</b>
18-24	45	12.3	12.59
25-34	110	30.0	18.04
35-44	102	27.8	19.91
45+	109	29.7	49.45

*Note.* Survey sample based on 367 responses. U.S. Census figures based on proportion of age groups to total age range represented.

<b>Gender</b>	<b>Frequency</b>	<b>% of Sample</b>
Male	161	44.1
Female	204	55.9

*Note.* Based on 365 responses.

<b>Military Service</b>	<b>Frequency</b>	<b>% of Sample</b>
Yes	39	10.6
No	328	89.4

*Note.* Based on 367 responses.

<b>Current Country of Residence</b>	<b>Frequency</b>	<b>% of Sample</b>
United States	302	82.1
Korea	1	.3
Italy	3	.8
Germany	3	.8
France	3	.8
Finland	1	.3
Netherlands	3	.8
Lithuania	1	.3
Canada	20	5.4
South America	1	.3
India	2	.5
China	2	.5
Israel	1	.3
United Kingdom	10	2.7
Australia	5	1.4
Greece	1	.3

Belgium	1	.3
Denmark	1	.3
Holland	1	.3
Sweden	1	.3
Puerto Rico	1	.3
Gabon	1	.3
Chile	1	.3
Venezuela	1	.3
Iceland	1	.3

*Note.* Based on 368 responses.

<b>Years Lived in Current Country of Residence</b>	<b>Frequency</b>	<b>% of Sample</b>
0-4.99 years	13	3.5
5-9.99 years	6	1.6
10-14.99 years	11	3.0
15-19.99 years	16	4.3
20-29.99 years	79	21.5
30+ years/all my life	243	66.0

*Note.* Based on 368 responses.

<b>Country of Birth</b>	<b>Frequency</b>	<b>% of Sample</b>
United States	271	73.4
Vietnam	3	.8
Italy	2	.5
Germany	6	1.6
Laos	6	1.6
France	3	.8
Honduras	1	.3
Finland	3	.8
Netherlands	3	.8
Canada	16	4.4
Guatemala	1	.3
South America	3	.8
India	4	1.1
China	2	.5
Turkey	1	.3
Israel	3	.8
Mexico	2	.5
United Kingdom	11	3.0
Australia	3	.8
Japan	2	.5
Belgium	2	.5
Denmark	1	.3

Holland	1	.3
Sweden	1	.3
Ireland	1	.3
Ecuador	1	.3
Puerto Rico	1	.3
Kenya	1	.3
Portugal	1	.3
Romania	1	.3
Chile	1	.3
Venezuela	1	.3
Malta	1	.3
Hungary	2	.5
Poland	1	.3
Peru	1	.3
Tanzania	1	.3
Switzerland	1	.3
Iceland	1	.3

*Note.* Based on 367 responses.

<b>Countries Lived in and/or Visited</b>	<b>Frequency</b>	<b>% of Sample</b>
1-3	96	26.3
4-6	83	22.7
7-9	56	15.3
10-19	89	24.4
20-29	24	6.6
30+	17	4.7

*Note.* Based on 365 responses.

<b>Country Group 0-1-2-3</b>	<b>Frequency</b>	<b>% of Sample</b>
Australia	12	6.5
Germany	26	14.1
Pakistan	4	2.2
Mexico	25	13.9
China	27	14.7
Sweden	16	8.7
Japan	20	10.9
France	54	29.3

*Note.* Based on 184 responses.

<b>Country Group 4-5-6</b>	<b>Frequency</b>	<b>% of Sample</b>
Brazil	10	10.3
Greece	5	5.2
Israel	16	16.5
Peru	5	5.2
South Korea	9	9.3
Switzerland	30	30.9
Iran	5	5.2
Indonesia	17	17.5

*Note.* Based on 97 responses.

<b>Country Group 7-8-9</b>	<b>Frequency</b>	<b>% of Sample</b>
Canada	8	7.3
Russia	2	1.8
United States	37	33.9
United Kingdom	50	45.9
Uruguay	1	1.0
Iraq	11	10.1

*Note.* Based on 109 responses.

