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A Minor Field Study

# Brand origin

- How does it impact brand awareness and  
brand image

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## Abstract

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As globalization influences today's world markets, many brands are becoming international and global. When a brand is in an international market it creates an opportunity for perceived brand origin to influence the consumers. Brand origin effect refers to the different ways that the perceived origin of a brand influences the consumers, for example, the consumer brand equity or purchase behaviour. The purpose of this dissertation is to investigate brand origins effect on brand image and brand awareness. There has been research on this in the past; however, only few of them have focused on emerging markets. Therefore, we will investigate the brand origin effect in emerging markets.

The study is performed in Ecuador, and the data is collected through structured interviews within the target population. The dissertation was done in collaboration with the Swedish company Husqvarna. Therefore, it was the brand awareness and image of Husqvarna in particular that was studied.

The results of this dissertation indicate that there are relationships between the variables brand origin, brand image and brand awareness. First of all, there were indications that consumers in emerging markets prefer brands from developed countries. The second relationship that the results indicate is that a more positive image of perceived brand origin means a more positive image of brand image. The last relationship is that a more positive image of perceived brand origin, leads to a higher sense of brand awareness. However, it is necessary to mention that none of these relationships could be proven to be significant through statistical testing. As a result of this, this dissertation provides a good foundation for future research where the relationships should be further studied.

**Keywords:** Brand origin, brand awareness, brand image, emerging markets

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# 1. Introduction

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*The first chapter of this dissertation includes background information, problem, purpose, research question, and limitations.*

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## 1.1 Background

Emerging markets are a key factor in the growth of the world economy and offer remarkable growth opportunities for firms from developed countries. The increasingly mature economies of emerging markets will demand more consumer goods from firms in the developed countries and offer enormous potential for marketing success, this due to the growth and size of the markets (Nakata & Sivakumar, 1997).

## 1.2 Problem

Country of origin (COO) can be defined as the country of manufacture or assembly (Al-Sulaiti & Baker, 1998). It is a concept that has been investigated thoroughly for years, and has been acknowledged as an important aspect of consumer behaviour studies (Yasin *et al.*, 2007). However, as a result of many products not being assembled, designed, or made in the original country anymore, due to for example globalization, another concept has emerged. This concept is brand origin (BO), and can be defined as the place, region or country where the target customers perceive the brand to belong to (Thakor & Kohli, 1996). Therefore, the BO concept works as a simplification of the COO concept since it focuses on the perceived location instead of the actual one (Jin *et al.*, 2004).

While COO has been researched for a long time, there has not been as much research done on BO (Thakor & Lavack, 2003), and even less on BO in emerging markets. This presents a problem since recent studies have shown that BO is a more relevant concept in emerging markets than COO (Jin *et al.*, 2004). BO is considered to be a better measurement because it has been found to have a greater impact on consumer purchasing than COO in emerging markets. The reason for this is that consumers in emerging markets perceive foreign brands, from developed countries, to have an image

of status and modernity. Also, BO is more connected to brand image and, therefore, a more relevant concept to use in an emerging market than COO (Zhuang *et al.*, 2008).

Jin *et al.* (2004) state that because of the lack of research on BO in emerging markets it is a subject which needs to be further studied. In other words there are gaps in the knowledge of the topic. Batra *et al.* (2000) suggest that one gap is that past research has mainly focused on the point of view of consumers in developed countries. However, due to differences in social motivation and identity between developed and developing countries, it is important to identify the consumers in emerging markets points of view as well.

Another gap in the BO research is the influence that BO has on different factors of brand equity. Jin *et al.* (2004) suggest that not only does the topic of brand origin itself need to be developed, but also how it influences factors such as brand image. Therefore, we will include brand image as one of our two variables in this research. Yoo *et al.*, (2000) state that a specific brand image is formed by brand awareness with strong associations. Therefore, it can be said that the image a consumer has of a brand is influenced by the awareness that they have. Because of the relationship between the two, it is relevant to investigate BO's effect on both instead of just one of them.

### **1.3 Research Question**

This dissertation aims to investigate if and how brand origin has an impact on brand awareness and brand image in an emerging market. Brand awareness refers to how easy it is for a consumer to remember a brand while brand image is the brand associations in a consumer's memory (Keller, 2003). This dissertation looks at both image and awareness because, as mentioned before, they are connected to each other and you cannot create brand image without awareness. Therefore, our research question is as follows:

How does brand origin influence brand awareness and brand image of consumers in emerging markets?

#### **1.4 Purpose**

The purpose of this study is to investigate the impact BO has on consumers brand awareness and brand image in emerging markets. We also want to fill the gaps that exist in this field, and it has been suggested that there need to be further studies in emerging markets as well as with factors such as image and awareness (Jin *et al.*, 2004; Batra *et al.*, 2000).

#### **1.5 Limitations**

This study is limited to only one emerging country and only one brand. Our research may not be sufficient to draw general conclusions. A comparison between several emerging countries and several different brands would have been useful. However, within the time limit this would not have been possible. Another limitation is that this research is limited to investigate how brand origin influence brand awareness and brand image. Although, the literature suggests that brand origin may influence several other factors as well (Jin *et al.*, 2004). Therefore, a theoretical limitation of this research is that the study is limited to only brand awareness, and brand image and associations, which are a part of the Customer-Based Brand Equity model (Keller, 2003).

#### **1.6 Outline**

There are six chapters in this dissertation. The first chapter is an introduction which includes background information, problem, purpose, research question, and limitations. The second chapter contains the dissertation's research method and includes following parts: introduction, research philosophy, and research approach. The third chapter includes a literature review, and a presentation of our hypotheses. The fourth chapter contains the dissertation's empirical method and include following parts: introduction, general information about the chosen brand to study, research design, research strategy, time horizon, data collection, sampling, operationalization, reliability, validity, generalizability and ethics. The fifth chapter includes a presentation and explanation of the raw data that was collected through our survey, and the results of the hypotheses. Finally, the last chapter of this dissertation includes a summary of the dissertation, conclusions, critical reflections, contributions and future research.

## 2. Research Method

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*This chapter contains the dissertation's research method. It includes the following parts: introduction, research philosophy, and research approach.*

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### 2.1 Introduction

Saunders *et al.* (2009) have created a figure called the research “onion”. This figure has different layers which depict the different stages in a research methodology process. The layers of the “onion” are the following: philosophies, approaches, strategies, choices, time horizons, and techniques and procedures.

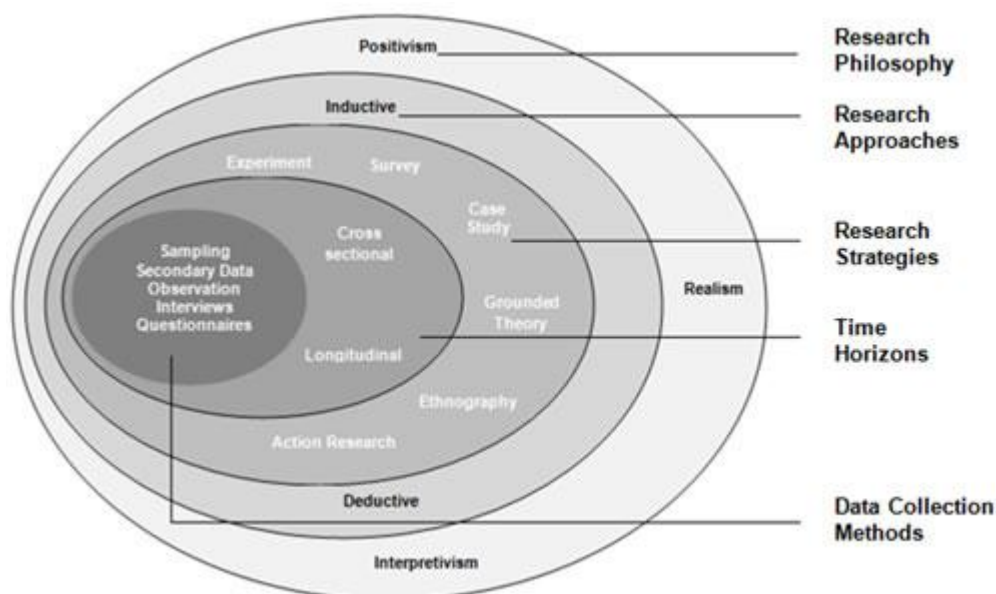


Figure 1: Research Process “Onion” (Source: Saunders *et al.*, 2009, p.108)

### 2.2 Research philosophy

According to Saunders *et al.* (2009), there are four different philosophies. These four are: positivism, realism, interpretivism, and pragmatism. Positivism involves production of credible data through observation of a phenomenon. Usually, positivism means using existing theories to develop hypotheses which are tested and confirmed or refuted. Realism can be divided into direct and critical realism. Direct realism is the belief that the world is portrayed accurately through what we experience through our senses.

Critical realism is the belief that our experiences are only our sensations which can often be deceptive. In other words, we do not experience directly. Interpretivists on the other hand, believe that researchers need to take into consideration the differences among humans as social actors. Pragmatism is a philosophy that argues that the most important part of a research's epistemology, ontology, and axiology is the research question. This philosophy brings up the fact that mixed methods are possible to conduct. The philosophy that is used is connected to assumptions which support the research strategies and methods chosen (Saunders *et al.*, 2009). Since this study aims to investigate how brand origin influence brand awareness and brand image of consumers in emerging markets through hypotheses, that will be tested and used to draw conclusions from, a positivistic approach is used.

### **2.3 Research approach**

There are two different research approaches proposed by Saunders *et al.* (2009), the deductive and inductive approach. The deductive approach is defined as a “research approach involving the testing of a theoretical proposition by the employment of a research strategy specifically designed for the purpose of its testing” (Saunders *et al.*, 2009, p.590). In other words the deductive approach involves using existing theories to develop new ones or test hypotheses. The inductive approach is defined as a “research approach involving the development of a theory as a result of the observation of empirical data” (Saunders *et al.*, 2009, p.593). This means that with an inductive approach you would first collect data and then draw conclusions and form new theories from that data. The two approaches are different from each other in the way that they begin and end with the opposite things. Since already existing literature and theories have been used to create the hypotheses in this dissertation, it has a deductive research approach.

### 3. Literature review

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*The following is a literature review of relevant topics for the purpose of this dissertation. The literature review starts with a brief explanation of different aspects of emerging markets. Then, we continue with explanations of branding and theories concerning the concept. After that come explanations concerning COO and BO, and brand awareness and brand image. Finally, we summarize the literature review and state and explain our hypotheses.*

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#### 3.1 Emerging markets

Establishing or expanding businesses into emerging markets (EMs) has often been associated with issues such as risk of turbulent change, poorly developed communication and distribution systems, limited managerial resources and cultural differences. However, as a result of EMs now have improved levels of education, communication, internet access, and for example increased travel, the consumers in these countries are becoming more aware of what types of products are available throughout the world. Many EMs have experienced long term growth, due to large populations, increasing disposable incomes, and a large portion of young consumers in the population. Due to these factors and to increasing growth potential through investment and sourcing opportunities, more and more innovative companies are looking into establishing in EMs (Sakarya *et al.*, 2007). Also, the varying demographics and spending patterns in EM countries create different opportunities for companies. For example, Chinese children spend only slightly less on purchases than what US children do. Therefore, the choice or ability of a company to take advantage of EM opportunities, may determine its international growth and success (Essoussi & Merunka, 2007).

When a company seeks to enter into an EM, they usually adopt a “less developed country” mindset, which means that they assume that the EM is at an earlier stage of development than the more developed countries, and that it will eventually follow the same path. This is called the economic development through industrialization model (Sakarya *et al.*, 2007).

### **3.2 Branding**

According to Randall (2000), there are several key characteristics of branding. One characteristic is that branding is a strategic process that involves marketing, but does not exclusively involve the marketing department. A second characteristic is that a brand must always deliver value defined in consumer terms. A third characteristic is that a brand has a continuing relationship with its sellers and buyers. Finally, branding has to be continuously adapted in order to be effective, efficient, and have a chance against the competition (Randall, 2000).

There are various definitions of brand. For example Stephen King says: “A product is something made in a factory; a brand is something that is bought by a consumer” (Randall, 2001, p.4). This means that the brand is the product with other values added to it (Randall, 2001). Another definition of a brand is a product or service that is differentiated from its competitors (Hankinson & Cowking, 1996).

A firm can apply branding at different levels. However, there is some confusion regarding the names of the terms, also the different categories can overlap. Brands in their most basic form are called product brands; this means that the brand is identical with a single product or service. Line brands are brands where a group of products are given the same brand name. Range brands are similar to line brands; however, there is a wider range of products under the same brand name. Umbrella brands can refer to line or range brands, but also when the name of the company identifies the brand. Company brands are simply when the companies’ names are used as the brands names. Endorsing company brands are when the companies’ names are used but less visibly than the main brand name (Randall, 2000).

