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Country-of-Origin effects on Consumable Products: A study of Young Adults and Beer.

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Abstract

The thesis in this research paper aims to confirms and build upon the existing research in regards to Country-of-Origin effects and how it influences consumers.

Through a quantitative survey 192 respondents under the age of 35 have been questioned about their beer purchasing habits and their thoughts on country-of-origin. The results have been analyzed, tested and correlated with each other in order to either strengthen or weaken existing literature as well as testing three hypotheses pertaining to how the country-of-origin affects consumers.

Findings indicate that respondents generally do not mind the country-of-origin cue. The relevance of the country-of-origin cue does increase with the level of interest in beer.

Intrinsic cues are also found to be the most important cues when deciding which product to buy, but in the absence of these, Country-of-origin is strengthened considerably.

Respondents are found to be favorably inclined to purchase beer from countries whose country image matches the desired product features for beer. Countries that either have negative country traits, bad country image or other damaging factors related to their country found themselves on the "not preferred" list of countries.

Ethnocentricity was found to not affect the consumers the way it was expected to, as national bias did not increase with ethnocentrism. National bias did exist in the respondents, but did not correlate with ethnocentrism as nearly all respondents scored low on ethnocentricity.

The Country-of-Origin effect is found to be a relevant informational cue that depending on situation could have very favorable outcomes.

1. Introduction

In todays world consumers are constantly bombarded with information about products and services. The world has become an increasing global marketplace, and products from all around the world are vying for the attention of consumers from all across the globe. With all these products and all this information circling around consumers, it is important for companies to make use of the short timespan a consumer affords them, and thus engineering the perfect message with all the right informational cues is key. In this research paper one such cue is the focal point; the Country-of-Origin cue. This informational cue is a versatile one, which can be communicated through many means, both through name, brand, logo and even through certain unique types of goods special to that country. Consumers have been found to process country-of-origin in a few different ways. Some recall fond memories from having been in contact with a country, letting emotional ties influence their decision. Others will know that a country is known for being excellent at making that product and infer greater quality from knowing the country-of-origin. Others still will seek retribution on countries by refusing to purchase goods from them because of grievances past and present. The Country-of-origin effect is certainly versatile, but not only in a positive way for products! Knowing how the Country-of-Origin Effect influences consumers can help marketers and companies avoid unfavorable associations by knowing when to hide the country-of-origin from the consumers.

The Country-of-Origin effect is the influence that knowing where a product or service comes from has on a consumers evaluation of that product and decision to purchase. It is specifically the influence over the purchasing decision of consumable products that will be researched in this paper.

The consumable product chosen for this research paper is beer. Beer is a booming industry that has seen a lot of change in the recent years. Microbreweries, shift in interests and the increased demand for diversity in beer are some of the factors that have help made the beer market an interesting research subject. With many beer enthusiasts starting to enjoy beer in much the same way wine enthusiasts enjoy wine; country-of-origin, its reputation and image are possibly becoming more and more important in the beer industry, making it an interesting subject for testing.

First is a presentation of the thesis for the paper, as well as the hypotheses that will be tested. The literature on which the thesis and hypotheses are based on will be reviewed before

explaining the methodology that has gone behind the makings of the paper and the final part; the results of the survey and conclusion of the analysis.

1.1. Thesis

The thesis statement around which this paper is built is a descriptive one. I wanted to see how a country could affect the success of a product through altering the perception of consumers without actually being part of the product itself. And if it did affect the success of a product in a meaningful way, why does it? What is it about a country that makes, for instance, a beer better when it comes from Country Y instead of Country X?

The thesis statement devised is as following:

> *"In what ways does the Country-of-Origin effect influence a consumer's purchase decision when purchasing a consumable good?"*

1.2. Hypotheses

In order to help explain and answer the thesis statement, three hypotheses were created for testing through the analysis of the survey results. The first one deals with how COO is in relation to other informational cues, the second how the COO is in relation to how countries image and characteristics influence the effect of the COO, while the last deals with how consumers themselves influence the effect of the COO.

The three hypotheses are as following:

Hypothesis 1: $H_0 =$ The Country-of-Origin cue is less important to consumers than intrinsic cues.

Hypothesis 2: $H_0 =$ Consumers favor products from a country whose country image favorably matches those of the desired products features

Hypothesis 3: $H_0 =$ Higher levels of ethnocentricity increase national bias creating positive national and negative international COE.

2. Literature review

2.1. Country-of-Origin

People across the globe have been trading with each other for millennia, producing goods in one country and transporting it to others in order to sell them. Since then many have pondered and theorized as to what influenced consumers to buy one product over another. It was not until the early 1960s that the idea of where the products hailed from could influence a consumer's decision of whether to purchase or not. Dichter, in 1962, was the first to raise the question if the country-of-origin would influence a products success or not, while Schooler, in 1965, was the first to empirically test this notion (Verlegh & Steenkamp, 1999). This research suggested that there was indeed an effect from labeling products with "Made in …", and that this could influence the success of the product in both a negative and positive way, depending on the country in question. Since then, researchers and scholars have tirelessly attempted to form a solid and uniform theory of how this country-of-origin effect works, and how to harness it; but so far little progress has been made in making a precise consensus. One thing they can agree on is that the country-of-origin effect does influence the consumers (Wong et al. 2008), in one way or the other.

This only goes to show the complexity that is the country-of-origin effect, and how many variables influence whether or not it will be a positive or negative effect on the consumers choice of product. They range from political disagreements, to distant fond memories of a vacation past, to characteristics associated with countries.

Consumers are exposed to information regarding a products country of origin in a myriad of ways. The most common tell of where a product comes from is the "Made in …" label, but it is in no way limited to verbal cues. Names or slogans of products, such as the French L'Occitane and German "Das Auto", reveal where the products, or at the very least the brand, originate. Furthermore; logos, etiquettes or other imagery on products of famous locations from different countries are ways of communicating country of origin; such as Toblerone's Matterhorn signifying its origin in Switzerland. Some brands have even begun incorporating the country of origin in their brand names, most notably in fashion, such as Tiger of Sweden or Moods of Norway.

In this literature review we will take a closer look at what variables of and in what ways the country-of-origin effect influence a consumer's choice in a purchase situation of a consumer good.

2.2. Definition

As mentioned earlier, there is some conflict as to how the COE works, but broadly COE is defined as *"any influence, positive or negative, that the country of manufacture might have on the consumer's choice processes or subsequent behavior"* (Samiee, 1987). Though in recent years there seems to be a slight deviation, because country of manufacture no longer is sufficient in explaining the country-of-origin. As the world has "gone global" and globalization is such a huge factor, more and more companies have become international in nature; splitting up their value chains and spreading them across the boarders. This means that sometimes manufacturing might come from one country, while the brand and administration is still located in the original country. Furthermore, resources are readily available to transport across great distances meaning that the resources used in making the products might also be foreign; essentially meaning that the only thing left of the country-of-origin is the brand itself. This has lead to a few different terminologies; "country of design" (COD), country of assembly (COA), country of parts (COP) (Schiffman, Kanuk and Wisenblit, 2010), country of brand (COB) in addition to the original country of origin (COO) and country of manufacture (COM). Interestingly enough, it is the country of origin that seems to be the important factor, and that fact that a product might be designed or manufactured in another country does not seem to affect the consumers as much (Chao, 1998).

2.3. What is the Country-of-Origin Effect?

Strictly speaking the Country-of-Origin effect is the effect that knowing what country a product comes from. Through numerous research papers the COE has slowly been mapped and, as mentioned earlier, the COE is poorly understood, and is only somewhat generalizable (Jolibert & Peterson, 1995). But through continuous research different variables of influence have been uncovered, and in how the COE works.

All research found agrees on that COE is an informational extrinsic cue, usually for product quality. But some have found that it can be more than that, and that there are emotional factors at play as well (Verlegh & Steenkamp, 1999).

Furthermore, as mentioned in the definition part, the country-of-origin is becoming insufficient as a label because of globalization; companies outsource parts of their value chains meaning that products no longer has one specific country from which they hail. While some redefine COO into parts like Country of Design (COD), Country of Assembly (COA), Country of Parts (COP), Country of Brand (COB) and Country of Manufacture (COM) (p428,

Schiffman et al., 2010), most research papers seem to be content with using COM and COB, while using COO as where the product originally came from.

Research disagrees on which "country-of…" is more important, the brand or the manufacture. Some found that it is where the product is manufactured that matters more (Bilkey & Nes, 1982), while others maintain that it is where the product is branded, usually where it originates, as being from that matters (Verlegh & Steenkamp 1999).

Most of the research indicates that COE plays a significant role in a consumer's evaluation and decision to purchase, but there are those who have found that the effect is negligible (Liefeld, 2004; Pharr, 2005, Wall et al. 1991), and criticizes the other researchers for unrealistic or too narrow scopes.

The different variables researched to explain the COE are concepts like xenophilia and animosity, which explains why a consumer might feel positive or negative towards buying products from certain COO (Klein et al., 1998; Bilkey & Nes, 1982). Further, research has been done on the levels of ethnocentricity in consumers to explain why they might want to buy domestic products over foreign, or visa versa (Balabanis & Diamantopolous, 2012).

Much research has also been done on the effects of the stereotypical image consumers have on countries and how that affects their view of products from that country (Roth & Romeo, 1992). Their findings suggest that some countries are perceived to be better at making certain products that align with their country's image.

Finally, research suggests that consumer prefer COO that are more developed, because of the implication that their workforce is more skilled and that the products from there gains from the technological and developed gap between MDCs and LDCs (Bilkey & Nes, 1982).

2.4. Informational Cue

When evaluating products for purchase consumers use various informational cues in order to decide which way to go (Peter & Olson, 1987). There are two different kinds of informational cues, and these are intrinsic cues and extrinsic cues.

Intrinsic cues are the cues that are directly related to the product, such as the specifications for the different parts of a computer, or color of a article of clothing. These cues cannot be altered without altering the product itself.