Table F2. Study Three Crosstabs: Gender \* Age

	<b>Male</b>	<b>Female</b>
18-24	11	34
25-34	47	61
35-44	52	50
45+	49	59
Subtotal	160	204

*Note.* Based on 364 responses.

Table F3. Study Three Crosstabs: Gender \* Other Demographics

	<b>Have you ever served in the military?</b>	
	<b>Yes</b>	<b>No</b>
Male	27	134
Female	11	27
Subtotal	161	134

*Note.* Based on 295 responses.

<b>What country do you currently live in?</b>	<b>Male</b>	<b>Female</b>
United States	121	177
Korea	-	1
Italy	2	1
Germany	3	-
France	2	1
Finland	-	1
Netherlands	2	1
Lithuania	1	-
Canada	9	11
South America	1	-
India	2	-
China	1	1
Israel	1	-
United Kingdom	6	4
Australia	3	2
Greece	1	-
Belgium	-	1
Denmark	-	1
Holland	1	-
Sweden	-	1
Puerto Rico	1	-
Gabon	1	-
Chile	-	1
Venezuela	1	-
Iceland	1	-
Subtotal	160	204

*Note.* Based on 364 responses.

<b>How long have you lived in your current country of residence?</b>	<b>Male</b>	<b>Female</b>
0-4.99 years	7	6
5-9.99 years	5	1
10-14.99 years	5	6
15-19.99 years	4	12
20-29.99 years	28	50
30+ years/all my life	111	129
Subtotal	160	204

*Note.* Based on 364 responses.

<b>What country were you born in?</b>	<b>Male</b>	<b>Female</b>
United States	108	159
Vietnam	3	-
Italy	2	-
Germany	3	3
Laos	3	3
France	3	-
Honduras	-	1
Finland	-	3
Netherlands	1	2
Canada	5	11
Guatemala	-	1
South America	3	-
India	4	-
China	1	1
Turkey	1	-
Israel	2	1
Mexico	1	1
United Kingdom	6	5
Australia	2	1
Japan	-	2
Belgium	1	1
Denmark	-	1
Holland	1	-
Sweden	-	1
Ireland	-	1
Ecuador	-	1
Puerto Rico	1	-
Kenya	1	-
Portugal	1	-
Romania	1	-
Chile	-	1
Venezuela	1	-
Malta	-	1
Hungary	2	-
Poland	-	1
Peru	-	1
Tanzania	-	1
Switzerland	1	-
Iceland	1	-
Subtotal	159	204

*Note.* Based on 363 responses.

<b>How many countries have you lived in and/or visited in your lifetime?</b>	<b>Male</b>	<b>Female</b>
1-3	34	60
4-6	29	54
7-9	29	27
10-19	44	43
20-29	11	13
30+	12	5
Subtotal	159	202

*Note.* Based on 361 responses.

<b>Country Group 0-1-2-3</b>	<b>Male</b>	<b>Female</b>
Australia	6	6
Germany	13	12
Pakistan	3	1
Mexico	6	18
China	9	18
Sweden	5	11
Japan	9	9
France	21	33
Subtotal	72	108

*Note.* Based on 180 responses.

<b>Country Group 4-5-6</b>	<b>Male</b>	<b>Female</b>
Brazil	7	3
Greece	2	3
Israel	6	10
Peru	4	1
South Korea	6	2
Switzerland	9	19
Iran	4	1
Indonesia	9	8
Subtotal	47	47

*Note.* Based on 94 responses.



<b>Country Group 7-8-9</b>	<b>Male</b>	<b>Female</b>
Canada	4	4
Russia	1	1
United States	18	18
United Kingdom	18	31
Uruguay	-	1
Iraq	7	4
Subtotal	48	59

*Note.* Based on 107 responses.

Table F4. Study Three Crosstabs: Age \* Other Demographics

	<b>Have you ever served in the military?</b>	
	<b>Yes</b>	<b>No</b>
18-24	1	43
25-34	8	102
35-44	15	87
45+	14	95
Subtotal	38	327

*Note.* Based on 366 responses.