In Randall (2000), it has been suggested that brands have several different dimensions to it. One model that shows this is the Kapferer’s (1992) prism of identity. In this model the dimensions are: physique, personality, culture, relationship, reflection, and self-image. By physique Kapferer refers to the central purpose of the brand. The personality simply refers to what type of personality the consumers describe for the brand. The culture can be both of the brand or the firm. The relationship refers to the idea that people buy the products repeatedly and therefore create a relationship with the brand. Reflection refers to the type of person that the users wish to become. Self-image is the

reflection of the firm itself. The model suggests that for a brand to have a consistent and coherent identity, the different dimensions above have to interact well, and the identity that the dimensions create has to be clearly communicated to the consumers (Randall, 2000).

There are several benefits associated with using a brand. One benefit is that it creates a type of identity. This identity should be created from all the information the consumer holds about the brand. A brand also provides a sense of security, in the way that it can be reassuring for a consumer to buy a familiar brand. Another advantage of a brand is that it has to differentiate itself from its competitors in order to show a uniqueness to the consumers. Finally, a brand has to add value besides the generic product (Randall, 2000).

As the world has become more globalized, the need for international and global brands has emerged. A global brand can be defined as a brand that has the same product all over the world, with only small variations. A global brand also has the same brand essence, identity and values everywhere, as well as the same strategic principles and positioning. A final part of the definition is that, as far as possible, the same marketing mix should be applied everywhere. Brands that are sold in many countries but are not global are known as international brands (Randall, 2000).

### **3.3 International branding**

The importance and management of a brand from the domestic marketing perspective have been well addressed by the literature. However, there are a limited number of studies that examine a brand from an international perspective. International development of brands offers opportunities to capitalize on economic of scale, develop global markets, and pursue multiple market segments. Literature on international branding has been studied as a part of product decisions and is generally embedded in international marketing strategies (Wong & Merrilees, 2007).

There are, so far, no established definitions of international branding. The meaning of the term international branding is frequently implicitly but not very often explicitly defined. After an analysis of 40 studies, Whitelock and Fastoso (2007) have proposed international branding to be defined as “a field within international marketing concerned

with the challenges that companies face when their brands cross national borders” (Whitelock & Fastoso, 2007, p 266). These challenges are related to the brand name, brand visual and sound elements, and brand personality of the brand (Whitelock & Fastoso, 2007).

Hankinson and Cowking (1996) claim that there is an international branding cycle which should be followed in order for a brand to be successful. The cycle begins with a research in each geographic region to find the consumers’ needs, and to see if there is a common market segment. This research also has the purpose to find any type of barriers which could prevent a standardized product to be able to work in all regions. The second stage of the cycle is to plan what marketing mix should be used to introduce the brand in each region. Since there might be differences between the regions, different marketing mixes might have to be used. However, some things such as the brand name should be kept the same in all regions in order for the brand to be successful. Once the brand is well established internationally, then the cycle has to continue through more research. The reason for this is that the brand has to be monitored so that progress can be assured (Hankinson & Cowking, 1996).

### **3.4 Country of origin**

When consumers make their purchasing decisions, there are many other factors besides price and quality that influence them. One of these factors is the brand’s country of origin (COO) (Yasin *et al.*, 2007; Pecotich & Ward, 2007). According to Yasin *et al.* (2007), consumers have different associations towards different countries, for example: “German cars are great” and “Japanese electronics are reliable”. As a result of this, countries with a positive image, usually find their brands to be accepted faster than the brands from countries with a more negative image. Research has shown that there is a hierarchy in how products from different countries are perceived. Developed countries such as USA, Japan, and Germany are associated with high quality products. Developing countries, such as China and Korea are associated with poorer quality products. Finally, countries that consumers know little about, such as Eastern European countries, are the ones with the lowest reputation and are associated with the weakest product quality (Pecotich & Ward, 2007).

An important part in the study of COO is the definition of country image. The country image has been defined as “the consumers overall view of products from a particular country, based primarily on their previous perceptions of that country’s strengths and weaknesses in production and marketing” (Lee & Ganesh, 1998, p 19). However, country image could be considered more than this as well; there can be product class image and the image of the country as a whole. There may be times where a consumer’s image of a country does not affect the image of a product from the country. For example, Israelis may have a positive image of German cars but not of Germany itself (Lee & Ganesh, 1998). Yasin *et al.* (2007) have found that the image of the country of origin has an impact on brand equity. They state that brands from a country with a positive image can profit from promoting the COO in their marketing.

Another factor that is argued to be of importance in COO studies is the topic of familiarity. There are two types of familiarity in this case, product and country. The relationship between product familiarity and COO effect is not very clear, some studies have shown that the less familiar the consumer is with the product the stronger the COO effect is. On the other hand, some studies have shown that with certain products the exact opposite occurs. Also, depending on how well consumers are familiar with the country, the use of a COO effect may vary, although this is nothing to question or investigate (Lee & Ganesh, 1998).

There are several aspects that have been found to influence consumers’ brand-COO associations. Paswan and Sharma (2004) found that there is a significant relationship to the consumers’ education level, socio-economic class, and how much the consumers have travelled abroad and how they associate the brand to the COO. However, once the consumer actually does associate the brand with a COO it has been found that the COO in turn influence the consumer perception in three different aspects: as an indication of the quality of a product, symbolic and emotional attachment for the consumer, and as a match with consumers social and personal norms (Jin *et al.*, 2006).

Research has shown that the consumers in EM prefer branded imported products instead of locally produced products because of the image that is created from using foreign products. The foreign products are associated with status and high quality (Zhuang *et*

*al.*, 2008). However, the opposite has been found in developed countries, where local products are usually preferred (Essoussi & Merunka, 2007).

### 3.5 Brand origin

As globalization has affected the world, it is now more common that a product is not produced, manufactured, designed, or assembled in its COO. A concept of brand origin has been created as a result of this. BO can be defined as the place, region or country where the brand is perceived to belong by its target customers. BO is most likely to be used if a country is considered to possess certain qualities or resources that the brand will benefit to associate with (Thakor & Kohli, 1996). Brand origin has been found to affect consumers' quality perceptions, brand related attitudes, and purchase intentions, and it has resulted in brand origin stereotypes (Zhuang *et al.*, 2008).

BO is different from COO in several ways. One way is through the fact that BO emphasises that it is the perceived location, and not the actual location that the brand is from, that matters. This perceived origin association can be created either through advertising or through the language associated with the brand name (Thakor & Lavack 2003). It has become more relevant to use BO rather than COO since many brands are not associated to originate from the country on the "made in" label anymore (Thakor & Kohli, 1996). Also, BO does not have to be a country, but can be for instance a region instead. Another way to distinguish between COO and BO is that COO is meant for products while BO is meant for brands (Thakor & Kohli, 1996). Figure 2 demonstrates how different factors create consequences through the perceived brand origin.

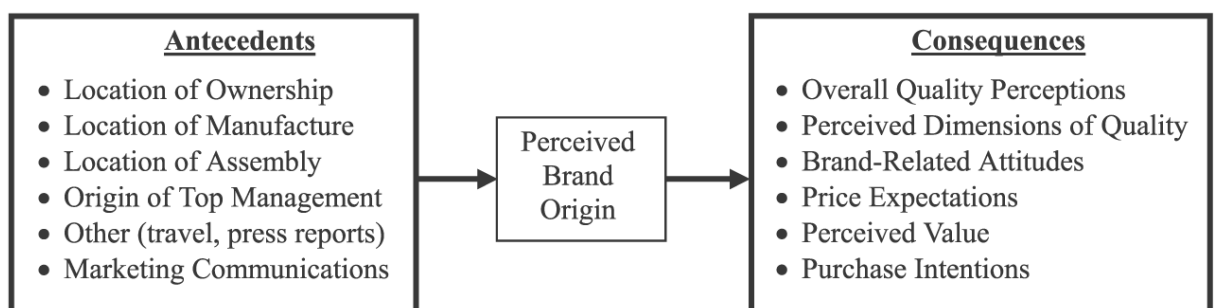


Figure 2: Model of the antecedents and consequences of perceived brand origin  
(Source: Thakor & Lavack 2003, p.396)

Another difference is that the concept brand origin is more connected to brand image than COO (Jin *et al.*, 2006). It has been found that brand origin has a greater impact on consumer purchasing behaviour than where the brand was manufactured, especially in emerging markets.

The reason why BO has greater impact on consumer purchasing behaviour, than country of manufacture, is because in emerging markets the foreign brands are more likely to be associated with status and modernity. When consumers chose foreign brands from developed countries, it may be because they want to be associated with the symbolic status that comes with the product. Therefore, as a result of the associations of modernity and status with foreign brands, it can be argued that BO has higher impact on purchase decisions than country of manufacture (Zhuang *et al.*, 2008).

### **3.6 Brand awareness and brand image**

Keller (2003) refers to brand awareness as how easy it is for a consumer to remember a brand and defines brand awareness as “strong, favorable and unique brand associations in memory“ (Keller, 2003, p.67). Rossiter and Percy (1987) on the other hand, define it as “the set of beliefs held about a particular brand” (Pappu, *et al.*, 2005, p.145), while Aaker (1991) defines it as “the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category” (Pappu, *et al.*, 2006, p.698).

There are, according to Aaker (1991), three levels of brand awareness: brand recognition, brand recall and top-of-mind. Brand recognition is the lowest level of awareness and is related to the consumers’ ability to confirm previous exposure to the brand when given the brand as a cue (Keller, 2003). Brand recognition is based upon an aided recall test, which finds the respondents’ ability to identify brands in a certain product class when being provided with the names (Aaker, 1991). The second highest level of awareness is brand recall and is related to consumer’s ability to retrieve the brand from memory when given a relevant cue (Keller, 2003). It is based upon an unaided recall test, which identifies the respondents’ ability to name brands in a certain product group without being provided with any names. A person is able recall many more brands on an aided recall basis than unaided. The first brand a person name in an unaided recall task has achieved top-of-mind awareness. This is a special position, and

the highest level of awareness since it means that the brand is ahead of all the other brands in the mind of the person (Aaker, 1991). Figure 3 demonstrates the different levels of awareness that can be achieved.



Figure 3: The Awareness Pyramid (Source: Aaker, 1991, p.62)

Keller (2003) writes that it is normally easier to recognize a brand than to recall it from the memory. However, which of the two that is relatively more important depends on the situation. Brand recognition is likely to be relatively more important when the brand is physically present while brand recall is likely to be relatively more important when the brand is not. This since it is more important that the consumer is able to recall the brand from memory when the brand is not physically there (Keller, 2003).

As the level of brand awareness increase the brand gets more dominant, this is said to increase the likelihood for a brand to be considered in a purchase situation and influence the consumers' decision making. Studies have shown that consumers are more likely to buy a brand they recognize and that familiar products are, most of the time, preferred over products that are less familiar (Meenaghan, 1995).

Brand awareness is necessary in order to create brand image. This since when a brand is established well in the memory it is easier for associations to be established and attached (Esch *et al.*, 2006). Esch *et al.* (2006) also claim that this has been confirmed by Shuilling and Kapferer who have shown that there is a significant correlation between brand awareness and many valuable image dimensions.

The concept of brand image has a several different definitions (Martínez & Pina, 2003). One definition that is accepted in the literature is the one by Keller (2003, p. 66), who

defines brand image as “perceptions about a brand reflected as associations existing in the memory of the consumer”. These associations are a result of the consumer’s beliefs of the brand (Yasin *et al.*, 2007), and can be created from direct experience, informational communication, and by drawing conclusions of pre-existing associations about the company, the origin, etc. (Martínez & Pina 2003). A brand is said to have a positive brand image when the consumers have strong, favorable and unique associations to the brand in the memory (Keller, 2003). Aaker (1991) defines brand associations as anything in the memory linked to a brand. There are according to Low and Lamb (2000) three concepts that are linked in the memory to a brand: brand image, brand attitude, and perceived quality. These three have all been researched conceptually and measured empirically (Low & Lamb 2000). Aaker (1991) writes that marketers use brand associations to differentiate, position, and extend brands, to create positive attitudes and feelings toward brands, and to suggest attributes or benefits of purchasing or using a specific brand. While consumers use brand associations to help process, organize, and retrieve information in memory and to aid them in making purchase decisions (Aaker, 1991).

According to Martínez and Chernatony (2004) there is no agreement on how to measure brand image empirically. Although, Aaker (1996) claims that brand image should be measured through association/differentiation measures regarding value, brand personality, organizational associations, and differentiation. His approach can be used for brands in different product categories and therefore allows a general brand image related fundamentally to the brand name (Martínez & Chernatony, 2004).

It is important not to confuse brand image with brand identity. Brand identity is the message the company sends out, while brand image is what the receiver actually perceives and derives from the various components of identity. Advertising is supposed to help to transmit and hopefully improve the consumers’ beliefs regarding the quality of products and affect the dimension of received brand image. Advertising is also said to play an important role in the process to inform the consumers about product benefits and position the brand in the consumers mind (Meenaghan, 1995).