Extrinsic cues, on the other hand, are cues that exist externally from the product, having nothing physical to do with the product itself. Extrinsic cues can be the price of a product,

brand name or sales. COO is an extrinsic cue (Olson, 1972; Verlegh & Steenkamp, 1999;Vaele et al. 2006), as it does not physically alter a product and can exist independent of the product.

When comparing the two to each other, extrinsic cues are much more general than intrinsic ones and can be applicable to a wider range of products, while intrinsic ones are bound to a one product (Lee and Lou, 1996). For instance, Burberry is a British high-end fashion clothing line. Their brand name, an extrinsic cue, can be applied to all products from their clothing line, whilst an intrinsic cue such the style of a trench coat or the lines and cuts of a dress are unique to that trench coat and that dress and cannot be used for other products.

There seems to be a general consensus that the intrinsic cues are more important than the extrinsic cues when it comes to evaluating a product, its quality or deciding to buy it (Jacoby & Olsen, 1972). However, with the decrease in both intrinsic and extrinsic cues, COO as a cue becomes more and more important. (Srinivasan et al. 2004) This suggests that COO will have a limited effect whilst intrinsic cues exist, and/or multiple other extrinsic cues, but become more relevant as their numbers dwindle.

One criticism when it comes to research on COO as a cue is that many researchers has used COO as the only cue present. Agrawal and Kamakura (1999) argues that in order to get a more accurate picture of how COO works as a cue you have to test it with multiple other cues available to compare, because in a real situation COO will rarely ever be alone in vying for relevance in the evaluation process. This seems to the case, as those who did test with multiple cues found that with the introduction of multiple cues, the effect of COO's influence decreased (Peterson & Jolibert, 1995; Verlegh & Steenkamp, 1999). Furthermore it was found that the closer to the purchase situation, COO as an extrinsic cue lost its influence (Verlegh & Steenkamp, 1999).

It has also been noted that as an extrinsic cue, COO works better for certain products than others. Steenkamp in his research in 1990 found that COO might be used as a quality indication on products whose quality could not be assessed before consumption, such as wine.

COO has also been used as a cue for both deciding to purchase, as information about quality and when forming opinions about a product (Brodowsky, 1990). These different uses where found in consumer with varying degrees of ethnocentricity.

Lee and Lou's (1996) research found that there was a correlation between the use of extrinsic cues and the familiarity with the products. This means that the more familiar a consumer is

with a type of product, the more likely they are to use cues such as COO when evaluating a product.

2.5. Halo and Summary effects

In a research paper by Han in 1989 he made the distinction between two different views of the COO factor country image. One was looking at country image as a halo effect and the other was viewing it as a summary construct.

In many cases consumers will not be able to gage the quality of a country's product before they purchase it and consume it themselves. This is obviously not always possible, so instead of buying something blindly, consumers can use the country's image for evaluation purposes. Thus they infer the products quality based on the country image of the COO much like consumers can infer the quality of a product based on the price (Jacoby et al. 1971).

The halo hypothesis has two theoretical implications: "… consumers make inferences about product quality from country image" and "… country image affect consumer rating of a products attributes" (Han, 1989).

The summary construct view claims that consumers recode and abstract individual information into higher order units (Simon, 1974). What this means to COO is that consumers may take information from consuming one of the products from a certain country and assumes that the information garnered from consuming said product would be relevant for evaluating other products from the same country (Han, 1989). This implies that in order for this view to be true the consumer must have some prior knowledge about the products from the same category and country. The consumer then generalizes the prior information and applies it to the new product. An example of this would be if someone were wanted to buy a Honda, they could use their previous experiences from driving a Toyota to infer product quality because both car brands are from Japan, and the assumption here is that the Japanese have similar skills and qualities that will add the same value to both cars.

The difference between these two views then lies within the familiarity of the consumers to the product category they are looking to purchase. The halo view does not require any previous knowledge about the products because it infers product quality from the country image, while the summary construct infers product quality from having familiarity with other products from that country and assumes that they will be similar because they share the same COO.

2.6. Country-of-Origin's three aspects

As the above section states, COO is used as an extrinsic quality cue for signaling the quality of a product. Verlegh and Steenkamp (1999) performed a meta-analysis where they covered COO and how it might be more than just that. Due to this being one of the few of their kind, Verlegh and Steenkamp's research paper will be the main source for this part of the review. In their analysis they found that research suggested that this extrinsic quality cue is not sufficient when explaining how the COE can be understood. (Wyer & Hong, 1989,1990) The reason for this is that the COE elicits more than just the notion of quality for a product; additionally it holds both symbolic and emotional meaning for consumers. COO has been found to link products to the image of a country from sensory, affective and ritual connotations that consumers might have gained through either coming from that country or having been there on vacation etc. (Askergaard & Ger, 1998; Botschen & Hemettsberger, 1998). Studies like these implies that COO is not only limited to being a cognitive cue for product quality but also related to a consumers emotions, memories and feelings of national pride. COO then becomes a construct for consumers to convey such feelings or ideals to the outside world, making them expressive or image attributes; attributes that are found to be of significant importance to consumer preference (Lefkoff-Hagius & Mason, 1993).

In Verlegh and Steenkamp's research they use a framework that distinguishes between cognitive, affective and normative processing of the COO cue. Below each mechanism will be covered.

Worth noting is that these mechanism for COE does not work entirely independently, but rather work together in influencing perception and behavior in the COE.

2.6.1. Cognitive

The cognitive mechanism is described as: *"country of origin is a cue for product quality"* (Verlegh & Steenkamp, 1999). What this means is that the consumer infers information about the quality of a product by linking the product to the country from which it comes. It could be factors such as the stereotypical country image of the country, or the level of development within the country that leads the consumers to make assumptions when evaluating a product. An often-used example to illustrate country image is the Japanese and their image for being innovative leading to good electronic gadgets. Knowing this, a consumer can use this to give them an idea whether or not the product will be of a good quality or not. As for the development within a country; some products requires skilled workers, something which is

more common in more developed countries than in less developed countries, implying that these kinds of products from MDCs are more likely to be of good quality than from LDCs.

This will be discussed more thoroughly further out in the assignment under the influencing variables of COE.

2.6.2. Affective

The affective mechanism is described as: *"Country of origin has a symbolic and emotional value to consumers"* (Verlegh & Steenkamp, 1999). A consumer might have strong emotional ties or affection to a country. These ties often comes from having spent time in that country and interacting with their people, for instance through business done with or summer vacations spent in that country.

Physically going to a country is becoming less and less necessary to form ties with a country. The Internet, media, art, literature, games etc. are all indirect ways a consumer can experience different countries and form these affective ties, positive or negative. Someone with a fascination with France would probably choose a French wine over of an Italian one. On the other side, a consumer that might have had a negative vacation or experience in a foreign country might have reservations from buying from that country. The affective mechanism is not limited to feelings for foreign countries. Having strong feelings for the consumers home country, national pride, is found in consumers with high ethnocentricity. This, as well as positive and negative feelings towards foreign countries will be more thoroughly covered in COE variables later in the review.

2.6.3. Normative

The normative mechanism can be described as: *"consumers hold personal and social norms related to the country of origin"* (Verlegh & Steenkamp, 1999).

What this means is that consumers might consider buying a product from other countries in a moral light. For instance, if a country is under duress or suffering from natural disasters, a consumer might feel morally obliged to buy from that country in order to help them back on their feet. Conversely if a country has done some a-moral or morally ambiguous actions consumers might feel that buying from that country is wrong, and want to punish or boycott that country. This phenomenon is called "consumer voting" (Smith, 1990).

Examples of this would be the boycott of French products by the Australian and New Zealand consumers because of nuclear tests in the South Pacific Ocean.

Elaborated upon further in the paper.

2.7. Variables

2.7.1. Ethnocentrism

The country-of-origin effect does not necessarily have to do with foreign products. Governments often encourage consumers to "buy local". Elliot and Cameron's (1994) research suggests that there is indeed a bias for a consumer's home country. Their research shows that if price and quality were equal or better than the foreign products, consumers would choose local products. Furthermore, taking the national bias even further, it showed that they would give some allowance to national products, still favoring them as long as they were at least comparable to the foreign alternative, even if slightly poorer in quality. The only time they would choose the foreign products were when these products were of significant better quality or cheaper in price.

Research done by both Fournier (1998) and Hemettsberger and Botschen (1998) also suggest that COE is tied to feelings of national pride which often can lead to some very strong emotional ties to the product. This naturally leads to a positive connotation and influences the consumer choice of product in a positive way.

These are varying degrees of ethnocentricity. Those whom are highly ethnocentric tend to gravitate towards national products, but as the ethnocentricity subsides, so does the preference for national products. In a research paper by Browodsky and Meilich they tested this by asking Americans to choose between different cars, some from the US and some from Japan. This research seemed to confirm that national pride plays in when choosing a product. When given the choice between two Japanese cars, most gravitated towards the Japanese car that was manufactured in the US. When given the option between a Japanese car and an American car they would choose the American car. Interestingly enough, the same customers did not seem to think that if the Japanese cars manufacturing was moved to the US that they would become better for that reason.

The positive attitude towards national products is not the only effect from ethnocentricity. Higher levels of ethnocentrism also correlated with negative feelings for foreign products, although they are not as strong as the positive feelings for the home country. Shimp and Sharma (1987) found that higher levels of ethnocentricity made consumers more negatively biased when evaluation, while Han (1988) found that they were more hesitant in buying foreign products, but as much when evaluating them. Ethnocentricity is therefore more

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applicable when explaining the positive feelings for home country than the negative ones for foreign countries according to Balabanis and Diamantopolous (2012). Their research also suggested that the level of influence on product choice from ethnocentricity varies between products of different categories. In their example they found that the level of ethnocentricity were more likely to act as a barrier for items such as Italian food, while they seemed to have little to no influence on items such as German furniture. This is also supported by the findings from Elliot and Cameron (1994) where Australians generally preferred to buy domestically made tires, shoes, computers and jam, but when it came to cars, they would instead choose Japanese made cars; despite them ranking some of the foreign products over the Australian ones in terms of quality.