<b>What country do you currently live in?</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45+</b>
United States	36	89	83	93
Korea	-	-	-	1
Italy	-	1	1	1
Germany	-	1	2	-
France	1	-	-	2
Finland	1	-	-	-
Netherlands	-	1	1	1
Lithuania	-	1	-	-
Canada	4	6	6	4
South America	-	-	1	-
India	-	-	1	1
China	-	1	1	-
Israel	-	-	1	-
United Kingdom	-	5	3	2
Australia	-	1	2	1
Greece	-	-	-	1
Belgium	-	1	-	-
Denmark	-	1	-	-

Holland	-	-	-	-
Sweden	1	-	-	-
Puerto Rico	-	-	-	1
Gabon	-	-	-	1
Chile	1	-	-	-
Venezuela	-	1	-	-
Iceland	-	1	-	-
Subtotal	44	110	102	109

*Note.* Based on 366 responses.

<b>How long have you lived in your current country of residence?</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45+</b>
0-4.99 years	-	5	3	5
5-9.99 years	1	2	1	2
10-14.99 years	3	3	3	2
15-19.99 years	4	6	3	2
20-29.99 years	26	46	3	3
30+ years/all my life	11	48	88	95
Subtotal	45	110	101	109

*Note.* Based on 366 responses.

<b>What country were you born in?</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45+</b>
United States	35	75	73	87
Vietnam	-	1	2	-
Italy	-	-	1	1
Germany	-	2	2	2
Laos	-	2	2	2
France	1	1	1	-
Honduras	-	1	-	-
Finland	1	1	1	-
Netherlands	-	-	1	2
Canada	2	7	5	2
Guatemala	-	1	-	-
South America	-	1	1	1
India	-	1	2	1
China	1	-	1	-
Turkey	-	-	1	-
Israel	-	2	-	1
Mexico	-	1	-	1
United Kingdom	-	5	3	3
Australia	-	1	2	-
Japan	-	1	1	-
Belgium	1	1	-	-

Denmark	-	1	-	-
Holland	-	-	-	-
Sweden	1	-	-	-
Ireland	1	-	-	-
Ecuador	-	1	-	-
Puerto Rico	-	-	-	1
Kenya	-	-	-	1
Portugal	-	-	-	1
Romania	-	-	1	-
Chile	1	-	-	-
Venezuela	-	1	-	-
Malta	-	-	-	1
Hungary	-	-	-	1
Poland	-	-	1	-
Peru	-	-	1	-
Tanzania	-	1	-	-
Switzerland	-	1	-	-
Iceland	-	1	-	-
Subtotal	44	110	102	108

*Note.* Based on 365 responses.

<b>How many countries have you lived in and/or visited in your lifetime?</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45+</b>
1-3	20	26	20	30
4-6	11	24	23	24
7-9	6	19	16	15
10-19	7	29	29	23
20-29	1	5	11	7
30+	-	6	2	8
Subtotal	45	109	101	107

*Note.* Based on 363 responses.

<b>Country Group 0-1-2-3</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45+</b>
Australia	-	5	4	3
Germany	3	14	6	3
Pakistan	1	1	1	1
Mexico	2	10	7	6
China	3	10	8	5
Sweden	2	4	3	7
Japan	2	2	6	8
France	10	10	10	24
Subtotal	23	56	45	57

*Note.* Based on 181 responses.

<b>Country Group 4-5-6</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45+</b>
Brazil	-	2	4	4
Greece	1	1	1	2
Israel	4	4	5	3
Peru	-	2	2	1
South Korea	1	2	1	4
Switzerland	5	6	10	8
Iran	2	1	1	1
Indonesia	1	7	6	3
Subtotal	14	25	30	26

*Note.* Based on 95 responses.