Ataman and Ulengin (2003) argue that a product has a greater possibility to be selected for purchase if it is perceived to fit the individuals’ self-image, and that is why

marketers strive to create images that are similar to the self-image of the target consumers. However, it is wrong to always assume that consumers will buy products with characteristics that match their own (Ataman & Ulengin, 2003), and there a possibility that customers attach different meanings to the brand from what the firm intended (Koubaa 2008).

The emergence of global brands has raised the issue whether or not brand image appeals affect consumer responses differently in different countries. Therefore, it is argued that companies that are involved in multiple markets should identify the national characteristics that could affect the success of its brand image strategies. When a brand is produced in different countries earning different characteristics, the brand image held in consumers mind is likely to be affected differently across countries of production (Koubaa, 2008).

### **3.7 Summary of literature review**

With globalization's effect on today's world, people are becoming more aware of what type of products exists and which countries these products come from; this is also the case in developing countries (Sakarya *et al.*, 2007). Some research has found that consumers in developing countries prefer brands from developed countries; thus, the theories concerning BO and COO become relevant to look at (Zhuang *et al.*, 2008). The image that a consumer has of a country, and the image that comes with using brands from developed countries, play a part in whether or not he or she will buy a brand from that country (Lee & Ganesh, 1998). As BO influences the purchase decisions; therefore, it can be suggested that the BO of a brand may have an effect on the consumers' brand image and awareness.

Figure 4 demonstrates the issue that is investigated through this dissertation. The aim is to see how the concept of BO influences the brand awareness and brand image of consumers in the environment of an emerging market.

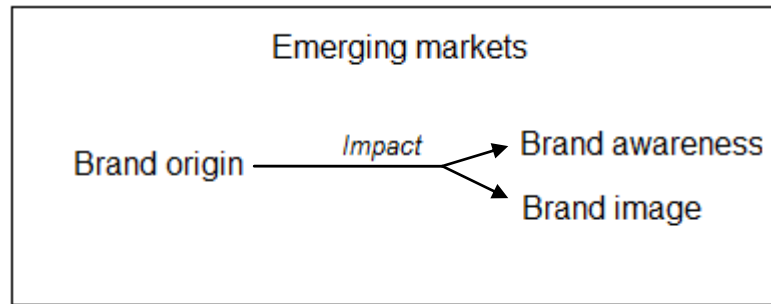


Figure 4: Model of BO effect.

### 3.8 Hypotheses

We have created following three hypotheses in order to investigate our research question:

*Hypothesis 1: Consumers in emerging markets prefer brands from developed countries.*

Through finding out if consumers prefer brands from developed countries over brands from emerging markets, we will be able to draw a conclusion whether BO has an impact on the consumers' decisions. This hypothesis will, in a way, include the other two hypotheses as well. However, the other two are more specific since they each focus on one part, brand awareness and brand image, of the research question.

*Hypothesis 2: Brand origin has a significant correlation to brand awareness in emerging markets.*

The second hypothesis focuses on brand awareness and was created to find if BO has an influence on brand awareness, and whether this influence or correlation is significant.

*Hypothesis 3: Brand origin has a significant correlation to brand image in emerging markets.*

The last hypothesis focuses on brand image and was created in order to investigate the impact BO has on consumers' brand image, and if the impact or correlation is significant.

## 4. Empirical Method

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*This chapter contains the dissertation's empirical method. It includes the following parts: introduction, general information about the chosen brand for our study, research design, research strategy, time horizon, data collection, sampling, operationalization, reliability, validity, generalizability and ethics.*

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### 4.1 Introduction

This dissertation is a Minor Field Study, and was conducted in Ecuador, South America. With the help of a SIDA scholarship we were able to travel to Ecuador to collect the data for this dissertation. A requirement for the scholarship was to have a contact in the country, therefore, we decided to try and find a Swedish company to work with and to try our hypotheses on. We chose a company called Husqvarna since they contacted us and we wanted to study a Swedish brand in an emerging market. Also, Husqvarna is a good brand to investigate since it is a well-known brand and has a large share of the market in Ecuador; thus, it is relevant for this study.

#### 4.1.1 Husqvarna

Husqvarna is a Swedish company with a long history. The first Husqvarna plant was established in 1689 as a weapons factory. During time Husqvarna has produced a variety of different products, including sewing machines, bicycles, motorcycles and kitchen equipment. Today it is the world's largest producer of outdoor power products (Husqvarna, 2010a).

The group includes a number of brands that addresses specific customer segments and corresponding sales channels. Husqvarna is the most important brand in the group and accounts for 40 percent of the total group sale and the majority of the sales of professional products (Husqvarna, 2010b).

Nowadays, 62 percent of Husqvarna's sales are consumer products. The consumer product range includes lawn mowers, garden tractors, trimmers, leaf blowers, hedge trimmers, snow throwers and chainsaws as well as products for irrigation and gardening

equipment. These products are sold primarily through major retail chains, but also through smaller independent dealers and servicing dealers. The other 38 percent are professional products. These include forestry products such as chainsaws, clearing saws and accessories, lawn and garden products such as lawn mowers and other wheeled products as well as portable products such as trimmers, hedge cutters and leaf blowers, and construction products such as machines and diamond tools for the construction and stone industries. The brand, Husqvarna, has had a leading position in terms of products for professional users for many years (Husqvarna, 2010c).

Husqvarna's business mission is to develop, manufacture and market mainly power products for forestry, and lawn and garden maintenance, as well as cutting equipment for the construction and stone industries. The President, and CEO, of Husqvarna, Magnus Yngen, says that Husqvarna is a well-known global brand that stands for technological leadership and high quality, primarily for chainsaws and other handheld products for professional users. He also says that they have a corporate culture that values a passion for the products, cost-efficiency and rapid decision-making (Husqvarna,2010d).

#### *4.1.2 Husqvarna in Ecuador*

Husqvarna has been active in Ecuador for about twenty years. However, until 1996 it was through an independent importer. In 1996, Elux opened offices in Ecuador and overtook the importation and sale of Husqvarna's products. Husqvarna was then a part of the Elux corporate group but separated from Elux in 2006. Therefore, in 2006 Husqvarna established its own organisation and office in Ecuador (Ernberg, 2010).

Husqvarna, in Ecuador, imports its products from factories that are located in Brazil, Japan, and Sweden. It is business to business and around 95 percent of the products are sold to various retailers who sell the products to the final customer. The other five percent of the sales are to key accounts as well as to customers who come directly to the office. Key accounts can, for example, be a couple of forest companies or different kinds of public organisations (Ernberg, 2010).

The products that Husqvarna sells in Ecuador are the following: blowers, bush cutters, chainsaws, cultivators, hedge trimmers, mowers, pole saws, power cutters, tractors,

trimmers and different accessories (Husqvarna, 2010). Their main competitor is Stihl, a German company. Stihl sells outdoor power products in, more or less, the same categories as Husqvarna. Other important competitors to Husqvarna are Shindaiwa, Echo, and Maruyama from Japan (Ernberg, 2010).

Husqvarna market itself as a Swedish company and often allude to the fact that it is Swedish technology and quality, despite the fact that most machines come from Brazil. The reason why Husqvarna emphasizes the fact that it is a Swedish brand is because Swedish, German, and European brands, in general are perceived to be of durable quality of people in Ecuador (Ernberg, 2010).

#### **4.2 Research design**

According to Saunders *et al.* (2009), the research purpose can be classified into three different aspects of research methods, which include exploratory, explanatory, and descriptive methods. Exploratory studies involve finding further insight into a problem through, for example, search of literature or interviewing experts. Explanatory studies also, just as exploratory studies, involve further insight into a problem but focuses more on the relationship between variables and showing relationships through statistical tests on quantitative data. Descriptive studies aim to depict an accurate profile of people, events or situations. This type of study is often used as an extension of, or a forerunner to, explanatory or exploratory research.

For this study quantitative data are collected and statistically tested in order to find relationships between different variables such as BO and brand image. Therefore, this is an explanatory study.

#### **4.3 Research strategy**

There are seven different research strategies that can be used for a study, these are: experiment, survey, case study, action research, grounded theory, ethnography, and archival research. There is not one strategy that is better than the other. It simply depends on what the best method to answer the research question and meet the objectives is, and combinations of several methods can be used (Saunders *et al.*, 2009).

For this dissertation a survey strategy is used through structured interviews. The survey strategy is commonly used in business and management research and can answer questions concerning, who, what, where, how much and how many. The survey strategy allows for collection of large amount of data which is standardised and easily compared. This data can be statistically tested and used to suggest relationships between different variables. Another reason for why we chose a survey strategy is because a survey is known to be easily understood and explained, which is important since our respondents are generally not highly educated. A disadvantage with survey strategies is that there is a limit on the amount of questions that can be asked, and the data might not become as wide-ranged as it could be from other research strategies (Saunders *et al.*, 2009). We could have chosen to do a qualitative study with non-structured interviews instead. However, we wanted to be able to statistically test our data which is why we decided not to go with this strategy.

#### **4.4 Time Horizon**

Cross-sectional and longitudinal studies are the two different forms of time horizons that exist. Cross-sectional studies are known as the “snapshot” study. Therefore, it is the study of a particular phenomenon at a particular time. This type of study usually uses a survey strategy, or qualitative methods. Longitudinal studies are able to study change and development over time. This does not mean that this type of study cannot be conducted under time constraints, and it is possible to use previous research to re-analyse (Saunders *et al.*, 2009).

This study has a cross-sectional time horizon. This is because we are limited to do a fifteen week long study, and we study the relationships between our different variables at a specific point in time.

#### **4.5 Data collection**

According to Saunders *et al.* (2009) there are two different types of data that can be used in research; these two are primary and secondary data. Primary data is new data that is collected, while secondary data has been collected in the past and re-analyzed. For this dissertation both types of data are used.

The primary data that we use are collected through structured interviews (see appendix 1). In structured interviews the questions are standardized, and it can be seen as an interview administrated questionnaire (Saunders *et al.*, 2009). The questionnaire was translated into Spanish. It was then read to the respondents and recorded. We chose this instead of a self-administrated questionnaire because it was important that the respondents only saw one question at a time and could not look ahead in the questionnaire. Also, the reading ability of our respondents varied, and we were able to ask slightly more complicated questions in a structured interview compared to a self-administrated questionnaire (Saunders *et al.*, 2009). We conducted these structured interviews at four different locations in Ecuador where there were fairs and markets where the respondents could be found. The reason for the four different locations is that Husqvarna is not established equally or market themselves the same way in all of Ecuador. Therefore, in order for the collection to be representative we chose to go to locations where Husqvarna is well established as well as locations where it is not. We conducted 109 structured interviews. However, six of them had to be excluded because they were not properly completed. Therefore, only 103 of the 109 interviews were transcribed into SPSS and analysed.

As we actually got to meet the respondents, it was possible to observe them and talk to them. Because of this we could, besides using a questionnaire, also take into consideration what the respondents said beyond the answers they gave in the questionnaire. These observations were not recorded since we did not officially ask any questions beyond the survey. A majority of the respondent were more than happy to talk to us about their view of the different brands, as well as any troubles they had concerning their product.

The two methods, quantitative and qualitative, are combined in this dissertation. However, it is mainly quantitative since the qualitative method is only used to explain and support our analysis. We decided to use it for the analysis, since the statistical testing of our questionnaire is limited, as well as it would have been a waste to ignore what the respondents told us beyond their answers.

The secondary data that we used was collected from the website of the company, Husqvarna, and was used in order to learn more about the company and to write the

background about it. We also used articles concerning the topics of emerging markets, brand origin, and brand awareness and image to write the theoretical background for this study.

#### **4.6 Sampling**

A collection of data from all possible members of a population is called a census. However, since this is impossible to accomplish due to restrictions of time, money and access, the process of sampling has to be used (Saunders *et al.*, 2009). Sampling techniques can be divided into two different types, probability and non-probability sampling. Probability sampling implies that the chance of a member of the population to be selected is known and usually equal for all. Non-probability sampling implies that the chance of a member from the population to be selected is not known. We chose our respondent randomly, and asked if they want to participate in the study (Saunders *et al.*, 2009). Therefore, it was a non-probability technique with convenience sampling. As the location for the data collection we have chosen the country of Ecuador, and the brand we investigated is Husqvarna. The population that we took our sample from was Husqvarna's target customers which are farmers and loggers. Therefore, this is the profile that the respondents should fit. However, it should be clarified that the aim is to study general user of outdoor power products it just so happened that these are Husqvarna's target customers as well.

To collect our data we travelled to four different locations in Ecuador. The following are the four locations: Santo Domingo, Lago Agrio, Coca, and Quito. The reason for why we chose several locations is that Husqvarna is not equally established all over the country. We wanted to collect data from both cities where Husqvarna is well established and cities where it is not to make our data as representative as possible. At the four locations we went to different meeting points for farmers and loggers. These meeting points included: a place where loggers look for day labour, retailers, the chainsaw and brush cutter section in stores, and a national championship for loggers. In addition to this we drove through an area where you can find many working farmers and loggers. This method made it possible for us to collect answers from all types of people that use outdoor power products and not only customers of Husqvarna. The photos (See appendix 3) demonstrate the data being collected as well as a few of the respondents.

