

Perception of multiple country-of-brand origins and the effect of foreign sounding brand names on attitude

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Abstract

Research in country of origin or brand origin share the assumption the origin is a single country. We question this assumption. When the framework is extended to allowing for various country associations, several questions arise: Are there systematic factors that influence the number of associated countries? Which countries are typically associated with a brand, and do all countries associated with a brand impact brand evaluations? We studied eight brands with foreign names in two experiments. We found that the brands were associated with more than two countries. This is important for our understanding of the complicated links and interactions between brands and their country origins. Furthermore, the country image of more than one country had an impact on brand evaluations. This gives new insight into the conditions for successful implied country of brand origin strategies. Finally, the research has a bearing on the ongoing discussion of the importance of country of origin research.

Keywords: *Multiple country-of-brand origins; Brand attitude; Foreign sounding brand names*

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