<b>Country Group 7-8-9</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45+</b>
Canada	1	6	1	-
Russia	-	1	1	-
United States	2	13	9	12
United Kingdom	4	15	15	14
Uruguay	-	1	-	-
Iraq	1	5	2	3
Subtotal	8	41	28	29

*Note.* Based on 107 responses.

## APPENDIX G. EXPLORATORY FACTOR ANALYSIS-INITIAL EXTRACTION

Table G1. Communalities

	<b>Scale Item</b>	<b>Initial</b>	<b>Extraction</b>
1	This country depends on other countries for its welfare.	.397	.304
2	This country has a weak infrastructure (for example, its roads, sewage system, and anything that helps cities run well).	.385	.358
3	This country has religion-based conflict.	.477	.507
4	This country practices religious fundamentalism (It has strict, literal interpretations of its religious texts.).	.586	.610
5	This country is always at war.	.564	.620
6	This country is not militaristic.	.449	.458
7	This country does not respect foreign policies.	.517	.512
8	This country has unbalanced foreign policies.	.658	.628
9	This country is known for its human rights abuses.	.469	.417
10	This country has good social services.	.711	.662
11	The government of this country is corrupt.	.587	.579
12	This country has a stable government.	.671	.661
13	This country has advanced medicine.	.703	.702
14	This country is healthy (It has a healthy atmosphere and is a healthy place to be.).	.651	.676
15	The citizens are educated in this country.	.630	.601
16	You can get a good education in this country.	.693	.642
17	This country is beautiful.	.261	.240
18	This country is environmentally conscious.	.627	.567
19	This country is prosperous.	.723	.699
20	This country has a strong economy.	.710	.685
21	Religious freedom is allowed in this country.	.697	.709
22	This is a secular (not religious) country.	.505	.517
23	The people in this country are friendly.	.425	.491

24	This is a tolerant country.	.642	.638
25	This country is hegemonic (It's dominant and imposes its own values on other countries.).	.492	.465
26	This country has fair trade practices.	.576	.555
27	The gender policies in this country are fair (Men and women are treated fairly and equally.).	.636	.645
28	Individuals are respected in this country.	.713	.708
29	The government of this country has imperialist behaviors.	.514	.517
30	This country has a strong democracy.	.746	.744
31	This country is caring (It cares for its own people.).	.661	.632
32	Over-population is a problem in this country.	.325	.292
33	The people in this country are close-minded.	.494	.571
34	The people of this country fear what they don't understand.	.529	.563
35	This country produces a lot of pollution.	.502	.509
36	There are abundant natural resources in this country.	.299	.736

Table G2. Total Variance Explained

Factor	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	12.522	34.784	34.784
2	3.903	10.841	45.625
3	1.928	5.354	50.980
4	1.594	4.427	55.406
5	1.340	3.723	59.129
6	1.092	3.034	62.163
7	1.073	2.981	65.144
8	.915	2.543	67.687
9	.861	2.392	70.079

10	.776	2.155	72.233
11	.734	2.040	74.273
12	.684	1.899	76.172
13	.608	1.688	77.861
14	.590	1.638	79.499
15	.553	1.536	81.035
16	.540	1.500	82.535
17	.499	1.385	83.920
18	.466	1.295	85.215
19	.440	1.222	86.437
20	.431	1.196	87.633
21	.417	1.159	88.792
22	.393	1.091	89.883
23	.369	1.024	90.907
24	.353	.979	91.886
25	.344	.956	92.843
26	.331	.921	93.763
27	.308	.854	94.618
28	.275	.764	95.382
29	.260	.723	96.105
30	.240	.665	96.770
31	.233	.647	97.417
32	.215	.597	98.015
33	.202	.560	98.575
34	.197	.546	99.121
35	.167	.465	99.586
36	.149	.414	100.000