The company, Husqvarna, helped us to find the locations where we could interview the farmers and loggers. An advantage with this is that it saves us time, which instead can be used to collect a larger amount of data. To make sure that we only received answers from respondents that fit the profile, we began each interview by asking if the respondents use outdoor power products. If the answer to the question was no we thanked the respondent for his or her time and moved on to next person.

#### **4.7 Operationalization**

According to Saunders *et al.* (2009) operationalization can be defined as “the translation of concepts into tangible indicators of their existence”. In this study already well-established definitions are used for all the concepts, and all the definitions can be found in the literature review. Although, it is noteworthy to mention that the concepts of emerging markets and developing countries have been used interchangeably. The main reason for this is that the concept of developing countries is a more suiting concept to use in contexts where it is compared to the concept of developed countries.

##### *4.7.1 Independent Variable*

Brand origin is the independent variable in this dissertation. An independent variable causes changes in a dependent variable (Saunders *et al.*, 2009). To measure the independent variable, the consumers’ image of the perceived origin of the brand, a scale has been used (Yasin *et al.*, 2007).

To see how aware the respondents are of the BO the question if the respondents know where Husqvarna is from was asked. The respondents were also asked if they thought the brands from the country they perceive as brand origin is technologically advanced, innovative, service oriented and produces quality products. This question also allows us to see if there are any differences or relation between the image of Husqvarna and the image of brands from the country they perceive as Husqvarna’s BO. We will also compare the consumers’ image of brands from the perceived BO to their image of brands from Ecuador by asking the same question. If there are differences between the images, we will be able to draw the conclusion that the BO affects the brand image and that consumers in the emerging market of Ecuador prefer brands from developed countries. Also through this question, if we see that the respondents have a more

positive image of developed countries than developing countries, we can assume that they would also prefer brands from these countries.

To see if BO affects the brand awareness, the amount of respondents who know where the brand comes from is compared to how aware they are of Husqvarna. The respondents' awareness of Husqvarna is also compared to how aware they are of other brands.

#### *4.7.2 Dependent variables*

A dependent variable changes in response to changes in other variables (Saunders *et al.*, 2009). We use brand image and brand awareness as dependent variables. We have chosen to study these two dimensions of brand equity in relation to brand origin. According to Keller (2003), brand awareness can be measured in different levels through brand recall, brand recognition, and top of mind. We decided to measure all three levels of awareness, and began the survey with a top of mind question, where we see if the respondents are so aware of Husqvarna that it is the first brand that they think of. Then we continued with an unaided recall question on what brands they are familiar with in the outdoor power product segment. Finally, we also gave the respondents a chance with an aided recall question to show if the respondents had any aware at all of Husqvarna.

Brand image is measured through a scale of the perceived brand image, including factors such as: quality, worthiness, service orientation and so on. We also asked if there are any specific characteristics that come to mind when thinking of Husqvarna. This shows us whether or not the respondents have an image of the brand. To see the specific brand image the consumers have, we asked the respondents to rank from one to three to what extent they relate certain words to Husqvarna. We first had a scale from one to five, but after a trial of the survey we found that the respondents had a lot of difficulties understanding the concept of the scale. Therefore, we changed it to a simpler scale with only three options.

#### *4.7.3 Dimensions*

Through our questionnaire (see appendix 1) we measured brand image, the image of brands from the perceived BO, and brands from Ecuador through different scales. These

scales use the following different dimensions: quality, worthiness, orientation, technological advancement, and innovation. Different dimensions for country image and brand image were chosen. The reason for this was that different aspects are interesting to look at when investigating country image and brand image. The dimensions are taken from an article by Yasin *et al.* (2007). In the article similar dimensions are used to investigate country of origin effect on brand equity. Since brand origin and country of origin are similar concepts, we found the dimensions to be a good fit for our investigation as well. Another reason for why we chose these dimensions is that we want to be able to see to what extent the respondents associate the dimensions to the brand. By finding this we can also get an idea of the respondents' brand image, and the image of the perceived BO. The type of rating that we used on the dimensions was agreement rating (Saunders *et al.*, 2009).

#### *4.7.4 Pilot Test*

Before administering a questionnaire it is important to do a pilot test. The purpose of this test is to try the questionnaire in order to see if the respondents have any problems with the questions and to prevent problems when recording the data. It also creates an opportunity to get some sense of the validity and reliability of the data. A pilot test may lead to a change of the questions in the questionnaire and to the structure of it. The number of pilot tests and the number of people you test your questionnaire on depends on the research question, objective, size of the project, time limits, and amount of money that can be spent on the research. However, a minimum of ten people is used as a guideline for student questionnaires (Saunders *et al.*, 2009).

For our questionnaire we conducted a pilot test on twelve respondents. This was done at a retail location in Quito. Through the pilot test we found that some questions, such as the ones that had a five grade scale, were too complex for the respondents to understand, so we had to change them. Therefore, the five grade scale was changed into a three grade scale. The fact that this change had to be made on the scales influences what type of statistical testing can be performed on the data. As a result of this, the planned statistical testing may have to change as the analysis is made. Also, the word for brush cutter was changed into a different word for it in Spanish since it was easier for the respondents to understand. The order of certain questions was changed as well, in order to make the questionnaire easier to comprehend.

#### **4.8 Reliability**

According to Bryman and Bell (2007), reliability deals with if the results of a research are repeatable or not. There are three important requirements that should be met if a study is to be reliable. The first requirement is that it should be possible to achieve the same results when the study is conducted on several different occasions. The second requirement is that similar observations should be reached by other observers if the study is replicated. Finally, there should be transparency in how sense can be made from the raw data (Saunders *et al.*, 2009).

It has been argued that there are four possible threats to reliability. The first threat is subject or participant error. An example of this type of error could be that if a questionnaire is conducted during different days of the week, which can have an impact on the results depending on how the respondents are influenced by what day it is. The second threat is subject or participant bias. This could occur, for example, when the respondents or interviewees say what they think the interviewers want to hear. Actions such as a promised anonymity can help to prevent this type of error. The third error is observer error. An example of this could be that if several people are conducting the same interviews they may use different methods. However, if the interview is very structured it will decrease this threat. The last error is observer bias. This refers to the fact that the replies in an interview can be interpreted differently (Saunders *et al.*, 2009).

When using a questionnaire as a method of data collection, reliability can be tested in three ways. It can first of all be tested through a re-test, which involves correlating the data collected with data collected under as close conditions as possible. This means that the questionnaire has to be done twice on the respondents. A second way to test for reliability with a questionnaire is through internal consistency, which can be done through correlating each of the questions in the questionnaire with other questions in it. Through doing this, the consistency of the responses can be measured. The final way of testing a questionnaire's reliability is through an alternative form. This involves comparing the responses with responses from alternative forms of the same question (Saunders *et al.*, 2009).

This dissertation may have been influenced by subject or participant bias. The reason for this is that as we asked questions concerning the brand Husqvarna they may assume

that we are representatives of that company. If the respondents assume this it could influence their responses as they may answer what they think we want to hear. In order to try and prevent this we tried to make sure that the respondents understood that we were students and not from Husqvarna. Even so, many respondents still may have believed that we were representing Husqvarna. We tried to prevent observer error by having a very structured interview, where the responses did not have to be interpreted; instead the respondents just had alternatives to choose from. Therefore, the results of this study can be said to be relatively reliable if the same study is made on the same target group.

#### *4.8.1 Translation*

According to Saunders *et al.* (2009), translation of a questionnaire has to be done with care. There are several different translations or meanings that have to be taken into consideration while translating. First of all there is the lexical meaning, which is the precise meaning of individual words. The second meaning is the idiomatic, which is the meaning of a group of words that are natural to the native speaker and not deducible from the individual words. Finally, there is the experimental meaning which is the equivalence of meanings of words that the target group respondents might not understand. It is also important to take grammar and syntax differences into consideration (Saunders *et al.*, 2009).

There are four different types of techniques for translations. The first technique is a plain direct translation. The advantage of this technique is that it is easy to implement and has relatively low costs. The disadvantage with it is that it can lead to many differences between the source and target questionnaire. A second translation technique is back-translation. This technique involves creating one source questionnaire and then translating it into a target questionnaire and then back to a new source questionnaire. Then, the two source questionnaires are used in order to make a final one. This method is good since many problems are likely to be discovered. The negative side of it is that it requires a lot of work and two translators. The third technique is parallel translation, which is when two or more independent translators make two target questionnaires. These target questionnaires are then compared and a final version is created. The advantage of this method is that it leads to good wording of the target questionnaire. However, it does not prevent errors with lexical, idiomatic and experiential meanings in

the final questionnaire. The final technique is a mixed technique. It involves back-translation by two or more independent translators. Then, comparing the source questionnaires and creating a final version. This technique creates the best match between source and target questionnaire, however it is very costly (Saunders *et al.*, 2009).

For this questionnaire a parallel translation was used. We, with the help of a few Spanish speaking friends, translated one version from English to Spanish. In addition to this, we also sent a copy of the questionnaire to an employee at Husqvarna who also translated the questionnaire. Then, both versions were used to create a final one. The reason for why a copy was given to a Husqvarna representative to translate as well was that it was more likely that he was more aware of what type of words and expressions the respondents would be familiar with. We tried to be as thorough and careful as possible when it came to the wording of the questions, and also to make sure that they were easy to understand as well as respectful to the respondents.

#### **4.9 Validity**

The validity of a study refers to if the results show an actual true relationship between two variables or if it just a casual one. It also explains whether or not the data collection method in fact measures what is intended to. There are several types of validity. One type is external validity, which refers to if the results are generalizable or not. A second type is internal validity, which refers to how the results can be explained through actual interventions or if it is due to flaws in the research design. It also deals with the certainty concerning if the independent variable is what causes a change in the dependent variable and not an external factor (Saunders *et al.*, 2009; Bryman & Bell, 2007).

There are six known threats to validity. The first threat is history. This could be for example if the research is conducted in a certain time that has been influenced by something in the past. A second threat is testing, which may occur if the respondents believe that the results of the research may have a negative impact on them. The next threat is instrumentation which is, for example, when there is a change from the pre-test to the actual test. The fourth threat is mortality, which refers to participants deciding to

leave the study. The fifth threat is maturation, an example of this could be if an influential factor changes during the time that the study is taking place. Finally, the last threat is ambiguity about casual direction. This can occur when it is difficult to know what factor is actually the one that is influencing, and which is influenced (Saunders *et al.*, 2009; Bryman & Bell, 2007).

When using a questionnaire as a method for data collection, it is important that the questionnaire measures what it is intended to measure in order to create validity. This can be done through finding other evidence that supports the results that you find with the questionnaire. There are three different types validity that are discussed when it comes to questionnaires. The first is content validity, which refers to if the measurement questions in the questionnaire are enough for coverage of the investigative questions. The second is criterion-related validity, which refers to if the questions are possible to use in order to make accurate predictions. The last type is construct validity, which refers to if the measurement questions measure what they were intended to (Saunders *et al.*, 2009).

None of the six threats became an actual threat to our study. Also, the questionnaire can be considered to be relatively valid since most of the questions measure what we intended them to, it is possible to make predictions from most of the questions, and we support our results with other evidence besides the results from the questionnaire. It has to been taken into consideration that this study can be relatively valid within the target group and market that we chose. However, if you look at consumers in EMs as a whole the study is not valid since this dissertation is only focused on one brand within a constricted sample population. Therefore, since our hypotheses aims to look at not only farmers and loggers but consumers in general this study has low external validity. The internal validity can also be considered to be quite low since it is not possible to make sure that it is in fact BO which influences the brand awareness and brand image and not an external factor. However, past research has shown that country of origin has an impact on brand equity (Yasin *et al.*, 2007).

#### **4.10 Generalizability**

Generalizability is sometimes referred to as external validity, and it shows whether or not the results are possible to apply to other settings, such as other countries or organisations. Also, the sampling frame chosen has an impact on generalizability. With probability sampling it is only possible to generalize to the chosen population. Therefore, it is not possible to generalize outside the chosen population. Another factor that contributes to the ability to generalize is the sample size. The larger the sample is, the lower the chance for error is when generalizing (Saunders *et al.*, 2009).

The fact that we decided to conduct out interviews in different locations in Ecuador makes the study slightly more generalizable. The sample size is large enough to generalize for the target group. However, it is probably not large enough to make any generalizations in a wider perspective. Since generalizability is the same concept as external validity we cannot, as mentioned earlier, draw any generalizations to other countries or organisations.