Brodowsky in 1988 found that higher levels of ethnocentricity caused positive bias for domestic products, but his research also indicated that those consumers with lower levels of ethnocentricity exhibited positive biases towards foreign products; in this study Japanese manufactured cars. This is further supported by the research paper Brodowsky did with Meilich in 2004, where they found that low ethnocentric consumers from the US would rate American cars as inferior to Japanese cars.

Furthermore, Brodowsky's research (1988) showed that those who exhibited low levels of ethnocentricity were more likely to infer the objective quality of a product through the use of country-of-origin, whilst those of higher levels would use the same cues when forming an attitude towards the product.

2.7.2. Animosity

Previously in this literature review it has been discussed how different dimensions and characteristics of a country will influence a consumer's perception of products from a given country. But beyond perceptions of a products features based on country, there is reasonable evidence that there is a negative force that will make consumers refrain from buying products from certain countries; consumer animosity (Schiffman, Kanuk & Wisenblit, 2010).

Not much research has been done on animosity, though many would compare it to varying levels of ethnocentricity. Research done by Klein et al. (1998) begs to differ, and argues that they are separate entities and should be treated as such.

Klein et al. defines animosity as:

> *"The remnants of antipathy related to previous or ongoing military, political or economic events".*

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They also support the notion that an animosity towards a COO will affect their decisions to buy independent of the products own qualifications or other COE factors. This means that should a person feel animosity towards a country they will generally avoid any products from that country, not because of the merits of the product but because the activities of the country.

This is in contrast to consumer ethnocentricity, which is an ethnocentric construct defined as people viewing their own in-group as central and protecting it from threats from out-groups (Brislin, 1993).

This means that even if they have a strong affection for national products, and will most likely buy domestic, they will still consider buying imports. Even those with high levels of ethnocentricity where they show some negative biases towards foreign products, they will still consider them and not outright deny buying them. Ethnocentricity is also not country specific, whereas country animosity is targeted towards a single, or a select few, countries (Klein et al. 1998).

There are different ways for animosity to being to manifest itself. It can range from relatively mild rivalries, such as the one between Norway and Sweden having come from sharing borders. These are often not very serious, but even lighthearted rivalries can cause strong emotional barriers. More serious manifestations of animosity can stem from recent military conflicts, or economic disputes and diplomatic incidents. To give such as example could be the animosity Jews feel for Germany because of the atrocities committed under World War 2 and the Holocaust (Hirschman, 1981). Furthermore, consumers from New Zealand and Australia have been known to boycott products from France due to France's nuclear tests in the South Pacific.

These two examples illustrate war-based animosity and political based animosity respectively. Klein et al. makes a point of distinguishing between war animosity, like the Holocaust example, and economic animosity, such as the citizens of a country feeling that a foreign country is trading unfairly with them. One can only assume, since no point was made of branding political animosity that political reasons are the default animosity, which is also affected by both war- and economic animosity.

2.7.3. Xenophilia

On the opposite direction to animosity there is xenophilia. Xenophilia is defined as having positive feeling towards a different country, its people or its culture. In terms relevant to

Country-of-origin this means that some consumers have a positive bias towards products that come from certain countries that they feel xenophilic towards.

This differs from low levels of ethnocentrism in the way that ethnocentrism deals with the acceptance of imported goods, while xenophilia is more directed towards a single, afew select countries or even regions, much like animosity but somewhat broader.

Studies done reveal that factors such as the level of development might have something to do with feelings of xenophilia. Less developed countries have a tendency to feel that products from more developed countries are more attractive than those from their own (Batra et al., 2000, Nes & Bilkey, 1982)).

An example of this would be how studies by Ger et al. (1993) found a bias towards Western produced goods in eastern-European countries.

Some consumers also have an affinity towards a single country. Terms like "francophile", someone with a strong affection for France or the French, and "anglophile", someone with a strong affection for England or the English, exist to describe certain kinds of people.

Moreso than animosity, little research is done on the effects of xenophilia, or to what degree it matters for the COE.

2.7.4. Economical Development

One of the variables that influence the country-of-origin effect is the level of development within a country. Research shows that the country-of-origin effect of LDCs (Less-Developed countries) has a negative or no effect on how customers perceive the quality of the products from that country. Some consumers seem to be unwilling to purchase products from LDC even under reasonable market conditions (Cordell, 1991). The reason for this attitude is that countries that are less developed are less able to produce product of the same quality as MDCs, and therefore carry a larger risk of bad performance and dissatisfaction with the product. (Verlegh, Steenkamp, 1999)

On the other hand, Country-of-origin effects are found to be significantly larger for MDCs (Verlegh, Steenkamp, 1999), meaning that consumers are more likely to choose products from MDCs than from LDCs, because they perceive the quality of MDC developed products to be better than those of LDCs. Furthermore, it also means that consumers are more likely to consider what country a product is from when choosing from products from different MDCs (Bilkey, Nes, 1982) This suggests that there is a positive link between the level of economical

development within a country and the perception of quality as well as the influence of the country-of-origin effect on the products.

2.7.5. Country Image

As mentioned earlier in the literature review, it seems that consumers have varying levels of biases for certain product categories for certain countries, meaning that whilst one product category might be more attractive from a certain country, other product categories might have no or negative effect from COO.

A way of attempting to explain this is by looking at the perceived characteristics of a country. A popular construct for this is the Product Country Image, first defined by Nagashima (1970);

> *"The picture, reputation, the stereotype that businessmen and consumers attach to products from a specific country. The image created by such variables as representative products, national characteristics, economic and political background, history and tradition".*

In shorter terms, product country images are widely shared stereotypes that influences how a country is viewed in the eyes of consumers.

The implication here is that if these mental representations can lead consumers to either hold a positive or negative image for a given country, and that it will then lead to a generalized positive or negative attitude and evaluation of brands and products associated with this country (Agrawal & Kamakura, 1999; Zeugner-Roth et al. 2008).

Leclerc, Schmitt and Dube's (1994) research, for instance, found that French-sounding brand names for "hedonic" products, superficial products mainly purchased for the pleasure it gives consumers and not the utility it gives, had a positive effect on evaluation. The reverse was found to be true when tested on utilitarian products, where the French-sounding names would elicit a negative response. This effect persisted through the consumption or experience of the products. This means that there are characteristics associated with the French, which leads to consumers to believe the French have some strength or skill superior to other countries when it comes to hedonic products, and visa versa for utilitarian products.

Another example would be that consumers recognize the fact that the production of high quality technical equipment requires a skilled labor force and higher level of technology in order to get good quality products, which implies that a country needs to be well developed in

order to perform this function; meaning that LDCs will be less equipped and less likely to produce good quality products than MDCs. This is touched later in the assignment.

Research done by various scholars has suggested any number of different dimensions to explain the country image, ranging from 20 (Narayana, 1981) to 13 (Johansson and Nebenzahl, 1986). Dimensions could be quality, performance, prestige or technicality etc.

Roth and Romeo (1992) developed a framework in order to illustrate and explain the connection between certain products and the aspects of a country that would positively or negatively influence them. In this research, they also proposed a revised definition for country image:

> *"Country image is the overall perception consumers form of*
> *products from a particular country, based on their prior perceptions*
> *of the country's production and marketing strength and weakness".*

Furthermore, instead of using a higher number of items to explain this, like research done before them, they chose to narrow it down to four dimensions in order to increase generalizability:

Innovativeness is the use of new technology and advances in engineering.

Design would be the appearance, use of colors, styles and variety.

Prestige would be the exclusivity of products, the status it elicits and the reputation of brand names.

Workmanship includes factors such as quality, durability, reliability and craftsmanship.

The framework they created consists of 4 different cells that correlate with one another. Each cell is either positive or negative when it comes to country image dimensions, and important or not important when it comes to dimensions as product features. A positive and important cell would be a favorable match between country image and product features. For instance, French wine would be a favorable match as the hedonistic qualities elicited by the French is something that would reflect positively upon a product such as wine, which would lead to a positive effect from COO. An important but negative cell is an unfavorable match where country-of-origin could be damaging to the product, such as Norwegian wine, as Norway is not exactly known for its wine friendly climate nor skill in winemaking. A positive but unimportant cell is a favorable mismatch, in which a country's strengths might not do well as a product feature, but you could still argue that these dimensions could serve in other parts of

the value chain to make a better product. Roth and Romeo's own example is Japanese beer where they can market that their innovativeness will give them technology that would lead to superior beer brewing.

A negative and unimportant cell is an unfavorable mismatch where COO should just be ignored because no synergy can be found.

2.7.6. Consumer Involvement

Not all products are the same in the eyes of the consumer. Some products require more thought and more time before a decision can be made. This concept can be defined as Consumer Involvement, which focuses on the degree of personal relevance of the product or purchase for the consumer. High-involvement purchases involve buying products, which hold significant importance for the consumer, and because of this these purchases require more information and more consideration in evaluation before buying. The reason for this is because these purchases are considered to have a high risk connected to them, due to it being important that they are of good quality to satisfy the needs of the consumer. These purchases tend to be more expensive, and meant to last longer. Examples of high-involvement purchases may be the likes of drawing boards for an architect or a pair of binoculars for a bird-enthusiast.

On the other end of the spectrum are low-involvement purchases. These purchase are of minimal importance for the consumer and therefore require little thought or consideration before buying. These low-involvement purchases are often cheaper products or "repeat buys"; for instance consumer products like milk or bread. (Schiffman, Kanuk & Wisenblit, 2010)

An important note to make is that what constitutes a low or high involvement purchase is highly subjective, so for someone who counting macro nutrients due to being an athlete or similar might take their time to check the contents of milk and bread, while not caring much about binoculars etc.

As mentioned earlier, COO tends to be used as an extrinsic cue. For low-involvement products, these cues tend to be the most important because they are more readily available and require significantly less effort to gather than intrinsic cues. With low-involvement products the cost of finding intrinsic cues often exceeds the benefits when it comes to product evaluation (Zeithaml, 1988).