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Table G3. Pattern Matrix

	Factor						
	1	2	3	4	5	6	7
1	.782	9.337E-02	-.111	1.694E-02	3.213E-02	9.109E-02	-2.491E-02
2	.745	-.109	9.497E-02	2.644E-02	3.771E-02	-7.699E-02	4.386E-02
3	.744	6.924E-02	-.154	-6.956E-02	8.455E-02	.119	-6.284E-02
4	.712	4.450E-02	-3.813E-02	6.428E-02	.142	-1.767E-03	.125
5	.663	.166	4.433E-02	.111	.257	-.131	2.319E-02
6	.654	9.972E-03	-.126	.209	.112	-1.954E-02	3.916E-02
7	.611	-.135	-5.360E-02	-1.998E-02	.250	2.435E-03	7.610E-02
8	.506	-.307	6.184E-02	.227	.245	9.720E-03	.167
9	.454	-.189	9.893E-02	.148	.334	1.726E-02	-1.251E-02
10	-.445	-5.674E-02	.102	.120	-9.334E-02	.114	.200
11	-.425	.412	-3.739E-02	7.466E-02	4.837E-02	6.736E-02	.300
12	-.365	5.612E-02	.317	-7.001E-03	.144	-2.263E-02	.177
13	7.958E-02	.627	.145	6.120E-02	-5.008E-02	-.137	9.010E-02
14	4.101E-02	.600	-.250	.145	-2.174E-02	-3.323E-03	.220
15	-.106	.579	7.007E-02	-.120	8.350E-03	5.397E-02	.120
16	5.448E-03	.557	.401	-.226	.152	.107	-2.402E-02
17	-.225	.552	5.208E-02	-1.727E-02	-1.824E-02	9.279E-02	.233
18	-3.876E-02	-.517	-.101	-3.600E-02	.361	1.586E-02	.189
19	.206	.479	.131	-.131	-4.492E-03	-4.147E-02	.244
20	.334	-.341	5.932E-02	-1.741E-02	.332	-1.217E-02	-3.642E-02
21	-.138	.308	.113	-7.251E-02	-.239	.116	.109
22	-.114	7.997E-03	.617	1.216E-02	-.232	-1.404E-03	.134
23	.159	-1.154E-02	-.596	-.219	.190	1.022E-02	2.419E-02
24	6.673E-02	.288	.530	-.118	-9.471E-02	9.082E-02	-2.431E-02
25	-2.362E-02	-6.491E-04	8.128E-02	.639	.119	9.097E-02	-.118
26	.264	5.114E-02	1.716E-02	.376	-8.319E-03	9.004E-02	1.366E-02
27	3.652E-02	6.315E-02	-.156	.144	.737	-.140	-2.205E-02
28	.236	-2.294E-02	-3.823E-02	1.334E-02	.673	-6.381E-02	-4.290E-02
29	.211	5.883E-02	-.116	-.151	.638	3.452E-02	-.121
30	.184	-4.808E-02	-1.996E-02	.121	.638	2.596E-02	-.101



31	1.227E-03	-7.238E-02	-.187	.222	.600	3.095E-02	-9.965E-02
32	.210	-.228	.134	.134	.416	-5.091E-02	-.144
33	-1.575E-02	-2.643E-02	-8.123E-02	.116	-7.509E-02	.843	5.666E-02
34	-.149	.113	-.226	9.176E-02	-.219	-.240	.204
35	.163	4.234E-02	4.615E-02	-.326	-.130	-3.243E-02	.603
36	4.550E-02	.251	5.835E-02	2.233E-02	-9.800E-02	6.384E-02	.571