#### **4.11 Ethics**

When for example creating a research design, constructing questions for a survey, or collecting data, the fact that the respondents should not feel any sense of embarrassment or harm has to be taken into careful consideration. When conducting a structured interview, in order to keep within all ethical frames, you should never try and press the respondents for answers. You should also make it clear that the respondents have a right to decline in participating. Questions that are demeaning to the respondents should never be asked, and making sure that the respondent actually has time to answer the survey is also important (Saunders *et al.*, 2009).

The stage in the dissertation where we were most concerned about ethics was during the data collection. It was important not to ask any questions that would make the respondents feel uncomfortable. The question where ethics had to be taken into consideration the most was the one used to find out how the respondents feel about products from developing countries, as this might be considered demeaning. However, in order to avoid using the term “developing country” we decided to just ask how the respondents feel about brands from Ecuador instead. We were also very determined that

the respondents knew that we were in no way there to take any advantage of them. It was made clear that the study was about the brands of the products that they used and nothing else.

## 5. Empirical Findings and Analysis

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*This chapter includes an introduction, presentation and explanation of the raw data, results of the hypotheses, and analysis of the hypotheses.*

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### 5.1 Introduction

It is necessary to mention that throughout the results and analysis, statistical testing was limited due to the fact that the scales in the questionnaire had to be changed. Initially five grade scales were meant to be used to test for significance. However, as the pilot test showed, it was nearly impossible for the respondents to understand the scales and, therefore, they had to be changed into three grade scales. Since the statistical testing is limited, we chose to also, in our analysis, take into consideration what we observed and what the respondents told us beyond what they answered for the questionnaire.

### 5.2 Results of independent variable

BO was the independent variable in this dissertation. There were two questions in the survey that dealt with this variable. The first question was asked in order to find the perceived BO the respondents had of Husqvarna. The second question was asked to find the image that the respondents had of the perceived BO. It should be clarified that this question did not involve brand image, but instead the image of perceived brand origin.

Table 1 shows that 32 out of 103 respondents perceived Husqvarna to be a Swedish brand, which is 50 percent of the 64 respondents who answered the question "What country do you think Husqvarna is from". This could be seen as a logical answer since Husqvarna is a Swedish brand. However, the number of respondents who were aware of this was relatively low. The 16 respondents who perceived Husqvarna to be from Japan, USA, and Brazil can be explained through the fact that most of the brand's products are manufactured in these countries (Ernberg, 2010). This indicates that the brand is still, by the 16 respondents, associated to originate from the country on the "made in" label. The fact that only 16 respondents replied these countries can support Thackor and Kohli's (1996) theory that the country of manufacture does not always have to be the country

that is associated with the brand. The second most perceived brand origin was Germany with 21.9 percent. This can be explained by the fact that Husqvarna’s largest competitor in Ecuador, Stihl, is a German brand. It is also noteworthy to mention that 90.6 percent of the respondents perceived Husqvarna to be from a developed country.

Table 1: *Brand Origin Perception*

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Sweden</b>	32	31.1	50.0	50.0
	<b>Germany</b>	14	13.6	21.9	71.9
	<b>Japan</b>	7	6.8	10.9	82.8
	<b>USA</b>	4	3.9	6.3	89.1
	<b>Brazil</b>	5	4.9	7.8	96.9
	<b>Ecuador</b>	1	1.0	1.6	98.4
	<b>Spain</b>	1	1.0	1.6	100.0
	<b>Total</b>	64	63.1	100.0	
<b>Missing</b>			1.0		
	<b>Total</b>	39	37.9		
<b>Total</b>		103	100.0		

Tables 2 to 5 show relatively similar results for all the four dimensions that were used to investigate the image of perceived BO. Between 87.6 and 90.7 percent of the respondents view brands from the developed countries of Sweden, Germany, Japan, Spain, and USA to be of quality, technologically advanced, innovative, and service oriented. None of the respondents replied “no” to any of the dimensions. The six respondents who replied developing countries as perceived BO were not included since we wanted to be able to compare developed and developing countries. However, we felt that the respondents who had answered a developing country as perceived BO were too few. Therefore, only the question concerning brands from Ecuador will be used to analyze how the respondents feel about brands from developing countries.

Table 2: *Perception of Quality, BO*

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Yes</b>	85	82.5	87.6	87.6
	<b>Partly</b>	12	11.7	12.4	100.0
	<b>Total</b>	97	94.2	100.0	
<b>Missing</b>	<b>System</b>	6	5.8		
<b>Total</b>		103	100.0		

Table 3: *Perception of Technological Advancement, BO*

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Yes</b>	88	85.4	90.7	90.7
	<b>Partly</b>	9	8.7	9.3	100.0
	<b>Total</b>	97	94.2	100.0	
<b>Missing</b>	<b>System</b>	6	5.8		
<b>Total</b>		103	100.0		

Table 4: *Perception of Innovation, BO*

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Yes</b>	85	82.5	87.6	87.6
	<b>Partly</b>	12	11.7	12.4	100.0
	<b>Total</b>	97	94.2	100.0	
<b>Missing</b>	<b>System</b>	6	5.8		
<b>Total</b>		103	100.0		

Table 5: *Perception of Service Orientation, BO*

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Yes</b>	86	83.5	88.7	88.7
	<b>Partly</b>	11	10.7	11.3	100.0
	<b>Total</b>	97	94.2	100.0	
<b>Missing</b>	<b>System</b>	6	5.8		
<b>Total</b>		103	100.0		

### 5.3 Results for dependent variables

#### 5.3.1 Brand awareness

There were two dependent variables in this dissertation, brand awareness and brand image. Brand awareness was measured through three different questions: an aided recall question, an unaided recall question, and a top of mind awareness question. According to Aaker (1991), these are the three levels that measure the extent of the brand awareness. We began with the top of mind question then continued with the unaided recall question, and ended with the aided recall question in the questionnaire. The reason for this order was that we did not want to affect the answers of the respondents.

Table 6 shows that 88.3 percent of all the respondents had heard of Husqvarna. This was found through the aided recall question, and it means that only 12 respondents out of 103 had never heard of the brand and had no awareness at all. Therefore, it is safe to say that Husqvarna has created strong brand awareness in Ecuador.

Table 6: *Aided Recall*

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Yes</b>	91	88.3	88.3	88.3
	<b>No</b>	12	11.7	11.7	100.0
	<b>Total</b>	103	100.0	100.0	

The unaided recall question showed that 76 out of the 103 respondents mentioned Husqvarna as one of the brands they had heard of. This means that 74.8 percent of the respondents mentioned Husqvarna as an outdoor power product brand, without us mentioning the name of the brand, which they are familiar with. The reason why there is no table for this question is that we received a quite long list of different brands and did not see the need for it all to be transcribed into SPSS. We were only interested in the number of respondents who could recall the brand Husqvarna and, therefore, only counted the ones that had answered this. The fact that it was 13.5 percent more of the respondents who could recognize the brand than recall it supports Keller's (2003) theory that it is normally easier to recognize a brand than to recall it from the memory.

As table 7 shows, out of the 101 respondents who answered the question, 45.5 percent of them had top of mind awareness for chainsaws. As table 8 shows, out of the 103 respondents, 44.7 percent had top of mind awareness for brush cutters. The main competitor brand, Stihl, had slightly higher top of mind awareness than Husqvarna for both chainsaws and brush cutters.

Table 7: *Top of Mind for Chainsaws*

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Husqvarna</b>	46	44.7	45.5	45.5
	<b>Stihl</b>	49	47.6	48.5	94.1
	<b>Solo</b>	1	1.0	1.0	95.0
	<b>Homelite</b>	3	2.9	3.0	98.0
	<b>Shindaiwa</b>	1	1.0	1.0	99.0
	<b>Dolmar</b>	1	1.0	1.0	100.0
	<b>Total</b>	101	98.1	100.0	
<b>Missing</b>	<b>System</b>	2	1.9		
<b>Total</b>		103	100.0		

Table 8: *Top of Mind for Brush Cutters*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Husqvarna	46	44.7	44.7	44.7
	Stihl	50	48.5	48.5	93.2
	Maruyama	2	1.9	1.9	95.1
	Homelite	2	1.9	1.9	97.1
	Shindaiwa	1	1.0	1.0	98.1
	Echo	1	1.0	1.0	99.0
	Honda	1	1.0	1.0	100.0
	<b>Total</b>	103	100.0	100.0	

We also did cross tabulations to see the number of respondents who, out of the ones who had heard of Husqvarna, had it as top of mind. The reason for these cross tabulations was that the respondents who have never heard of Husqvarna cannot have top of mind awareness. Therefore, cross tabulations which do not include the respondents who had never heard of Husqvarna were made. As table 9 and 10 show, out of the 91 people who said that they had heard of Husqvarna, 46 respondents had top of mind awareness, this equals 50.5 percent. Stihl had in total slightly higher top of mind awareness among the respondents for both chainsaws and brush cutters. However, Stihl did not have higher top of mind awareness among the respondents who had heard of Husqvarna.

Table 9: *Top of Mind for Brush Cutters and Aided Recall*

			Have you heard of the brand Husqvarna?		Total
			Yes	No	
Which is the first brand you think of when you think of cutters?	Husqvarna	Count	46	0	46
		% within Which is the first brand you think of when you think of cutters?	100.0%	.0%	100.0%
	Stihl	Count	42	8	50
		% within Which is the first brand you think of when you think of cutters?	84.0%	16.0%	100.0%
	Maruyama	Count	1	1	2
		% within Which is the first brand you think of when you think of cutters?	50.0%	50.0%	100.0%
	Homelite	Count	2	0	2
		% within Which is the first brand you think of when you think of cutters?	100.0%	.0%	100.0%
	Shindaiwa	Count	0	1	1
		% within Which is the first brand you think of when you think of cutters?	.0%	100.0%	100.0%
	Echo	Count	0	1	1
		% within Which is the first brand you think of when you think of cutters?	.0%	100.0%	100.0%
	Honda	Count	0	1	1
		% within Which is the first brand you think of when you think of cutters?	.0%	100.0%	100.0%
<b>Total</b>	Count	91	12	103	
	% within Which is the first brand you think of when you think of cutters?	88.3%	11.7%	100.0%	

Table 10: *Top of Mind for Chainsaws and Aided Recall*

Which is the first brand you think of when you think of chainsaws?	Husqvarna	Count	Have you heard of the brand Husqvarna?		Total
			Yes	No	
		% within Which is the first brand you think of when you think of chainsaws?	46	0	46
			100.0%	.0%	100.0%
	<b>Stihl</b>	Count	40	9	49
		% within Which is the first brand you think of when you think of chainsaws?	81.6%	18.4%	100.0%
	<b>Solo</b>	Count	1	0	1
		% within Which is the first brand you think of when you think of chainsaws?	100.0%	.0%	100.0%
	<b>Homelite</b>	Count	3	0	3
		% within Which is the first brand you think of when you think of chainsaws?	100.0%	.0%	100.0%
	<b>Shindaiwa</b>	Count	0	1	1
		% within Which is the first brand you think of when you think of chainsaws?	.0%	100.0%	100.0%
	<b>Dolmar</b>	Count	1	0	1
		% within Which is the first brand you think of when you think of chainsaws?	100.0%	.0%	100.0%
<b>Total</b>		Count	91	10	101
		% within Which is the first brand you think of when you think of chainsaws?	90.1%	9.9%	100.0%

### 5.2.2 Brand Image

The second dependent variable was brand image. The question concerning whether or not the respondents had any characteristics come to mind when they thought of the brand is demonstrated in table 11. This table shows that 84.5 percent out of all the respondents, and 95.6 percent out of the 91 who had heard of Husqvarna, had images come to mind. It is more relevant to only look at the respondents who have heard of Husqvarna since the ones who have not cannot have an image of the brand. The valid percent shows that relatively many of the respondents have some sort of image of the brand. Therefore, it is safe to say that Husqvarna has succeeded in creating brand image. The image that the respondents have of Husqvarna can be considered to be positive since the respondents have favorable associations, which is shown in tables 12 to 14, to the brand (Keller, 2003).

Table 11: *Brand Image Existence*

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Yes</b>	87	84.5	95.6	95.6
	<b>No</b>	4	3.9	4.4	100.0
	<b>Total</b>	91	88.3	100.0	
<b>Missing</b>	<b>System</b>	12	11.7		
<b>Total</b>		103	100.0		

Table 12 shows that 92.3 percent of the respondents believe that the brand, Husqvarna, is of high quality, and table 13 shows that 93.4 percent of the respondents believe that the brand is service oriented. Only two respondents did not feel that the brand was service oriented, and none of the respondents said that Husqvarna was not a quality brand. The two respondents who say that the brand is not service oriented could be explained through the fact that they may not have used the brand and, therefore, not experienced the service. If the respondents are not familiar with using the brand it could mean that they do not know enough to create brand image, especially a service image since this is very consumer focused. However, even if the respondents are guessing it is still their perceptions of the brand and, therefore, portrays their image.