In a research done by Ahmed et al. they concluded that COO does influence low-involvement purchases, but it would seem to a less degree than factors such as brand (Ahmed et al. 2004).

Studies by Josiassen et al. (2008) supported the positive effect on COE on low-involvement products, but did not indicate that it mattered less than other cues. Furthermore, COO was found to be more likely to be used in low-involvement purchases than in high-involvement purchases (Gurhan-Canli & Maheswaran, 2000), which was supported by a later research done by Prendergast and Tsang when testing the influence of Country-of-brand on Japanese and Korean products. (2010). Lee, Yun and Lee (2008) had similar results in their tests of Japanese versus Korean laptops on Chinese customers. Higher levels of involvement led to seeking out other cues than COO for evaluation.

What this could mean is that for low-involvement COO works as a quick way to gather information as to the quality of a product, which does not involve much effort.

Other researchers, on the other hand, have found a different effect from COO. The conclusion from Lin and Chen (2006) found there to be a positive correlation between influence from COO and levels of product involvement, meaning that higher levels of product involvement meant higher levels of influence from the COO.

Possible further research for this would be to see what kind of product elicits this effect since it contradicts other research in this field. Could it be that certain countries has a strong country image for making certain products in comparison to the rest of the world, so that the country of origin becomes synonymous with good quality?

2.8. Decision Making Process

In order to understand how the COE influences the consumer's choice, we must first understand the process of which the consumer makes its decision to purchase a given product. It is then possible to pinpoint at which point the COE influences the consumer.

The consumer's decision process can be split into 3 to 5 parts: (1) Need recognition, (2) pre-purchase search and finally (3) evaluation of alternatives. (p. 484 Schiffman, Kanuk & Wisenblit, 2010). Other researchers add (4) Purchase decision and (5) post-purchase evaluation (Darley, Blankson, Luethge, 2010; Sachdeva, 2015).

The need recognition happens when the consumer is faced with a problem and they realize that they have a need for a certain kind of product. At this point the only thing they know is that they need something in order to fill this need. This leads them to the next part of the process.

The second part is the pre-purchase search. The consumer has recognized a need, and now needs to search for a way to fill this need. At first they think back on previous situation where they satisfied this need, if ever. The more relevant previous knowledge and experience, the less time they need to spend on searching information. This information search can go through several different channels, such as the internet, consulting friends or coworkers whom might have had the same need and more relevant experience than oneself, or simply browsing the stores until you find a sample size to evaluate, leading to the next part of the process.

The third stage of this process is the evaluation of alternatives, which is the relevant stage of the process for the COE. At this stage the consumer will look to the different aspects of the product that appeal to them. The consumer will rely on informational cues in order to make a decision. These cues can be intrinsic cues, cues which relate directly to the products such as the color of a car or the quality of the fabric of a piece of clothing, or extrinsic cues, cues that are not physical attributes of the product, but affect it externally, such as price or the COE (Lee & Lou, 1996)

When the evaluation of the alternatives has been done the consumer enters the fourth stage; a decision on whether to buy the product. It has to choose between all the different alternatives that fit the requirements it had.

The final stage of the process is the post-purchase evaluation, where the consumer has had the opportunity to try the product for themselves, and can make their own judgment as to how well it performed and how well it fulfilled the consumer's needs. Finally, this evaluation decides whether or not the need is still there, and as such the process might start over.

To illustrate where the COE fits in a model has been made based on the Engel-Kollat-Blackwell model found in Darley, Blankson and Luethge's research paper (2010):
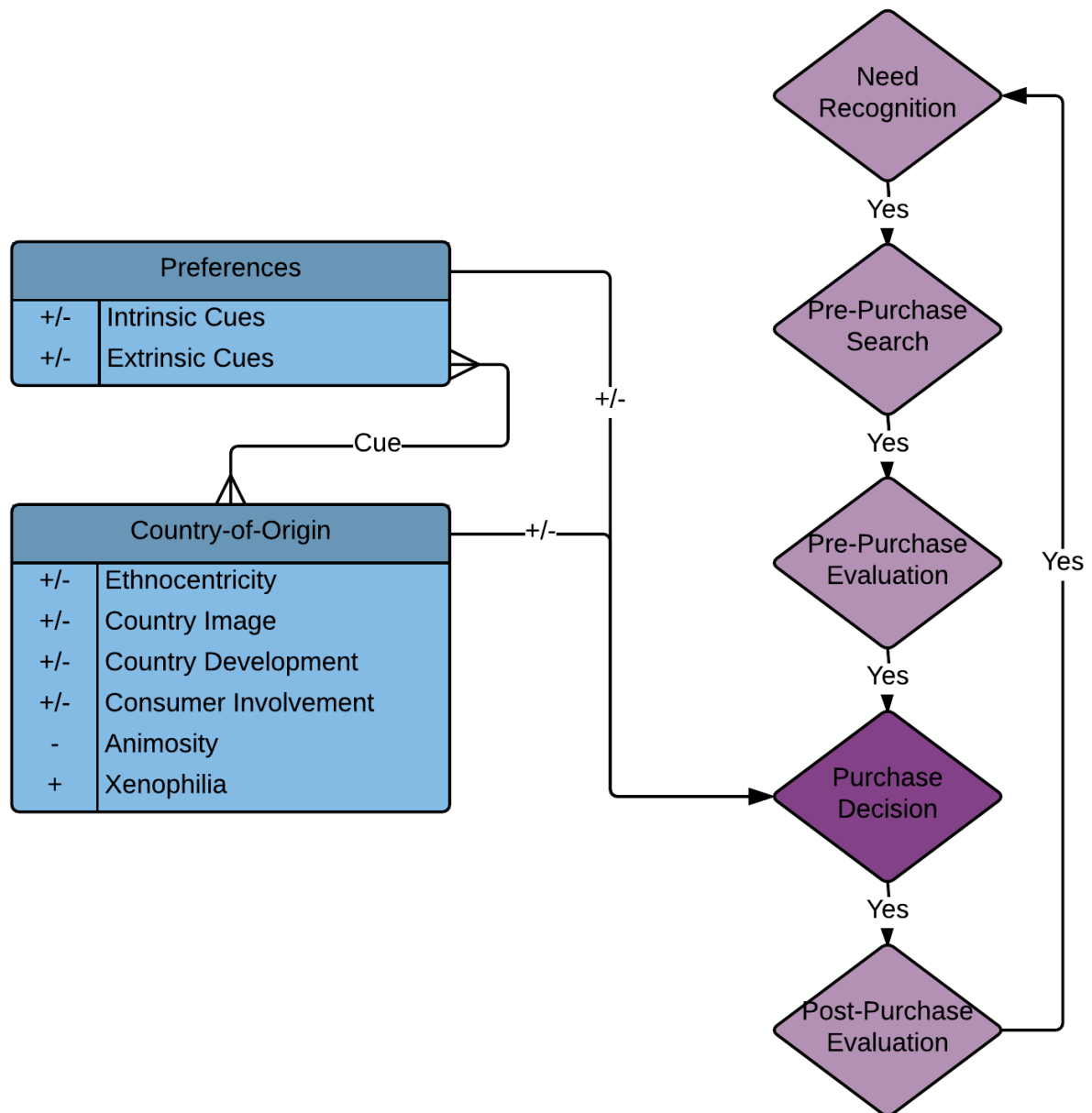
Figure 2.1

Even if researchers are not in complete agreement as to what level of influence the COE has on the decision making process, they all agree that there is some level of influence on both the evaluation of alternatives and on the purchase decision (Verlegh & Steenkamp, 1999). Furthermore, the variables in the model shows the different influencing variables discussed and reviewed in this paper, and indicate that they can both have a positive or negative influence on the outcome of the COE. For instance, animosity would have a negative influence on the COE for evaluation and purchasing, whilst xenophilia would have a positive effect. It is also possible that multiple variables act together or against each other when it comes to influencing the COE, as some variables such as high ethnocentricity might

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negatively impact evaluation and decision, while the country image positively impacts the customer's evaluation and decision of the same product.

2.9. Consumer Goods

Consumer goods are the products that are purchased for consumption by your average consumer. This means items such as foods, clothing and even automobiles.

Consumer goods can be either durable or non-durable. Durable goods are goods with a lifetime expectancy of over 3 years. Non-durable goods are goods that are purchased for immediate consumption, or with lower lifetime expectancy.

There are three different categories for consumer goods, as defined by Holton (1958):

Convenience goods, *"those goods for which the consumer regards the probable gain from making price and quality comparisons as small compared to the cost for making such a comparison."*

Shopping goods, *"those goods for which the consumer regards the probable gain from making price and quality comparisons as large compared to the cost of making such a comparison."*

Specialty goods, *"Those convenience or shopping goods which have such a limited market as to require the consumer to make a special effort to purchase them"*

The research done on COE in regards to the different kinds of goods is that COE will have a smaller effect on durable goods than it will on non-durable goods. The reasoning behind this is that consumers tend to use intrinsic cues when evaluating and purchasing durable goods, and not extrinsic cues such as COE (Srinivasan & Sikand, 2004). While not entirely in conflict with this view, Chao (1998) argues that extrinsic cues are often used for evaluating high-involvement products and purchases, and these products tend to be durable goods because of the risk involved with long lifetime expectancy of the product.

Further research by Verlegh and Steenkamp (1999) suggests that there is little to no difference in the effect of COE between industrial goods and consumer goods.

2.10.   Literature Summary

As most of the research on COE agrees on, COE is a hard concept to generalize, and is still not fully understood. The general definition of COE is found to be:

> *"any influence, positive or negative, that the country of manufacture might have on the consumer's choice processes or subsequent behavior"*

There seems to be some disagreements for how to label the concept when it various parts of the value chain is outsourced or moved to other countries. Some prefer a simple split into Country of Manufacture and Country of Brand with the original country being Country of Origin. Others prefer more specific labels such as Country of Parts and Country of Assembly etc.