Table G4. Correlation Matrix

	welfare	infrastr	reliconf	relifund	atwar	militic	resforpo
welfare	1						
infrastr	.315	1					
reliconf	.385	.117	1				
relifund	.374	.356	.542	1			
atwar	.223	-.093	.556	.371	1		
militic	-.196	.042	-.338	-.272	-.489	1	
resforpo	.317	.107	.361	.402	.499	-.383	1
unbforpo	.266	.179	.374	.371	.426	-.267	.670
humright	.257	.172	.447	.452	.327	-.361	.374
sociserv	-.261	-.472	.031	-.243	.097	.151	-.251
corrupt	.287	.355	.202	.325	.129	-.173	.599
stablgo	-.409	-.490	-.114	-.382	.098	.183	-.129
advmedi	-.231	-.500	.202	-.153	.358	-.028	.012
healthy	-.417	-.311	-.122	-.327	-.142	.327	-.358
educated	-.232	-.456	.054	-.196	.115	.087	-.212
goodeduc	-.264	-.472	.147	-.172	.216	.031	-.050
beautifu	-.080	-.111	.033	.004	.046	-.048	.070
envconc	-.283	-.284	-.057	-.311	-.087	.296	-.422
prospero	-.369	-.541	.144	-.230	.268	.108	-.082
strgecon	-.344	-.462	.136	-.226	.302	.036	-.067
relifree	-.282	-.370	-.218	-.363	-.045	.318	-.066
secular	-.291	-.234	-.354	-.451	-.218	.185	-.191
friendly	-.078	-.004	-.227	-.186	-.146	.190	-.158
tolerant	-.403	-.300	-.344	-.409	-.234	.420	-.317
hegemoni	-.046	-.217	.244	.150	.556	-.273	.510
fairtrad	-.186	-.211	-.032	-.276	-.128	.265	-.387
gendpoli	-.222	-.494	-.034	-.306	.067	.098	-.177
indiresp	-.282	-.372	-.163	-.387	.037	.121	-.287
impbeh	.145	-.042	.277	.295	.508	-.445	.614
strgdem	-.475	-.490	-.141	-.323	.029	.276	-.148
caring	-.198	-.395	-.074	-.272	-.047	.227	-.387
overpop	.188	.380	.073	.245	-.059	-.162	.160
closemnd	.269	.087	.314	.397	.374	-.198	.491
fearund	.164	.189	.186	.384	.329	-.290	.500
prodpoll	.119	-.008	.162	.155	.282	-.259	.458
natureso	-.190	.086	-.050	-.218	-.095	.124	-.186

(Continued on next page)

	unbforpo	humright	sociserv	corrupt	stablgo	advmedi	healthy
unbforpo	1						
humright	.365	1					
sociserv	-.285	-.181	1				
corrupt	.678	.306	-.544	1			
stablgo	-.223	-.256	.673	-.402	1		
advmedi	-.034	-.050	.609	-.271	.685	1	
healthy	-.364	-.236	.602	-.475	.680	.544	1
educated	-.283	-.174	.723	-.464	.712	.640	.649
goodeduc	-.124	-.133	.702	-.337	.700	.722	.583
beautifu	.043	-.063	.096	.032	.214	.286	.294
envconc	-.364	-.108	.525	-.510	.522	.497	.676
prospero	-.181	-.163	.663	-.399	.781	.761	.615
strgecon	-.174	-.159	.664	-.363	.770	.724	.623
relifree	-.141	-.218	.410	-.187	.584	.503	.452
secular	-.304	-.100	.290	-.295	.375	.242	.330
friendly	-.096	-.288	.042	.008	.200	.034	.218
tolerant	-.212	-.248	.427	-.275	.402	.341	.511
hegemoni	.433	.145	.116	.188	.293	.361	.019
fairtrad	-.397	-.258	.471	-.386	.406	.308	.539
gendpoli	-.309	-.154	.552	-.470	.537	.479	.458
indiresp	-.344	-.257	.576	-.424	.626	.510	.614
impbeh	.601	.381	-.088	.336	-.047	.148	-.134
strgdem	-.247	-.298	.644	-.421	.687	.655	.593
caring	-.385	-.251	.700	-.548	.558	.508	.637
overpop	.305	.252	-.469	.389	-.479	-.338	-.340
closemnd	.415	.277	-.081	.258	-.082	.014	-.163
fearund	.530	.249	-.179	.425	-.115	.055	-.176
prodpoll	.484	.033	-.019	.341	.092	.221	-.158
natureso	-.045	-.217	.131	-.090	.211	.047	.217