The one dimension that stands out is whether or not the respondents consider the brand to be worth its price. Table 14 demonstrates that 79.1 percent of the 91 respondents feel that the brand is worth its price and no one responded that it is not. This means that more people, compared to the other two dimensions, believed that Husqvarna was only partly worth its price. The reason for this could be that there are cheaper alternatives to the brand, and considering the target consumers' level of income it is understandable that they might find Husqvarna to be slightly over-priced.

Table 12: *Husqvarna, Quality*

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Yes</b>	84	81.6	92.3	92.3
	<b>Partly</b>	7	6.8	7.7	100.0
	<b>Total</b>	91	88.3	100.0	
<b>Missing</b>	<b>System</b>	12	11.7		
<b>Total</b>		103	100.0		

Table 13: *Husqvarna, Service Orientation*

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Yes</b>	85	82.5	93.4	93.4
	<b>Partly</b>	4	3.9	4.4	97.8
	<b>No</b>	2	1.9	2.2	100.0
	<b>Total</b>	91	88.3	100.0	
<b>Missing</b>	<b>System</b>	12	11.7		
	<b>Total</b>	103	100.0		

Table 14: *Husqvarna, value for money*

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Yes</b>	72	69.9	79.1	79.1
	<b>Partly</b>	19	18.4	20.9	100.0
	<b>Total</b>	91	88.3	100.0	
<b>Missing</b>	<b>System</b>	12	11.7		
	<b>Total</b>	103	100.0		

### 5.3 Other variables

We also had a question in the survey where we wanted to see the respondents' view of brands from developing countries. In order to find this, we asked how they related Ecuadorian brands to the dimensions: quality, worthiness, innovation, and technological advancement. Table 15 shows that 24.3 percent of the respondents believe that brands from Ecuador are of quality while 37.9 percent said "no" to the question as well as "partly". Tables 16 shows that 26.2 percent believe that the brands are technologically advanced, while 35.9 percent said "partly" and 37.9 percent said "no". Table 17 shows that 26.2 percent believe that brands from Ecuador are innovative, 35 percent said "partly" and 38.8 percent said "no". Table 18 shows that that 48.5 percent of the respondents view Ecuadorian brands as service oriented, while 31.1 percent said "partly", and 20.4 percent said "no".

Table 15: *Ecuador, Quality*

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Yes</b>	25	24.3	24.3	24.3
	<b>Partly</b>	39	37.9	37.9	62.1
	<b>No</b>	39	37.9	37.9	100.0
	<b>Total</b>	103	100.0	100.0	

Table 16: *Ecuador, Technological Advancement*

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Yes	27	26.2	26.2	26.2
	Partly	37	35.9	35.9	62.1
	No	39	37.9	37.9	100.0
	Total	103	100.0	100.0	

Table 17: *Ecuador, Innovation*

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Yes	27	26.2	26.2	26.2
	Partly	36	35.0	35.0	61.2
	No	40	38.8	38.8	100.0
	Total	103	100.0	100.0	

Table 18: *Ecuador, Service Orientation*

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Yes	50	48.5	48.5	48.5
	Partly	32	31.1	31.1	79.6
	No	21	20.4	20.4	100.0
	Total	103	100.0	100.0	

It is noteworthy to mention that more people replied “no” for the dimensions when it came to Ecuadorian brands compared to the developed countries in tables 2 to 5. In fact, more people replied “no” than “yes” for all dimensions except for service oriented. Therefore, you can assume that the respondents have a higher image of the brands from developed countries. In order to further study this trend, cross tabulations were created in tables 19 to 26.

#### 5.4 Hypotheses

This section will present the empirical data concerning our three hypotheses. The analysis of the data will follow in section 5.5. Cross tabulations have been used to investigate all three hypotheses. To test the significance, chi square tests have been used. If the relationship has a significance level below 0.05 it can be said to be significant. A chi square test is not considered to be fully applicable if the minimum expected frequency is less than five (Howitt & Cramer, 2001).

### 5.4.1 Hypothesis 1

H1: Consumers in emerging markets prefer brands from developed countries.

This hypothesis was tested through comparing the image that the respondents had of brands from developed countries to the image they had of brands from Ecuador, which is a developing country. We used cross tabulations to see the relationship or differences between developed and developing countries. We also used a chi-square test to see if there is a significant relationship.

Table 19 deals with the dimension of quality. As the table shows, 85 out of 97 thought Sweden, Germany, Japan, Spain and USA have quality brands while only 23 out of 97 thought that Ecuador had it. This shows that there is a clear difference in how the respondents view the quality of brands from developing and developed countries. It can be assumed that the respondents will prefer brands that they have a more positive image of. We conducted a chi-square test to see if there was a significant relationship between what the respondents think of developed and developing countries. The chi-square test in table 20 showed that there is no significant relation between the variables. However, this test is not very applicable since the values in the cells are too low.

Table 19: Perception of Quality BO and Ecuador

		Are brands from Ecuador quality?				
		Yes	Partly	No	Total	
<b>Are brands from Sweden, Germany, Japan, Spain and the US quality?</b>	<b>Yes</b>	Count 19	34	32	85	
		% within Are brands from Sweden, Germany, Japan, Spain and USA quality?	22.4%	40.0%	37.6%	100.0%
	<b>Partly</b>	Count 4	5	3	12	
		% within Are brands from Sweden, Germany, Japan, Spain and USA quality?	33.3%	41.7%	25.0%	100.0%
<b>Total</b>		Count 23	39	35	97	
		% within Are brands from Sweden, Germany, Japan, Spain and USA quality?	23.7%	40.2%	36.1%	100.0%

Table 20: Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	1.008 <sup>a</sup>	2	.604
<b>Likelihood Ratio</b>	1.05	2	.605
<b>Linear-by-Linear Association</b>	.997	1	.318
<b>N of Valid Cases</b>	97		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 2.85.

Table 21 is a cross tabulation of the second dimension, which is technological advancement. The table shows that 88 out of the 97 respondents believed that brands from developed countries are technologically advanced. However, only 25 out of the 97 respondents believed that brands from Ecuador are technologically advanced. These numbers, just as the ones for the quality dimension, demonstrate that brands from developed countries are considered more advanced, and the conclusion that brands from developed countries have a more positive image can be made. The chi-square test in table 22 shows that this dimension does not have a significant correlation. However, just as in the first dimension, the chi-square test is not fully applicable since the values in the cells are too low.

Table 21: *Perception of Technological Advancement, BO and Ecuador*

Are brands from Sweden, Germany, Japan, Spain and the US technologically advanced?	Yes	Count	Are brands from Ecuador technologically advanced?			Total
			Yes	Partly	No	
	Yes	Count % within Are brands from Sweden, Germany, Japan, Spain and the US technologically advanced?	23 26.1%	33 37.5%	32 36.4%	88 100.0%
	Partly	Count % within Are brands from Sweden, Germany, Japan, Spain and the US technologically advanced?	2 22.2%	3 33.3%	4 44.4%	9 100.0%
<b>Total</b>		Count % within Are brands from Sweden, Germany, Japan, Spain and the US technologically advanced?	25 25.8%	36 37.1%	36 37.1%	97 100.0%

Table 22: *Chi-Square Test*

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	.230 <sup>a</sup>	2	.891
<b>Likelihood Ratio</b>	.226	2	.893
<b>Linear-by-Linear Association</b>	.189	1	.664
<b>N of Valid Cases</b>	97		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 2.32.

Table 23 shows that 85 out of the 97 respondents view brands from developed countries as innovative. However, only 25 out of 97 respondents view brands from Ecuador as innovative. This outcome is similar to the ones for the other dimensions, since they view the brands from developed countries to have higher innovation. The chi-square test in table 24 shows that there was no significant correlation but for the previous dimensions, the values in the cells are too low for the chi-square test to be fully applicable.

Table 23: *Perception of Innovation, BO and Ecuador*

			Are brands from Ecuador innovative?			Total
			Yes	Partly	No	
<b>Are brands from Sweden, Germany, Japan, Spain and the US countries innovative?</b>	<b>Yes</b>	Count % within Are brands from Sweden, Germany, Japan, Spain and the US countries innovative?	24 28.2%	30 35.3%	31 36.5%	85 100.0%
	<b>Partly</b>	Count % within Are brands from Sweden, Germany, Japan, Spain and the US countries innovative?	1 8.3%	6 50.0%	5 41.7%	12 100.0%
<b>Total</b>		Count % within Are brands from Sweden, Germany, Japan, Spain and the US countries innovative?	25 25.8%	36 37.1%	36 37.1%	97 100.0%

Table 24: *Chi-Square Test*

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	2.305 <sup>a</sup>	2	.316
<b>Likelihood Ratio</b>	2.756	2	.252
<b>Linear-by-Linear Association</b>	1.064	1	.302
<b>N of Valid Cases</b>	97		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 3.09.

Table 25 shows that 86 out of the 97 respondents view brands from developed countries to be service oriented. It also shows that 46 out of 97 respondents view brands from Ecuador to be service oriented. This means that almost twice as many view brands from Ecuador to be service orientations than of quality, technologically advanced and innovative. As a result of this, the difference between the respondents' image of service orientation in developed countries and Ecuador is smaller. However, it is still 40 respondents more who believe that brands in developed countries are service oriented than brands from Ecuador. The Chi-square test in table 26 shows that there is no significant relationship and that the values in two of the cells are too low for the test to be fully applicable.

Table 25: *Perception of Service Orientation, BO and Ecuador*

Are brands from Sweden, Germany, Japan, Spain and the US service oriented?	Yes	Count	Are brands from Ecuador service oriented?			Total
			Yes	Partly	No	
		% within Are brands from Sweden, Germany, Japan, Spain and the US service oriented?	47.7%	32.6%	19.8%	100.0%
	Partly	Count	5	3	3	11
		% within Are brands from Sweden, Germany, Japan, Spain and the US service oriented?	45.5%	27.3%	27.3%	100.0%
<b>Total</b>		Count	46	31	20	97
		% within Are brands from Sweden, Germany, Japan, Spain and the US service oriented?	47.4%	32.0%	20.6%	100.0%

Table 26: *Chi-Square Test*

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	.362 <sup>a</sup>	2	.835
<b>Likelihood Ratio</b>	.344	2	.842
<b>Linear-by-Linear Association</b>	.150	1	.699
<b>N of Valid Cases</b>	97		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.27

All of the dimensions above for this hypothesis showed quite similar results. It can be assumed from the results that consumers prefer brands from developed countries since they have a more positive image of them. However, this could not be statistically proven.

#### 5.4.2 Hypothesis 2

H2: *Brand origin has a significant correlation to brand awareness in emerging markets.*

We tested this hypothesis through cross tabulations between the variables of the image the respondents have of brands from developed countries and if they have heard of the brand Husqvarna. This will show if the image of developed countries influences the brand awareness. Tables 27 to 33 demonstrate that a majority of the respondents who have heard of Husqvarna also have a positive image for each dimension of brand from developed countries. From 89.4 percent to 89.8 percent of the respondents, for each dimension, had a positive image and had heard of Husqvarna. The chi-square for the cross tabulation in table 31 shows a significance. However, there is one cell that has a lower value than five. This means, as stated before, that the chi-square test cannot be fully trusted and applied. All the other dimensions could not be proven to be significant.

It is noteworthy to mention that none of the respondents that had heard of Husqvarna answered “no” to any of the dimensions of perceived brand origin image.