As for the effect itself, there are also various opinions, but the majority agrees that COE has a relatively strong influence on consumer's evaluation and decisions, depending on variables. Those that disagree, maintain that previous research are in some ways biased, intentional or not, because of methodologies used or samples provided, and that COEs effect is found to be marginal.

Two theories on how COE is used have been put forth, and one is that it is used as a Halo effect which means that the COE acts as a signal for the quality of the products from that country. The other is as a summary construct, which maintains that COE can be used to summarize the attributes of all products in a given category based on having tried one or more products from that category made in that country.

As for how the COE reaches the consumer, it is widely accepted that it is an extrinsic informational cue that signals quality and influences the consumer to varying degrees; also depending on the variables presented. Though some maintain that intrinsic cues will be more important than extrinsic ones, others claim that there are situations and products in which this is not the case.

Other research also claim that simply labeling COE as an informational extrinsic cue does not serve to fully explain the phenomenon, and proposes a three part solution in which three aspects are used to explain the different dimensions of COE. First of the three is the cognitive aspect, which is more or less the same as former explanation of COE as an extrinsic cue. The second is the affective aspect, which deals with the emotional and symbolic values that consumers can tie to a country from having interacted with it in some way or another. The final aspect is the normative aspect, which maintains that COE is affected by how a consumer related to the norms and values of a country, such a politics and political events.

There are also found to be numerous different variables that decide to what degree the COE will be effective and how effective it will be in influencing the consumer.

The level of consumer ethnocentrism (CE) is one such variable. Research shows that consumers with higher levels of ethnocentrism will be more likely to buy domestic goods than import goods. Some researchers also found that higher levels of CE were linked with negative feelings towards imported goods. Some cases found that these consumers were willing to accept slightly inferior quality or higher price, to varying degrees, in favor of domestic goods. These feelings are most likely rooted in the need to protect their home country and supporting it. On the other hand, lower levels of CE were found to be more receptive to imported goods and in some cases even favored them.

The economic development of a country was found to be a matter of importance. Research showed that higher levels of development of a country made consumers more likely to prefer products and goods from that country. The reasoning behind this seemed to be that consumers found a link between technological advances and a skilled workforce to positively impact the goods they produced and that there were higher chances of being satisfied with a product from an MDC rather than an LDC. This was found to be true even for citizens of a LDC, which also found products from MDCs to infer some symbolic value.

One question many researchers asked when they found that some countries seemed to be preferred for some product categories was what decided which country was preferred for what category of good? Country image and country characteristics attempts to explain this, and a framework for matching countries to categories was made in order to explain the implications of this. The framework maintained that four different pairings could happen. A favorable match would take place if the country's image positively matched the product features, which meant that COE would be positive. An unfavorable match would take place if a country's image negatively matched the product features, which would mean that COE would be negative. A favorable mismatch would happen if the country's image is a positive one but does not match the product features. In this case the COE could be used effectively, but not as good as the favorable match. The last is the unfavorable mismatch where no synergies could be found.

Animosity was generally agreed to be the most detrimental variable to COE, as those consumers who harbored such strong negative feelings would not buy from the country that

was the target of their negative feelings. Animosity was found to be caused by military activity, economic slights or political disagreements. An important distinction between this and higher levels of ethnocentricity is that animosity is targeted while ethnocentricity is not.

On the other side of animosity, researchers found that some consumers had very strong positive feelings towards either certain countries or imports in general. Those found to have targeted positive feelings usually stemmed from fascinations with the given country, such as francophiles for France, or anglophiles for England. As for the general liking for foreign goods were traced to other variables such as the LDCs liking of MDC goods.

The levels of consumer involvement were also found to be important when gaging the effect of COE. Research was somewhat divided on this part as maintained that high involvement would increase the COE, while others said that Low Involvement meant increased COE. They are not mutually exclusive, but researchers maintained that either High or Low involvement saw a higher positive effect than that of the other.

A summary table can be found in the next part of the paper.

After mapping the COE itself, the decision making process and the COE effect was touched upon. The decision making process is generally agreed as having 5 steps, which is recognizing a need, searching for products, evaluating said products, deciding what product to buy and then evaluating the consumption of that product. Most research papers focused on either the effect on evaluation or the effect on decision, but there seems to be no disagreements that COE does in fact impact both, especially considering evaluation influences purchase. A model was made to illustrate this.

On whether or not the COE is any different on consumer products compared to others, research was somewhat divided, where some claimed that there was a difference, others that the difference was in whether or not it was a durable good or a non-durable good, while others claimed there was little to no difference at all.

COE seems to still be a somewhat dark area in need of illumination. Some aspects are poorly understood, while others are giving conflicting results. Further research and different methodologies seems to be needed in order to bring the research together to make a generalizable and concise theory for COE.

Table 2.1

Country-of-Origin effects			
Positive		Negative	
Variable	Requirement	Variable	Requirement
Country Image	Positive correlation between product dimensions and country image	Animosity	Specific country products
		High Ethnocentricity	Foreign product
		Low Ethnocentricity	Domestic product
Xenopihilia	Foreign products	Country Image	Negative correlation between product dimensions and country image
High Ethnocentricity	Domestic Products		
Low Ethnocentricity	Foreign products		
High Involvement	Country Image	Less Developed Country	
Low Involvement	Summary construct		
More Developed Country			

3. Research Method

The purpose of this research paper is to continue the work and research that has been done into the effects of the country-of-origin in order to get a better understanding of how it influences the choices consumers make when purchasing consumable products. Despite an enormous amount of research done into the country-of-origin effect there still remains a lot of unanswered questions, some of which this research aims to explain.

The choice of focusing on consumable products was a two-fold one. One reason was that there seems to be a large amount of research done into electronics, cars and the likes, and less on consumables product such as foods or beverages. The second reason is that in the near future industries other than the oil industry, such as the fishing and aquaculture industry, will become increasingly more important for Norway, and understanding the country-of-origin effect will help realize its full potential.

3.1. Research Design

3.1.1. Appropriateness

A few different research designs were considered.

One of these was the qualitative design in-depth interview. This would give a deeper insight into the personal feelings and thoughts of people in regard to country-of-origin, and would give the opportunity to dig and find how they really react to the informational cue as oppose to others. It gives the interviewer the opportunity to work around the interviewee possibly answering according to what they think the research is after not what they actually feel. This method was discarded mostly because of time constraints, and the fact that the research aims to uncover the relationship between the variables that makes up for the country-of-origin effect and a consumer's decision to purchase a consumable product. For this research quantity of respondents outweighs the depth and "quality" of a fewer number of respondents. In addition, the country-of-origin effect is a rather extensively researched area, meaning that most of the potential findings from a in-depth interview has most likely already been found, so instead of seeking to find this research will instead seek to measure.

In order to increase quantity while still retaining depth group interviews might have worked, but this was discarded because of some of the inherit problems with putting people together in a room and having them provide their thoughts and feelings; social pressure and discomfort are rather likely to influence their answers to a much larger degree than then they are alone or face-to-face with the interviewer. Particularly with the specific consumer segment in mind: younger people and students.

Perhaps the most ideal method of performing this research would have been a mixed method starting off with a few in-depth interviews in order to frame and focus a larger quantitative survey. This way the qualitative interviews could go in-depth to get a better understanding of how a few people think and act when making a purchase decision while exposed to the country-of-origin and use this information to craft a better quantitative survey. The information from the interviews would make it easier to keep the survey as short and focused as possible, removing any unnecessary questions and eliminating "dead ends". Furthermore the in-depth interviews would make it easier to find and create better hypothesis for the quantitative survey to test. Unfortunately, much like with just the in-depth interviews alone, time constraints eliminated this research method, which leaves the last and chosen method; a quantitative survey.

3.1.2. Design and Hypotheses

In order to best answer the thesis a quantitative method was used; the inferential survey design. Doing a survey is the most reasonable way of going about answering the thesis because surveys are able to reach more respondents over shorter amount of time which serves two purposes; keeping the time-frame for this assignment and getting enough respondents in order get a meaningful measurement of their behavior.

The inferential type of survey was chosen because it aims at doing exactly what this assignment seeks to do, which is establishing relationships between concepts and variables (Easterby-Smith et al. 2013). From the thesis, "In what ways does the country-of-origin effect influence a consumers purchase decision of consumable products" the goal is to find out what variables in the country-of-origin effect influence a consumers purchase decision. To do this dependent and predictor variables needs to be identified and tested through the survey.

The first step of the analysis that had to be done was reviewing the literature that already exists on the country-of-origin effect and finding sources in order to form a solid theoretical basis for creating a means to answer my thesis.

Going through the books and articles used in the course of my education was the first literature to be review in order to find terminologies and expressions that would yield the best results when accessing online bibliographical and research databases as well as other relevant sources. Once the most used and accurate terms were found they in turn were used to search for books, articles, databases and journals to find the theoretical background. All sources found was found through either the physical library of Nord University or the online library and databases accessed through the Nord University's network, all of which took place sporadically from August 2015 through to May 2016.

The keywords used for the searches were primarily "country-of-origin effect", "consumer behavior", "consumable products", "purchase decision", "ethnocentricity" and variations, combinations and abbreviations of these terms.

When relevant sources had been found both the authors of the research themselves as well as their sources (were relevant) were in turn searched for, effectively having a sort of snowball effect of sources.

Once the theoretical background had been pieced together and a better understanding of the country-of-origin concept and its influencing variables had been gained, finding the right hypotheses to test came next. This was done by for example reading what other researchers suggested be studied closer, finding problems they encountered or finding concepts which were poorly explained or tested.

After piecing together numerous possible hypotheses, they were narrowed down to three in order to have a manageable amount given the time constraints and scope of the paper.

The three remaining hypotheses was as follows:

Hypothesis 1: $H_0 =$ The Country-of-Origin cue is less important to consumers than intrinsic cues.

                $H_1 =$ The Country-of-Origin cue is more or of equal importance to consumers compared to intrinsic cues.