(Continued on next page)

	educated	goodeduc	beautifu	envconc	prospero	strgecon	relifree
educated	1						
goodeduc	.732	1					
beautifu	.249	.227	1				
envconc	.573	.454	.125	1			
prospero	.715	.740	.254	.529	1		
strgecon	.701	.677	.226	.554	.865	1	
relifree	.414	.415	.169	.345	.506	.479	1
secular	.244	.210	-.150	.278	.298	.293	.308
friendly	.127	.075	.339	.071	.067	.055	.176
tolerant	.365	.272	.127	.450	.439	.380	.564
hegemoni	.136	.245	.025	-.099	.294	.335	.164
fairtrad	.501	.377	.119	.447	.405	.401	.342
gendpoli	.575	.440	.017	.538	.554	.577	.449
indiresp	.682	.558	.244	.524	.598	.593	.484
impbeh	-.035	.079	.125	-.280	.042	.063	-.023
strgdem	.638	.598	.225	.488	.653	.625	.580
caring	.724	.542	.201	.549	.584	.578	.442
overpop	-.438	-.467	-.080	-.299	-.487	-.437	-.290
closemnd	-.166	-.034	-.157	-.249	-.038	.001	-.152
fearund	-.200	.019	.151	-.250	-.060	-.006	-.038
prodpoll	-.065	.131	.150	-.316	.082	.095	.077
natureso	.117	.211	.307	.139	.235	.220	.117

	secular	friendly	tolerant	hegemoni	fairtrad	gendpoli	indiresp
secular	1						
friendly	-.074	1					
tolerant	.332	.246	1				
hegemoni	.043	-.134	-.101	1			
fairtrad	.244	.205	.420	-.209	1		
gendpoli	.406	.092	.391	.092	.449	1	
indiresp	.322	.374	.529	.074	.539	.577	1
impbeh	-.168	-.052	-.208	.480	-.317	-.044	-.141
strgdem	.385	.200	.564	.182	.458	.644	.614
caring	.211	.280	.481	.038	.588	.542	.701
overpop	-.202	-.188	-.224	-.015	-.259	-.463	-.410
closemnd	-.077	-.420	-.260	.484	-.284	-.115	-.326
fearund	-.177	-.085	-.172	.475	-.227	-.265	-.204
prodpoll	-.099	.049	-.149	.503	-.249	-.162	-.092
natureso	.094	.395	.206	-.086	.097	.056	.325

	impbeh	strgdem	caring	overpop	closemnd	fearund	prodpoll	natureso
impbeh	1							
strgdem	-.088	1						
caring	-.173	.625	1					
overpop	.118	-.452	-.484	1				
closemnd	.389	-.181	-.269	.208	1			
fearund	.437	-.161	-.248	.326	.562	1		
prodpoll	.358	.018	-.139	.094	.362	.551	1	
natureso	-.132	.105	.143	-.205	-.244	-.046	.147	1

### Legend for Correlation Matrix

Label	Label Description
welfare	This country depends on other countries for its welfare.
infrastr	This country has a weak infrastructure.
reliconf	This country has religion-based conflict.
relifund	This country practices religious fundamentalism.
atwar	This country is always at war.
militic	This country is not militaristic.
resforpo	This country does not respect foreign policies.
unbforpo	This country has unbalanced foreign policies.
humright	This country is known for its human rights abuses.
sociserv	This country has good social services.
corrupt	The government of this country is corrupt.
stablgov	This country has a stable government.
advmedi	This country has advanced medicine.
healthy	This country is healthy.
educated	The citizens are educated in this country.
goodeduc	You can get a good education in this country.
beautifu	This country is beautiful.
envconc	This country is environmentally conscious.
prospero	This country is prosperous.
strgecon	This country has a strong economy.
relifree	Religious freedom is allowed in this country.
secular	This is a secular (not religious) country.
friendly	The people in this country are friendly.
tolerant	This is a tolerant country.
hegemoni	This country is hegemonic.
fairtrad	This country has fair trade practices.
gendpoli	The gender policies in this country are fair.
indiresp	Individuals are respected in this country.
impbeh	The government of this country has imperialist behaviors.

strgdem	This country has a strong democracy.
caring	This country is caring (It cares for its own people.).
overpop	Over-population is a problem in this country.
closemnd	The people in this country are close-minded.
fearund	The people of this country fear what they don't understand.
prodpoll	This country produces a lot of pollution.
natureso	There are abundant natural resources in this country.