Table 27: *Aided Recall and Perception of Service Orientation, BO*

			Are brands from Sweden, Germany, Japan, Spain and the US service oriented?		
			Yes	Partly	Total
<b>Have you heard of the brand Husqvarna?</b>	<b>Yes</b>	Count	77	8	85
		% within Are brands from Sweden, Germany, Japan, Spain and the US service oriented?	89.5%	72.7%	87.6%
	<b>No</b>	Count	9	3	12
		% within Are brands from Sweden, Germany, Japan, Spain and the US service oriented?	10.5%	27.3%	12.4%
<b>Total</b>		Count	86	11	97
		% within Are brands from Sweden, Germany, Japan, Spain and the US service oriented?	100.0%	100.0%	100.0%

Table 28: *Chi-Square Test*

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
<b>Pearson Chi-Square</b>	2.541 <sup>a</sup>	1	.111		
<b>Continuity Correction<sup>b</sup></b>	1.227	1	.268		
<b>Likelihood Ratio</b>	2.063	1	.151		
<b>Fisher's Exact Test</b>				.135	.135
<b>Linear-by-Linear Association</b>	2.515	1	.113		
<b>N of Valid Cases</b>	97				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.36.

b. Computed only for a 2x2 table

Table 29: *Aided Recall and Perception of Innovation, BO*

			Are brands from Sweden, Germany, Japan, Spain and the US countries innovative?		
			Yes	Partly	Total
<b>Have you heard of the brand Husqvarna?</b>	<b>Yes</b>	Count	76	9	85
		% within Are brands from Sweden, Germany, Japan, Spain and the US countries innovative?	89.4%	75.0%	87.6%
	<b>No</b>	Count	9	3	12
		% within Are brands from Sweden, Germany, Japan, Spain and the US countries innovative?	10.6%	25.0%	12.4%
<b>Total</b>		Count	85	12	97
		% within Are brands from Sweden, Germany, Japan, Spain and the US countries innovative?	100.0%	100.0%	100.0%

Table 30: *Chi-Square Tests*

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
<b>Pearson Chi-Square</b>	2.015 <sup>a</sup>	1	.156		
<b>Continuity Correction<sup>b</sup></b>	.905	1	.342		
<b>Likelihood Ratio</b>	1.680	1	.195		
<b>Fisher's Exact Test</b>				.167	.167
<b>Linear-by-Linear Association</b>	1.994	1	.158		
<b>N of Valid Cases</b>	97				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.48.

b. Computed only for a 2x2 table

Table 31: *Aided Recall and Perception of Technological Advancement, BO*

			Are brands from Sweden, Germany, Japan, Spain and the US technologically advanced?		
			Yes	Partly	Total
<b>Have you heard of the brand Husqvarna?</b>	<b>Yes</b>	Count	79	6	85
		% within Are brands from Sweden, Germany, Japan, Spain and the US technologically advanced?	89.8%	66.7%	87.6%
	<b>No</b>	Count	9	3	12
		% within Are brands from Sweden, Germany, Japan, Spain and the US technologically advanced?	10.2%	33.3%	12.4%
<b>Total</b>		Count	88	9	97
		% within Are brands from Sweden, Germany, Japan, Spain and the US technologically advanced?	100.0%	100.0%	100.0%

Table 32: *Chi-Square Tests*

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
<b>Pearson Chi-Square</b>	4.021 <sup>a</sup>	1	.045		
<b>Continuity Correction<sup>b</sup></b>	2.172	1	.141		
<b>Likelihood Ratio</b>	3.060	1	.080		
<b>Fisher's Exact Test</b>				.080	.080
<b>Linear-by-Linear Association</b>	3.980	1	.046		
<b>N of Valid Cases</b>	97				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.11.

b. Computed only for a 2x2 table

Table 33: *Aided Recall and Perception of Quality, BO*

			Are brands from Sweden, Germany, Japan, Spain and the US quality?		
			Yes	Partly	Total
<b>Have you heard of the brand Husqvarna?</b>	<b>Yes</b>	Count	76	9	85
		% within Are brands from Sweden, Germany, Japan, Spain and the US quality?	89.4%	75.0%	87.6%
	<b>No</b>	Count	9	3	12
		% within Are brands from Sweden, Germany, Japan, Spain and the US quality?	10.6%	25.0%	12.4%
<b>Total</b>		Count	85	12	97
		% within Are brands from Sweden, Germany, Japan, Spain and the US quality?	100.0%	100.0%	100.0%

Table 34: *Chi-Square Tests*

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
<b>Pearson Chi-Square</b>	2,015 <sup>a</sup>	1	.156		
<b>Continuity Correction<sup>b</sup></b>	.905	1	.342		
<b>Likelihood Ratio</b>	1.680	1	.195		
<b>Fisher's Exact Test</b>				.167	.167
<b>Linear-by-Linear Association</b>	1.994	1	.158		
<b>N of Valid Cases</b>	97				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.48.

b. Computed only for a 2x2 table

### 5.4.3 Hypothesis 3

H3: *Brand origin has a significant correlation to brand image in emerging markets.*

We tested this hypothesis through cross tabulations between the variables of image of the perceived BO and image of Husqvarna. The cross tabulations demonstrate if there is a relationship between the two variables. However, in order to see if there are any significant correlations, chi-square tests will be made as well. The two dimensions that could be compared between perceived BO image and brand image are quality, and service orientation.

Table 31 demonstrates that no respondents believe that neither Husqvarna nor the perceived BO have low quality brands. Out of the 85 respondents 92.1 percent believe that both Husqvarna and the perceived BO are of high quality. These figures demonstrate a clear relationship, since a majority of the respondents who have a high image of the quality of the brand Husqvarna also has it for the quality of brands from the BO. Also, as no respondents said “no” on any of the two questions, it proves a

similarity between the variables which strengthens the relationship. However, the chi-square test in table 32 did not show any significance in this relationship. When it comes to service orientation, 94.8 percent both thought that Husqvarna and the BO were service orientated. Table 33 shows that only 2.6 percent of the respondents replied that they did not think that Husqvarna is service oriented, and none of the respondents said that they did not think that the perceived BO is service oriented. The chi-square test for this variable shows a significant relationship. However, the chi-square test cannot be fully used and applied, since the cells have too low values.

Table 35: *Perception of Quality, BO and Husqvarna*

			Is the brand Husqvarna quality?		
			Yes	Partly	Total
<b>Are brands from Sweden, Germany, Japan, Spain and USA quality?</b>	<b>Yes</b>	Count	70	6	76
		% within Are brands from Sweden, Germany, Japan, Spain and USA quality?	92.1%	7.9%	100.0%
	<b>Partly</b>	Count	8	1	9
		% within Are brands from Sweden, Germany, Japan, Spain and the US quality?	88.9%	11.1%	100.0%
<b>Total</b>		Count	78	7	85
		% within Are brands from Sweden, Germany, Japan, Spain and the US quality?	91.8%	8.2%	100.0%

Table 36: *Chi-Square Tests*

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
<b>Pearson Chi-Square</b>	.110 <sup>a</sup>	1	.740		
<b>Continuity Correction<sup>b</sup></b>	.000	1	1.000		
<b>Likelihood Ratio</b>	.101	1	.750		
<b>Fisher's Exact Test</b>				.557	.557
<b>Linear-by-Linear Association</b>	.109	1	.741		
<b>N of Valid Cases</b>	85				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .74

b. Computed only for a 2x2 tabl

Table 37: *Perception of Service Orientation, BO and Husqvarna*

		Is the brand Husqvarna service oriented?			
		Yes	Partly	No	Total
<b>Are brands from Sweden, Germany, Japan, Spain and USA service oriented?</b>	<b>Yes</b>	Count 73 % within Are brands from Sweden, Germany, Japan, Spain and the US service oriented?	2 2.6%	2 2.6%	77 100.0%
	<b>Partly</b>	Count 6 % within Are brands from Sweden, Germany, Japan, Spain and the US service oriented?	2 25.0%	0 .0%	8 100.0%
<b>Total</b>		Count 79 % within Are brands from Sweden, Germany, Japan, Spain and the US service oriented?	4 4.7%	2 2.4%	85 100.0%

Table 38: *Chi-Square Tests*

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	8.243 <sup>a</sup>	2	.016
<b>Likelihood Ratio</b>	5.024	2	.081
<b>Linear-by-Linear Association</b>	1.603	1	.206
<b>N of Valid Cases</b>	85		

a. 4 cells (66.7%) have expected count less than 5. The minimum expected count is .19.

## 5.5 Analysis of Hypotheses

In this section the empirical data from section 5.4 will be analysed. Each of the hypotheses will be listed and analyzed separately.

### 5.5.1 Analysis of Hypothesis 1

All four dimensions, that we looked at to see if there are any differences between the images of brands from developed and developing countries, showed similar results. From these results it can be assumed that the respondents prefer brands from developed countries since they believe that those brands have higher quality, are more technological advance, more innovative, and more service oriented. Also, none of the dimensions had any significant correlations, which in a way also supports our hypothesis. This since there is supposed to be differences between the images that the respondents have of brand from developed and brands from developing countries in order to be able to accept the hypothesis. These results support the theory by Zhuang *et al.* (2008) which states that consumers in EMs prefer branded imported products over locally produced. However, without any accurate statistical testing it is not possible to fully accept this hypothesis. Therefore, the hypothesis is rejected.

Since the results from the cross tabulations indicate that consumers prefer brands from developed countries, we can assume that BO has an impact. If BO does not have an influence on the respondents' preferences they would not choose brands from one country over another. The reason for why the respondents seem to have a more positive view of brands from developed countries could be because they associate those brands with higher quality, as shown in table 19, and therefore the brands become a symbol of status (Zhuang *et al.*, 2008). According to Pecotich and Ward (2007), the brands that are associated with the highest quality are those from developed countries. Brands from developing countries are associated with poorer quality, which our results support. Our findings also indicate that these two theories may be true in developing countries as well and not only in developed countries or in general as the theories suggest.

One methodological factor that may have had an impact on these results is that we asked the opinion about brands from Ecuador and not developing countries. Also, we asked questions about the brands from the developed countries that the respondents had answered as perceived BO and not brands from developed countries as a whole. Since this means that we only compare one developing country to five developed countries it makes an uneven comparison. Also, just because the respondents have one image of brands from Ecuador does not mean that it would be true for all developing countries. Therefore, it would have been better if we had asked about brands from developing and developed countries instead. However, we chose not to because we did not want to seem demeaning towards the Ecuadorians, and it would probably still affect the answers since then the respondents would know that we were trying to compare brands from developed and developing countries. Another factor that may impact the results is that the respondents may not have been honest. The reason for this is could be that they might not want to offend anyone or that they might be too proud to say anything negative about brands from their own country. It could also be a cultural factor that the respondents are reluctant to answer "no" to questions even if it may be how they feel.

When analysing this hypothesis it can be relevant to include observations and to considerate what we heard the respondents say beyond their answers to the questionnaire. It was noted that some of the respondents were aware of that Husqvarna was a Swedish brand but produced in, for example, Brazil. However, they also said that they knew that it was still produced with Swedish technology. This can be compared to

how they felt about the brand Stihl. Some of the respondents mentioned that Stihl had moved their production to China and as a result of this the standard of the brand was lowered. In other words, they did not maintain their well renowned German technology, and the respondents who knew about this noticed. One respondent even mentioned that he would not buy Stihl again. Through this it can be seen that consumers carefully consider where the product is made. If production is moved to a developing country, without clearly maintaining the standards from the original developed country, it can influence their view of the brand and their purchase decision. These observations can be said to demonstrate a country of production effect, since the location of the manufacturing seems to have an impact on the consumers (Koubaa, 2008; Yasin et. al., 2007).

Another observation was that many respondents at the retail locations asked the salesman where the products were made. In other cases the salesman was very keen to state where the product was made. This shows that BO could be a factor that influences the consumers purchase decision. However, the different observations and what we were told by respondents are not enough to accept the hypothesis since the hypothesis needs to have some sort of statistical evidence.

#### *5.5.2 Analysis of Hypothesis 2*

The results for this hypothesis could not be proven to be statistical significant even though one of the chi-square tests in fact was. This means that we could not see if BO has a significant impact on brand awareness. It would probably be possible to see and find out if there is a relationship or not by comparing and asking additional questions in a questionnaire and in that way analyze this hypothesis better. A comparison should have been done between how aware the respondent are of Husqvarna and the BO with how aware the respondents are of another brand from a developing country and the BO of that brand. However, once again, we had to change some of the questions in the questionnaire and as a result of this we could only perform a limited amount of statistical testing. Also, since the time was limited, adding another brand to the investigation would have been difficult. As a result of this, the results for the hypothesis can not provide much insight into whether or not BO actually has an impact on brand awareness. Yasin *et al.* (2007) have found that country of origin image has a significant

impact on brand awareness. However, we could not draw the same conclusion for BO and brand awareness.

The hypothesis has to be rejected since it cannot be statistically proven with help of the data. A methodological reason for why it could not be adequately statistically tested is that the questionnaire had to be changed so that the respondents could understand it better. This hypothesis is difficult to analyze since there are no trustworthy indications of a relationship between the two variables. The questionnaire should have been constructed differently in order for us to be able to further analyze this relationship. The raw data should have provided more possibility of statistical testing. However, due to our respondents not understanding the questionnaire in the pilot test, the questions in the questionnaire had to be simplified.

We believe that brand awareness might not have a clear correlation with the perceived BO. Brand awareness may be more related to the type of marketing the company uses as well as other factors. One of these factors could be how much the product is used and for what purpose. An example of this could be the fact that Ecuador is a forest-rich country and a lot of people live of agriculture. This may affect the awareness of brands, such as Husqvarna, that are used for this particular industry. It is difficult to know whether it is BO that influences brand awareness or the other way around. It could be that the more aware a consumer is of a brand the more it changes the view of the BO. There could also be mediating or external factors that could influence BO's impact. One example of an external factor could be how long the brand has been established on the market. It could be assumed that the longer the brand has been established, the better the awareness may be.

### *5.5.3 Analysis of Hypothesis 3*

The results of the cross tabulations for hypothesis 3 show that there are indications of a relationship between BO and brand image. However, this relationship cannot be tested for significance. The indicated relationship shows that the respondents who have a positive image of the BO also have a positive image of Husqvarna. A reason for why respondents have a relatively positive image of Husqvarna could be because a majority believes that it comes from a developed country which, as mentioned in the analysis of hypothesis 1, is associated with higher quality products (Pecotich & Ward, 2007). The

indication of a relationship supports our hypothesis. However, the hypothesis is still rejected due to the fact that it cannot be statistically proven. Lee and Ganesh (1998) state that it is not always the image of the COO that impacts the image of the brand, however, in this case there are indications from the results that there is an impact.