Hypothesis 2: $H_0 =$ Consumers favor products from a country whose country image favorably matches those of the desired products features

                $H_1 =$ Consumers do not favor products from countries whose country image favorably matches between country image and desired product features

Hypothesis 3: $H_0 =$ Higher levels of ethnocentricity increase national bias creating positive national and negative international COE.

                $H_1 =$ Higher levels of ethnocentricity do not increase national bias, and does not create positive national and negative international COE.

After the hypotheses had been found and the theme of the survey was clear, some work went into seeing what previous researchers had either found to be flawed with their research or criticized for by others in order to avoid these pitfalls when creating the survey. Perhaps the most common complaint found amongst previous research was the lack of multiple cues present when attempting to measure the country-of-origin effect, as they argued that with no other cue present than country-of-origin those responding or participating in the research would be naturally biased towards the country-of-origin. First of, it would become very obvious to the respondent that the research was about the country-of-origin making them more liable to try to please the researchers by answering what they thought was right not what

they actually meant. Furthermore, the lack of other cues present in the questioning made their awareness of country-of-origin much stronger than those of other cues, which if reminded of could be more important to them than the country-of-origin.

Another common criticism was the fact that a lot of previous research done had been conducted in situations outside of a purchasing situation. Some argue that consumers have a conflict between what they want or think they might do and what they actually do. So the longer the time between an actual purchase the more likely a consumer is to idealize what they would do; meaning while they say that they do consider country-of-origin often, the reality is that they might not consider it at all in an actual purchasing situation.

The consumable product chosen for the survey was beer. The reason for the choice was because it is an often-consumed product, which most of the world produces, and it is a fast growing market and interest is on the rise. Beer is also one of the more popular alcoholic beverages in Norway with a wide range of market segments to choose from as potential respondents. Furthermore, the most readily available market segment, younger consumers and students, are often more enthusiastic about beer than many other products, which was hoped to increase the response rates.

Norwegian was chosen as language for the survey. The reason for this is that the majority of the respondents would be Norwegian and even though most Norwegian possess an above average skill in the English language some of the more uncommon and discipline specific terms and concepts might be foreign to them and therefore hard to understand causing confusion and possibly flawed responses.

Further attempting to avoid confusion questions were made with as simple language as possible attempting to answer only one idea per question.

Questions were framed in a few different ways. Some questions were nominal in nature, such as asking them to name their favorite brands of beer, which countries they preferred their beer originate or dichotomous questions like whether they were male or female.

Most, however, were ordinal in nature, using a Likert scale to make the measurement of the respondent's thoughts and feelings easier.

Questions relating to the importance of cues used a Likert scale to measure importance and framed as questions such as "How important is…" with answering ranging from "1 – Not very important" to "5 – Very important" for a list of intrinsic and extrinsic cues. For questions

regarding ethnocentricity and the product feature correlation with country characteristics questions were framed as agreeing or not agreeing with statements, also using a Likert scale.

The survey was also gated from topic to topic, making it flow more easily as well as to some extent avoiding respondents seeing patterns and answering what they think is right instead of what they really mean. It was split into groups starting with some general consumer habits and preferences for beer consumption, followed by sections for questions more specific to each hypothesis and ending with some general segmentation questions.

Only one termination trigger was inserted, which was at the very beginning at the consumer habit and preferences part during the question "Do you drink beer?". Answering "Never" on the scale would send them to the end of the survey, as beer consumption is a necessity for being able to answer the questions in a meaningful way.

For questions that might be somewhat uncomfortable an "I don't know" answer was added, where possible, to not offend or stress the respondents.

For an opening statement respondents were greeted with a simple message thanking them for their time and assuring anonymity and giving them an accurate timeframe in hopes of increasing the response rate. The purpose of the survey was also briefly explained with as little as possible information while still informing them of what they were participating in, as to avoid possible bias by answering what they thought was the right answer given the theme.

Since time and scope is somewhat of an issue the survey was also made to be a self completing survey asking respondents to fill it out themselves; making it web based in order to make it as easy as possible for respondents and reach as many respondents as possible in shortest possible time.

3.2. Segment

3.2.1. Participants and Setting

The setting for the research is in a city named Bodø. It is located in northern Norway in the county of Nordland. It has a population of 50185 inhabitants as of January 2016 (SSB, 2016).

A sampling frame for this survey was set to be younger inhabitants of Bodø. The reasoning behind this is that younger people traditionally make up the forefront of beer consumption in Norway, and is an important market segment for this industry.

This means that some groups of people were excluded for that reason. People under the age of 18 were excluded because they cannot legally consume beer. People (Non-students) over the age of 35 were excluded because of the sampling frame. The survey was created in Norwegian, which means that non-Norwegian speaking people were excluded. Out of convenience sake most of the participants were students attending the Nord University, at campus Bodø, which hosts 6000 students. This means that the sampling design is a non-probability design since one cannot guarantee that any member of the population is sampled.

3.2.2. Pilot Study

In order to test the surveys questions two pilot studies were conducted on two different people who fit the criteria of the research.

Both were conducted at the researchers home, separately, with the researcher present. During the course of the survey the respondents were able to ask, reflect and talk with the researcher, giving feedback as they progressed through each question. After they had completed it once they gave their feedback. Not much was needed in the way of alterations as the survey proved quite easy to understand and to follow. Once a few alterations were done, they were asked to take it again, on their own this time in order to time their response. It proved to be a little bit on the long side, taking approximately 20 minutes for both of them. Some of the less important questions were removed, as they only served to answer curiosities and did not add much to the actual research.

At a later point, once the survey had been sufficiently trimmed one of them were asked to test it once more. With the last alterations the survey took less than 15 minutes, which was deemed acceptable.

3.3. Data Collection

3.3.1. Instrument

The instrument used to create the actual survey was SurveyMonkeys online tool. As mentioned in the design chapter, the survey was gated into 8 parts.

The first part was the introduction with a brief presentation of the survey and its purpose, as well as some general information to those who would participate.

The second part posed a simple question that would qualify or disqualify participants from taking the survey: the question being whether or not they consumed beer, giving them

multiple options ranging from Never to Very Frequently. Never would disqualify them, sending them to page 8.

The third has 4 questions designed to give an idea of the participant's beer habits.

The fourth has 8 questions designed to check the participant's awareness and importance of country-of-origin in a purchasing situation, on- and off-trade, as well as determining where they usually purchased their beer.

The fifth has 11 questions designed to map the participant's preference for local/domestic beer versus international beer, as well as giving them the opportunity to name countries, regions and beer brands they prefer.

The sixth has 2 questions designed to establish whether or not favorable matches between country image and product features matter to the participant.

The seventh has 7 general questions in order to segment them into groups, such as sex, social status, age etc. Furthermore a last question meant to measure their level of ethnocentricity was added.

The eighth and last part is the end-page, thanking the participants for their help and participation.

3.3.2. Procedure

Two different means of distributing the survey was created. One was by e-mail invitation and the other through the use of a direct link. Both used the same introduction page, taking the regular and necessary steps for increasing response rates such as explaining the purpose, promising anonymity, stating time it would take to answer the survey etc.

The first e-mail invitation was sent to an e-mail list from the Business School of Nord University. 230 e-mails were on that list, and the invitation was sent out the 20th of April.

The second e-mail invitation was sent to a second list of e-mails form the Business school consisting of 368 emails, which was sent on the 28th of April.

A reminder was also sent out to both e-mail waves on the 1st of May.

Because of school privacy policies no further e-mail lists were attainable for the other schools of the university. For this reason the web link was created. A web link is a versatile way of distributing the survey as it can be shared through any means, be it e-mail, instant messaging or even verbal. A snowball sampling design was used to distribute this web link. The

researcher chose 5 candidates to participate in the survey as well as distributing it further to others who fit the criteria. Candidates were chosen from the other schools of the university. Their instructions were to find other students in their schools that fit the criteria and ask them to participate in the survey by sharing the link with them. These new participants could in turn be asked to relay the survey forward to eligible candidates.

The survey was closed for both e-mail and direct link participation on May 4th, when 192 participants had completed the survey. This was deemed enough of a selection to make the results generalizable for the selected population segment.

3.4. Data Processing and Analysis

In order to analyze and process all the data two different platforms were used. First was online on the survey provider's webpages themselves, Surveymonkey.com where they had a good filter system available. These filters were especially useful for quickly finding out what certain groups of people had answered. Commonly used in order to figure out what people with high interest in one topic thought of a different topic. It was also used in order to create the different demographic groups: male and female students and non-students. It was also created filters for these demographics in order to quickly see what the different groups answered. Furthermore, a lot of the descriptive data, bar charts and tables were created with SurveyMonkey's online tools.

Bar charts were used to illustrate differences in variables values and answers, and tables were used to efficiently show means, averages and percentages.

After reviewing the data through SurveyMonkey, it was then exported into an Excel file that in turn was imported into IBM SPSS for further analysis.

Much of the data was recoded, and new variables where created where it seemed needed. For instance the ethnocentrism questions needed to me merged into one variable instead of the 8 different questions, and numerous variables from questions with Likert Scale was merged from a 5-point scale to a 3-point scale.

The questions about country preference were manually created into new variables where each country was given a value in order to measure and create data. Furthermore they were also transformed into new variables in order to easily distinguish foreign and national preferences.

Brands were also transformed and coded with values, and then in turn coded into what countries the brands came from and given the same national and international brand treatment as the countries did.

Open questions where respondents were given the chance to iterate on their opinions and give more detailed responses were analyzed without any programs but with the researcher going over the answers finding patterns and writing down interesting observations and answers which was in turn used to interpret data from SPSS and SurveyMonkey as well as describe phenomenon found in the data.

Both univariate and bivariate tests were run to check for correlations between variables in order to test hypotheses as suggested by Easterby-Smith et al. (2013).

At this point both SurveyMonkey filters and SPSS tests were used with each other to analyze the results, with SurveyMonkey mostly dealing with descriptive data and charts while SPSS handled most of the tests and analysis.