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## APPENDIX H. RELIABILITY MEASURES

Table H1. Reliability Measures for Factor One

	Item-Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
ADVMEDI	0.7736	0.6577	0.9413
GOODEDUC	0.7302	0.6393	0.9425
EDUCATED	0.7177	0.5841	0.9429
SOCISERV	0.8013	0.6902	0.9405
STRGECON	0.7159	0.6334	0.9429
PROSPERO	0.7709	0.6868	0.9415
STABLGOV	0.7483	0.6163	0.9419
CARING	0.7560	0.6454	0.9419
HEALTHY	0.7451	0.6047	0.9420
STRGDEM	0.8170	0.7343	0.9400
INDIRESP	0.7397	0.6533	0.9422
GENDPOLI	0.7215	0.5641	0.9427
RELIFREE	0.6844	0.5941	0.9436
INFRASTR	0.4838	0.2684	0.9496

### Additional Statistics for Scale:

Mean = 70.4568

Standard Deviation = 19.0811

Valid n = 278

Cronbach Alpha = .9464

Standardized Alpha = .9474

Average Inter-item Correlation = .5629

Table H2. Reliability Measures for Factor Two

	<b>Item-Total Correlation</b>	<b>Squared Multiple Correlation</b>	<b>Alpha if Item Deleted</b>
PRODPOLL	0.5185	0.2919	0.8452
HEGEMONI	0.6435	0.4224	0.8277
FEARUND	0.6352	0.4442	0.8289
UNBFORPO	0.6902	0.5076	0.8203
IMPBEH	0.6396	0.4232	0.8282
RESFORPO	0.6521	0.4598	0.8263
CLOSEMND	0.5159	0.3247	0.8453

**Additional Statistics for Scale:**

Mean = 25.9173

Standard Deviation = 9.5025

Valid n = 254

Cronbach Alpha = .8526

Standardized Alpha = .8512

Average Inter-item Correlation = .4497

Table H3. Reliability Measures for Factor Three

	<b>Item-Total Correlation</b>	<b>Squared Multiple Correlation</b>	<b>Alpha if Item Deleted</b>
RELIFUND	0.6117	0.3855	0.5885
RELICONF	0.4959	0.2483	0.726
SECULAR	0.5755	0.3549	0.6314

**Additional Statistics for Scale:**

Mean = 10.3133

Standard Deviation = 5.0170

Valid n = 332

Cronbach Alpha = .7360

Standardized Alpha = .7370

Average Inter-item Correlation = .4829



Table H4. Reliability Measures for Revised Factor One

	<b>Item-Total Correlation</b>	<b>Squared Multiple Correlation</b>	<b>Alpha if Item Deleted</b>
ADVMEDI	0.7689	0.6527	0.9451
GOODEDUC	0.7340	0.6406	0.9461
EDUCATED	0.7174	0.5856	0.9466
SOCISERV	0.8044	0.6931	0.9440
STRGECON	0.7144	0.6332	0.9466
PROSPERO	0.7567	0.6740	0.9455
STABLGOV	0.7470	0.6124	0.9457
CARING	0.7609	0.6492	0.9454
HEALTHY	0.7569	0.6030	0.9454
STRGDEM	0.8179	0.7347	0.9436
INDIRESP	0.7490	0.6564	0.9457
GENDPOLI	0.7248	0.5661	0.9465
RELIFREE	0.6879	0.5944	0.9474

**Additional Statistics for Scale:**

Mean = 65.1786

Standard Deviation = 18.0996

Valid n = 280

Cronbach Alpha = .9496

Standardized Alpha = .9499

Average Inter-item Correlation = .5932

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## **Vita**

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