There is a possibility that image could be affected by other external or mediating factors besides BO. An example of this is the amount of time that a brand has been established in a country. It could be assumed that the longer the brand has been on a market the stronger image it has.

This hypothesis can also be analysed using observations that were made during the data collection. As the interviews were conducted many respondents talked about the brands beyond what was asked in the questions. Some respondents mentioned that since Husqvarna is from Sweden, the standard of the products is high. As the competitor brand, Stihl, has moved production to China, it has lost the benefits that the German reputation and image of high quality and technologically advanced products bring to the brand. Therefore Husqvarna was preferred by these respondents. The observations can be considered to show a country of production effect, where the manufacturing locations influence the consumers' view of the products (Yasin *et al.*, 2007). This indicates that BO has an impact on brand image. However, these observations are not enough to prevent the hypothesis from being rejected.

#### 5.5.4 Summary of analysis of hypotheses

Table 39: Summary of Hypotheses

Hypothesis	Result
1	Rejected
2	Rejected
3	Rejected

To summarize the analysis, all three hypotheses were rejected. The main reason for this was that the data could not be adequately statistically tested to tell if the relationships or trends were significant. The questionnaire was initially made so that more statistical test could be performed on the data, but this had to be changed due to the fact that the respondents did not understand the questions and scales in the pilot test.

Even though nothing could be statistically proven and all hypotheses were rejected, there were still several trends and patterns noticed in the data. First of all, there were indications that consumers preferred brands from developed countries over brands from developing countries. A second trend was that the brand image was influenced by BO. If the image of perceived BO was positive then the image of the brand was also positive. The relationship between BO and brand awareness was hard to analyze due to the fact that it was more likely to be caused by external factors. The trends that were found can be supported by literature. Pecotich and Ward (2007) stated that brands from developed countries were associated with the highest quality. This concurs with our findings since we found that the respondents in an emerging market had a better image of and preferred brands from developed countries. The relationship of BO's impact on brand image suggests that the theory that BO has an impact on brand image and purchase intentions, by Zhuang *et al.* (2008), is true in an emerging market as well.

## 6. Conclusion

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*This is the final chapter of the dissertation and it includes a summary of the dissertation, conclusions, critical reflections, contributions, and some ideas for future research.*

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### 6.1 Summary of dissertation

Country of origin (COO) is said to have an impact on customer based brand equity. It is also said that BO has a greater impact than COO in developing countries. The effect of BO in EMs has not been as thoroughly studied as COO (Jin *et al.*, 2004). Therefore, the purpose of this dissertation was to study this effect. The research question of the dissertation focused on BO's impact on brand awareness and brand image in emerging markets. The research question was investigated through three hypotheses that were created after reviewing already existing studies. The first hypothesis was created to see if consumers from developing countries prefer brands from developed countries. The second hypothesis was created to see BO's impact on brand awareness. The last hypothesis was created in order to see BO's impact on brand image.

After studying past literature and research on BO, brand awareness and brand image a questionnaire was constructed in order to collect the data and test the hypotheses. The questionnaire was distributed to farmers and loggers, who use outdoor power products, through structured interviews at different locations in Ecuador. The results from the data collection were then processed into SPSS and analyzed. The analysis led to several conclusions.

### 6.2 Conclusion

The purpose of this dissertation was to study how BO influence brand awareness and brand image. The following are the conclusions for the three hypotheses that were created to analyze and answer the research question:

Hypothesis one was rejected, the rejection can be explained through the fact that the level of significance could not be tested due to the construction of the questionnaire. However, there were still indications that consumers prefer brands from developed countries over brands from developing countries. The results and the observations showed that the respondents believed that brands from developed countries were of higher quality, more technologically advanced, more innovative, and more service oriented, than brands from developing countries. Therefore, it can be assumed that the respondents would prefer brands from developed countries.

Hypothesis two was also rejected. This means that we could not see if BO has an impact on brand awareness or not. A possible reason for this rejection is similar to the one of the first hypothesis. Due to the way the questionnaire was constructed, the level of significance could not be fully tested. Even if the relationships between one of the dimensions of image of BO and brand awareness was significant, the possibility of this being a casual relationship is relatively high. Also, the two questions from the questionnaire that were used to answer this hypothesis were probably not formulated in the best possible way. Therefore, other questions should probably have been asked. We believe that the correlation between the variables is most likely to be influenced by external or mediating factors. These factors could be how the brand is marketed or how long the brand has been established on the market.

Hypothesis three was also rejected. The main reason for this is that the level of significance could not be completely tested. However, the results and observations indicate that BO has an impact on brand image since they showed that the respondents who had a positive image of the perceived BO also had it of Husqvarna.

In conclusion, all three hypotheses were rejected but there were still indications of relationships and trends. Reasons for the rejections may include external or mediating factors, and that no adequate statistical testing could be made on the data. External factors could include how long the company has been active in the country and how much it markets itself. However, all in all it can be concluded that indications of a BO influence on consumers and brand image exists, but that it needs to be further studied.

### **6.3 Critical reflection**

The fact that this dissertation only focused on one brand in one country is something that has a major impact on the result. It is not possible to generalize in the same way as if more brands or markets had been studied. However, with the time and resources available for this dissertation it was not possible to perform a wider study. Another factor that could have an impact on the ability to generalize is the question in the questionnaire concerning how respondents feel about brands from Ecuador. The responses were used to see the respondents' view of brands from developing countries as a whole without asking them directly. To generalize from this question might not be very accurate and the fact that the question refers to the country that the respondents are from might affect their answers as well. However, the question was asked the way it was in order to avoid being demeaning.

The results concerning the image the respondent have of brands from Ecuador, could be influenced by their own pride. They might feel reluctant to show that they have a negative view of brands from their own country. The same issue occurs with the question concerning brands from the perceived BO country since the respondent might assume that we are from that country, and as a result of this they may not want to give a negative opinion about the brand in order to avoid offending us.

Different dimensions were used for brand and country image questions in the questionnaire. The dimensions should have been created so that the same could have been used for both types of images. If the dimensions would have been the same for both questions then it would have been easier to compare and analyze them. The part of the analysis where this would have mattered is whether or not BO has an impact on brand image, since not all dimensions between country image and brand image of Husqvarna could be compared.

The purpose of the questionnaire was so that statistical testing could be performed on the data. However, the testing that could be performed was very limited because of the nature and build-up of the questions. Cross tabulations and chi-square tests are normally performed on this kind of data. However, in order to do an accurate chi-square test all the cells have to have a value over five. This was not the case in our study since several of the cells have lower value than five. In order to answer our hypotheses in a more

accurate way, the content of the questions could have been re-phrased or exchanged for more suitable questions. Also, it would have been helpful if more respondents had answered the questionnaire.

Furthermore, it was noticed that the respondent had problems understanding certain questions, beside the use of scales, for example some respondents had problems understanding the word innovative. We did not question the answers that they gave or push them since then we would not have kept ourselves within the right ethical frames (Saunders *et al.*, 2009).

#### **6.4 Contributions**

This dissertation gives insight into the gap of knowledge that exists with BO in EMs. The information in this dissertation can be used as a foundation for future research. Besides the theoretical contribution, it also contributed useful information for Husqvarna, which the company can use in their marketing strategy. This dissertation could also be used by companies who want to establish a brand in Latin America or another emerging market. The example of Husqvarna might give some insight on how to establish as good brand awareness and image as Husqvarna.

#### **6.5 Future research**

Due to the time and resource restrictions, this research had to be limited to one brand and one country. Therefore, future research on a similar topic should be done on a wider selection of countries and brands, and a larger amount of data should be collected. It would also be interesting to do a qualitative study to investigate the trends that were found in this dissertation. Another aspect that would be interesting for future studies is to look at brand equity in a wider perspective and investigate the impact of BO on brand equity as whole and not only brand awareness and brand image. In addition to this, future research should also attempt to see if brand origin has an impact not only on brand equity but also concepts such as consumer behavior.

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## Appendix 1: Questionnaire in English

We are two foreign students who are writing our dissertation about outdoor power product brands in Ecuador. We would appreciate if you want to participate by answering some questions for us.

Thank you!

1. What region are you from?

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2. Do you use any outdoor power machines?

- Yes
- No

3. Which brands do you use?

---

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4. In what segment do you work?

- Farmer
- Logger
- Private consumer

5. Which is the first brand you think of when you think of chainsaws?

---

6. Which is the first brand you think of when you think of cutters?

---

7. What do you think is the most important thing to consider when you buy a chainsaw?

- Price
- Quality
- After sales/ customer service
- Other: \_\_\_\_\_

**8. What do you think is the most important thing to consider when you buy a brush-cutter?**

- Price
- Quality
- After sales/ customer service
- Other: \_\_\_\_\_

**9. Which brands do you know in the outdoor power product segment?**

---

---

**10. Have you heard of the brand Husqvarna? (If no go to question 15)**

- Yes
- No

**11. How did you hear of Husqvarna?**

- Fairs
- Television
- Radio
- Dealer
- Magazines/ newspapers
- Word-of-mouth
- Other

**12. Do specific characteristics come to your mind when thinking of Husqvarna?**

- Yes
- No

**13. Is the brand Husqvarna:**

	Yes	Partly	No
Value for money			
Good quality			
Service oriented			

**14. What country do you think Husqvarna is from?**

---

**15. Are brands from (see question 14):**

	Yes	Partly	No
Value for money			
Technologically advanced			
Innovative			
Service oriented			

**16. Are brands from Ecuador:**

	Yes	Partly	No
Value for money			
Technologically advanced			
Innovative			
Service oriented			

**17. Have you heard of the brand Stihl? (If no go to question 18)**

- Yes
- No

**18. Is the brand Stihl:**

	Yes	Partly	No
Value for money			
Good quality			
Service oriented			

**19. What do you want to receive in a sales promotion?**

- Gift
- Accessories
- Discount
- Other

**20. Would you like to be contacted for possible future purchase from Husqvarna?**

Name:

Phone number:

## Appendix 2: Questionnaire in Spanish

Somos dos estudiantes extranjeras quienes escriben su tesis acerca de marcas de productos de potencia para el campo en Ecuador. Nos gustaría que usted nos ayude respondiendo algunas preguntas para nosotros.

Gracias!

1. De que ciudad o región es usted?

---

2. Usted usa actualmente alguna máquina para campo (motosierras, moto guadañas, etc.)?

- Si
- No

3. Que marcas utiliza usted?

---

---

4. Es usted:

- Agricultor
- Motosierrista
- Consumidor aficionado (le gusta tener buenas herramientas)

5.Cuál es la primera marca que se le viene a la mente cuando piensa en motosierras?

---

6.Cuál es la primera marca que le viene a la mente cuando piensa en moto guadañas?

---

7. Que aspectos considera más importantes cuando compra una motosierra?

- Precio

- Calidad
- Servicio, repuestos, accesorios, taller.
- Otro: \_\_\_\_\_

**8. Cuáles son las cosas más importantes cuando va a comprar una moto guadaña?**

- Precio
- Calidad
- Servicio, repuestos, accesorios, taller.
- Otro: \_\_\_\_\_

**9. Que marcas de productos para el campo le son familiares? (Si dice Husqvarna, vaya a la pregunta 11)**

---

---

**10. Ha escuchado acerca de la marca Husqvarna? (si no vaya a la pregunta 15)**

- Si
- No

**11. Como conoció la marca Husqvarna?**

- Ferias
- Televisión
- Radio
- Distribuidor
- Periódico/Revista
- Por referencias de alguien
- Otro: \_\_\_\_\_

**12. Cuando piensa en Husqvarna, viene a su mente algunas características?**

- Si
- No

**13. La marca Husqvarna:**

	Si	Mas o menos	No
Vale su precio			
Es de calidad			
Tiene servicio postventa y repuestos			

**14. Sabes de dónde es Husqvarna?**

---

**15. Las marcas de (mira pregunta 14) en general:**

	Si	Mas o menos	No
Son de calidad			
Tienen buena tecnología			
Son innovadoras			
Tienen servicio postventa y repuestos			

**16. Las marcas de Ecuador (en general)?**

	Si	Mas o menos	No
Son de calidad			
Tienen buena tecnología			
Son innovadoras			
Tienen servicio postventa y repuestos			

**17. Ha escuchado acerca de la marca Stihl? (si no vaya a la pregunta 18)**

- Si
- No

**18. La marca Stihl:**

	Si	Mas o menos	No
Vale su precio			
Es de calidad			
Tiene servicio postventa y repuestos			

**19. Qué le gustaría recibir cuando existen ventas con promoción?**

- Regalo
- Accesorios
- Descuento
- Otro: \_\_\_\_\_

**20. Le gustaría que le llamen para una futura venta por parte de Husqvarna?**

Nombre:

Número de teléfono:

# Appendix 3: Photos