Each page of the survey was first looked at separately before being correlated with each other and finally testing the hypotheses.

Since the results and analysis were so closely linked it was decided to have both findings and discussion in the same chapter in order to avoid heavy repetition.

3.5. Ethical Considerations

The ethical considerations needed for the research mainly consists of being respectful over the participants for the survey. Since it is merely a web-based survey very little can harm the participants. The usual culprits such as misleading the respondents, anonymity and respecting the respondents' dignity has all been taken into account. The survey is completely anonymous, and steps had been taken to ensure that the e-mail recipient list did not show their e-mail addresses as it was sent out.

In the survey itself respondents were allowed to skip questions or answer "I do not know" were the option was given so that they might avoid questions that they found uncomfortable with answering (Easterby-Smith et al. 2013).

At the beginning of the survey the respondents were also informed about the purpose of the survey, who made it, and at what institution it came from.

Since there is no funding and the research is not done for any organization or business that might influence the research in any way there is no ethical qualms about the findings, as they serve no corporate agenda, and thus the researcher has no incentives for framing the data in any other way than unbiased and scientific.

The only part of the research that might have been an issue is the questions regarding ethnocentricity, as one of the popular ways of thinking in Norway has a very low level of ethnocentricity. The questions in the survey are framed in a way that if you agree with them you score high levels of ethnocentricity. People with low levels of ethnocentricity might take offense to questions such as "Do you think that people from your culture has a better way of living than others?" because it is not socially acceptable to think that way in most of Norway, and with all the issues with immigration from war-torn countries this might be a touchy subject.

3.6. Validity

3.6.1. Internal

As mentioned in the Pilot Study part, the survey was tested a few times before it was shipped for answering in order to work out potential problems.

One issue that came up was a few difficult terms to understand for the layman, and some ambiguity in some questions posed.

Another was the time it took to complete the first draft of the survey, as it was deemed a bit on the long side.

The final issue encountered was some hesitation from the side of one of the test subjects when it came to questions about ethnocentricity, which was credited to the fact that questioning other cultures and values seemed difficult.

The first two issues were rectified. The questions that were ambiguous were clarified and the terms simplified without the questions losing their meaning.

As mentioned earlier, some questions that were deemed of less or no importance were cut to show some consideration for the respondent's time.

The questions regarding ethnocentricity were left alone as the hesitation was viewed as the test subject merely having low ethnocentricity and not wanting to seem intolerant towards other cultures, which their answers reflected.

Another issue with the ethnocentricity questions is that since it is not very socially acceptable to frown upon other cultures many might answer dishonestly on these questions giving them lower scores on ethnocentrism than they actually have.

3.6.2. External

As has been touched upon earlier in this chapter there are some concerns when it comes to external validity.

The first issue comes with the sampling segment chosen, which is younger people, age 18 to 35, in Bodø.

The second issue lies with the list of e-mails, which only has respondents affiliated and studying at the Business School at the Nord University.

Thirdly there is the issue of language barrier as the survey is in Norwegian.

Last is the issue with only the researchers social network being represented when using a snowballing sampling design for the web link.

All of these issues work against the research being generalizable to the general public. The sampling segments leave out quite a few groups of people, while the e-mail list is confined within the boundaries of the university, specifically for Norwegian students because of the language. Then there is the issue with the use of social network.

All of these are legitimate concerns, but steps have been taken to lessen them. First, the research has chosen that target segment for a reason, making it a purposive sample. As mentioned, the chosen segment is a important and significant part of the beer consumption market. Furthermore, another reason for choosing this segment, besides the convenience of having easy access to respondents, is that not only do most consume beer, they also have a interest in it making the survey more lucrative for them to participate in, resulting in more responses.

As for the list of e-mails, the snowball sampling design was a direct effort to reach out to a larger body of students outside the Business School, and the reason why candidate where chosen from different schools.

In order to avoid the problem of the researchers own social network being overly represented, candidates where asked to steer away from common acquaintances to the best of their ability.

3.7. Summary

After considering a few different options for the research design, a quantitative design was chosen, more specifically an inferential survey. This was because the thesis was descriptive in nature and would be best answered with the responses of many to measure the country-of-origin effect. Since a large quantity of responses was key, it was decided to use a web based survey which could reach out to many in a short time span by way of either e-mail or direct link, and SurveyMonkey.com was chosen as the tool to do so.

Three hypotheses were created, based on the literature reviewed, in order to give the survey some direction. The hypotheses aimed to find out if intrinsic cues were more important than the country-of-origin, if a positive match between the desired product features and the COO's country image would cause consumers to favor products from that country, and if ethnocentricity would cause a larger national bias causing consumers to want to purchase national products over international.

The choice of product and target demographic for the survey went hand in hand. The most readily available demographic was younger people and students, and this demographic is often enthusiastic about beer, leading to higher response rates.

The survey was created by segmenting it into different parts, the first dealing with respondents beer habits, the second their actions and preferences in a purchase situations, the third about their attitude towards international and national beer, the fourth which factors were important for both beer and its COO, and last demographic and ethnocentrism questions.

The survey was largely based on ordinal, using Likert scale, and open-ended questions, with some nominal questions.

The survey was tested in two pilot studies, both re-testing after being edited from their first response, before being sent out in two waves to an e-mail list of near 600 students. Both waves had one wave of reminders. A snowballing method was also used in order to get responses outside the Business School.

After just over 2 weeks the survey was closed.

Steps were taken to strengthen both the internal and external validity. Internal validity was strengthened through pilot study and the test subjects' feedback. The external validity issues were addressed by attempting to mitigate them before the survey was sent out, and by making strategic decisions in regards to demographic.

The few ethical considerations that might have been an issue was the best of the researchers ability mitigated by framing questions in order to not in any way offend or make the respondents feel uncomfortable, so long as it did not affect the integrity of the survey.

As will be shown in the next chapter of this research paper; the survey was analyzed through the use of both tools on SurveyMonkey.com and IBM SPSS. Descriptive data, uni- and bivariate tests, and critical reading analysis were used to form a results and discussions chapter where the different parts of the survey was analyzed and correlated and the three hypotheses tested.

4. Results and Discussion

4.1. Responses

As mentioned there were three different waves of invites sent out for the survey. Two were sent out by e-mail and one sent out by a snowballing message to viable candidates.

The first wave was sent out to 229 students by e-mail. A second reminder was also issued. Out of these 63 responded before the deadline giving the first wave a 27,5% response rate. 49 of these respondents completed the whole survey, while 14 were partial, giving this group a total 21,3% completion rate.

The second wave of was sent out to 368 students by e-mail. A second reminder was also issued for this group. 83 of these students responded, giving them a 22,6% response rate. Out of these 83, 62 completed the survey, while 21 only gave partial responses. The total completion rate for this group of students was 16,8%.

The snowballing invites was sent out to 50 people through a mix of private messages over the Internet and face-to-face. 46 of these responded, and every one of these completed the whole survey, save a few questions skipped. This gave the snowball invites a 92% response and completion rate.

The response rate for the e-mail invites were about average, as 20% is about what you can expect from non-personal invites, even if it is a bit easier online than by regular postal surveys (Easterby-Smith et al 2012).

A reason for the average, if not a little bit on the low side, response rate is probably because at this time of year all the academic writing and method classes are having their surveys sent out as well, so many students were probably getting a little bit tired of either making their own

surveys or answering the surveys of others. Couple this with the fact that surveys generally are not that well liked and in most cases considered spam it is somewhat understandable that the response rate ended up being what it was.

Further backing this theory is the fact that the second wave of invite saw a significantly lower response rate than the first, around 5% lower on the whole. Again, this can probably be attributed to students being tired of answering and/or creating surveys.

The snowball-invites on the other hand saw a pretty good response and completion rate, which is typical for the more personal invites, as face-to-face interviews or similar ways of conducting research see a near perfect response and completion rate.

4.2. Survey Population

At the end of the survey the respondents were asked to answer 6 demographic questions in order to both map the demographic nuances.

In hindsight, it might have been wiser to have these questions at the beginning, as not everyone made it this far, and thus it is hard to say which part of the demographic some of the earlier responses belong to.

The first question asked was the gender of the respondent. 131 answered this question, 76 were males (58%) and 55 were females (42%).

The second question was age. The same number responded to this question. The smallest age group was the ones between 18 and 20, which were only 10 (7,6%). Not so odd, as the earliest normal age of starting at university in Norway is 19, and the vast majority of respondents were students.

The largest group consisted of 56 (42,75%) people between the age of 21 and 24, closely followed by 44 (33,6%) people between the age of 25 and 29. As expected for the same reason as above, most respondents were students and students tend to be in the twenties.

The last age group was those over 30, of which there were 21 (16%). Surprisingly high number as given large body of students invited.

Only 118 people answered the next question, which was their nationality. 7 of these were of international students at Nord University, the rest were Norwegian. The international respondents were from Russia, Ukraine, France, Denmark and Finland. Even if so many neglected to answer, it can be safely assumed that the majority of them were Norwegian; as

the test were in Norwegian, the vast majority of students at the university is Norwegian, everyone asked through the snowballing design were Norwegian.

The fourth question asked inquired about their occupation, a question where they could tick off on the answer(s) applicable to them. 96 people ticket off on being students, 36 ticked off on part time employed, 32 ticked off on full time employed and 3 ticked off on currently in-between work. The low number of people in work can easily be attributed to the student majority, as not everyone will have time have work side by side with school.

The fifth question was regarding their social status. Out of the 131 answers 59 were single, 27 were in a relationship, 39 lived together with a partner and 5 were married.

The last demographic question was their level of income in NOK per year. 131 responded, where 33 earned between 0 and 99 999 NOK, 36 between 100 000 and 199 999 NOK, 21 between 200 000 and 299 999 NOK, while 32 earned more than 300 000 NOK. 9 answered that they did not know their annual earnings.

Based on this the respondents have been split into 4 different groups, Male Students, Female students, Male Non-students and Female Non-students.

Table 4.1

		Occupation Student							
		No (36)				Yes (95)			
		Male (22)		Female (9)		Male (49)		Female (46)	
		Count	Mean	Count	Mean	Count	Mean	Count	Mean
Full-time		19		6		5		1	
Part-time		3		3		15		12	
Income			3,77		3,22		2,58		1,78
Social Status	Other	0		0		1		0	
	Single	9		2		25		19	
	Relations.	2		2		10		12	
	Partner	10		4		10		14	
	Married	1		1		2		1	
Age	18 - 20	0		1		3		6	
	21 - 24	5		2		24		24	
	25 - 29	10		4		16		11	
	30+	7		2		5		5	

Male Students

Most of the 49 male students were on the younger side of the scale, falling into the "21 to 24" category. Besides being students 5 were in full time jobs while another 15 were in part time jobs. The income mean of this segment is 2,58 which means they in between the "100 000 to 199 999" and "200 000 to 299 999" segments. Most of them were single; while 10 were in relationships and 10 had a partner they lived with. 2 of them were married.

Female students numbered 46 and were also mostly in the "21 to 24" age bracket. Besides school 1 of them has a full time job while 12 others have part time jobs. Their income level is 1,78 meaning they are closer to the "100 000 to 199 999" bracket. 19 of them were single; while 12 were in relationships and 14 had a partner they lived with. 1 of them was married.

Male Non-students

Of the 22 males who does not attend university most were on the older side of the scale, falling into the "25 to 29" category. None were "18 to 20", while a 7 were just over the age of 30. Most of them were in full time jobs with only 3 being in part time jobs. Their income level were the highest of all the segments with a mean of 3,77 meaning they were on average in the "300 000 and up" income bracket. When it came to social status 9 of them were single, 2 in relationships and 10 living with a partner. 1 was married.

Female Non-students

The smallest segment, with only 9 choosing to respond to these questions, had a similar age spread with their male counterparts, on the older side of the scale, but with 1 between the age of 18 and 20. 6 were in full time jobs while 3 were in part time jobs. Their income level numbered 3,22, which is closer to the "200 000 to 299 999" bracket. Only 2 were single. 2 were in a relationship while 4 lived with a partner and 1 was married.

Differences

Some differences were found between the segments, and mostly differences that held true for both non-students and students between the genders.

On average, male students were more likely to have full time jobs next to being students, 10,2% to the female 2,2%. 30,6% of males and 26,1% of females had part time jobs. The same could be said for the non-student counterparts, were 86,36% of males were in full time jobs whereas 66,67% of females were.

These numbers could explain the difference in earnings between the two segments, were the student male mean was, as mentioned, 2,58 while the female mean was 1,78. For non-students the male mean was 3,77 and the female 3,22.

On the whole females were more likely to be in a relationship than males. 42,3% of females was single while the rest where in one form of relationship. For student males 51% were single. Only 23% of the non-student females were single. On the other hand 40,9% of the non-student males were single.

Females were also ever so slightly younger on the average.

Since only a tiny part of the respondents were international and all of them spoke Norwegian nationality has been left out.

4.3. Beer habits and interest

Habits and Interest

The first part of the survey aimed to get an idea of the respondents' habits for consuming beer, and their level of interest in beer, as well as eliminate those who do not drink beer.

Table 4.2

Do you drink beer?

		Frequency	Percent	Valid Percent	Cumulative
Valid	Never	19	9,8	9,9	9,9
	Very rarely	24	12,4	12,6	22,5
	Rarely	16	8,3	8,4	30,9
	Sometimes	69	35,8	36,1	67,0
	Often	46	23,8	24,1	91,1
	Very often	17	8,8	8,9	100,0
	Total	191	99,0	100,0	
Missing	System	2	1,0		
Total		193	100,0		

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As table 4.2 shows, 19 respondents answered that they never consumed beer. Since the survey aims to answer questions that directly related to the purchase, consumption and preferences when it comes to beer, drinking beer however often was deemed a necessity for participating in the survey. Because of this those 19 were disqualified for further participation.

Beyond that we see that the majority either consume beer "Sometimes" or "Often".

Applying demographic filters male and female some interesting patterns show. Only 8 out of the 76 males that answered this question were Rarely or lower. In fact, most of them answered Often or Very Often. Males had a mean of 4,55.

Females on the other hand had a mean of 3,60, where 20 out of 55 were Rarely or lower. This indicates that males are more prone to drinking beer than females.

Running a correlation where males were coded as 1 and females as 2 and the "Do you drink beer question?" coded Never as 1 and Very often as 6 gave a Pearson correlation of -0.404 which was significant at a level of 0.01, meaning that there's a correlation between gender and how often they drink beer where males drink more than females.

Purchasing Habits?

Table 4.3

		Frequency	Percent
Valid	1 favorite beer	29	15,0
	2 - 5 favorite beers	93	48,2
	More than 5 favorite beers	12	6,2
	No clear favorite, tries	16	8,3
	Don't know	20	10,4
	Total	170	88,1
Missing	System	23	11,9
Total		193	100,0

The purchasing habits of the respondents seem that most people stick with a few beers that they know and love, as over 60% state that they have 5 or less beers that they usually stick with when purchasing beer, which indicates perhaps either a lack of curiosity for beer, or brand loyalty.

As seen in Table 4.4; on the average most people have a neutral interest in beer, leaning a bit towards more interested than less interested. In comparison with Table 4.3 we see a trend that the greater interest the more beers they had as favorites, or that they tried new beers when they could. The less interested people also answered that they did not know what which habit fitted them the most.

Beer Interest

		Frequency	Percent
Valid	Very little	22	12,9
	Little	23	13,5
	Neutral	66	38,8
	Great	41	24,1
	Very great	18	10,6
	Total	170	100,0

Males were generally more interested in beer. Only 10 answered Little or less, while most of the 76 males who answered had Great or higher interest in beer with 40 responses. Unlike males, females were generally uninterested in beer where 25 out of 55 answered Little or less interest. A bivariate test between gender and Beer Interest gave a -0.501 correlation significant at a level of 0.01. Much like how often the respondents drank beer, this shows that males are more interested in beer.

Different Beers Consumed

		Frequency	Percent
Valid	Between 1 and 4	18	10,6
	Between 5 and 10	34	20,0
	Over 11	106	62,4
	Don't know	12	7,1
	Total	170	100,0

Despite not everyone showing a very great interest in beer, most people have tried over 11 different beers, so even if they are not particularly interested nor go out of their way to try different kinds of beer they seem to be open to trying new beers and have done so on multiple occasions.

As expected those with very little or little interest in beer represent all of those who have consumed 1 and 4 and the majority of those who have tried between 5 and 10. The rest of the between 5 and 10 bracket consist of the neutral interested. The vast majority over the over 11 bracket is shared between those of neutral to very great beer interest, with a select few of little

beer interest. It is safe to assume that with greater interest in beer comes greater variety in different beers consumed.

As with the previous questions, males were the majority of those who answered over 11 beers with 64. Only 8 had between 1 and 10. For females only 21 had 11 or over. 31 had between 1 and 10.

Trying New Beers

Table 4.6

		Frequency	Valid Percent
Valid	Never	9	5,3
	Very rarely	23	13,5
	Rarely	29	17,1
	Sometimes	67	39,4
	Often	29	17,1
	Very often	11	6,5
	Don't know	2	1,2
	Total	170	100,0

More in line with the level of interest in most respondents, most fall within the "sometimes" bracket when asked how often they try new types of beer, leaning a bit towards the rarely side of the scale this time around. Following the same expected trend as the Different Beers Consumed question, those with very little or little interest represent the Never to Rarely part of the scale, whilst those of great or very great interest represent the Often and Very Often part of the scale, with the neutrally interested falling in between.

Much like the previous questions, males tended to represent the higher end of the scale being more willing to try new beers. Out of 76 responses 23 answered Often or more, while 18 Rarely or less. Females had 55 responses where the majority with 29 answered rarely or less.

On the whole it seems that the respondents are very evenly spread between those who are interested in beer and those who are not, with the majority falling somewhere in the middle. This trend is reflected as expected throughout all the questions aimed to gage their level of interest and habits in regards to beer consumption. The only deviance from what this is that despite not being particularly interested in beer, a surprising amount had tried over 10 different types of beers. This might be due to a few factors, the likeliest being that Norway is

what can be considered a beer country, where beer is amongst the very top popular alcoholic beverages, which leads to ample opportunities to drink and try new kinds of beer.

When taking demographics into account, it is apparent that females are making up the majority of lower levels, meaning they were generally less interested, drank less and tried fewer beers. On the other side, men tended to be more interested in beer, drank more and tried more beers.

There did not seem to be any difference between occupation of either males or females.

4.4. Purchase Situation

The next part of the survey consisted of question aimed to map out the different aspects of the purchasing situation of beer for the consumers, as well as steering it towards the focal point of this research paper; Country-of-origin and its influence. Questions about where they purchase, what was important and determining during their purchase, whether or not they notice country-of-origin and how they do notice it.

One interesting thing to find out is where consumers purchase their beer as it tells something about the circumstance and situation where beer is commonly consumed. For this respondents were asked to rate four different locations on a Likert scale based on how often they purchase beer there.

Table 4.7

Where do you purchase beer?

Answer Options	Never	Rarely	Sometimes	Often	Always	Rating	Response
Grocery Store or	8	12	23	89	22	3,68	154
Vinmonopol	33	56	39	19	1	2,32	148
Restaurant	14	43	61	30	2	2,75	150
Bar or similar	8	18	41	71	13	3,42	151
Other?							5

These four categories can be split into two different groups: on-trade, where people purchase beer on a public location to be enjoyed in the presence or others, and off-trade, where beer is purchased for consumption mainly in private or at private events.

The first off-trade category is the grocery stores or similar. This represent the beer sold at the most common outlets such as the grocery store, gas station, kiosks and the likes. These places

do not carry that many different kinds of beers, and rarely anything exotic, though in recent years more and different kinds of beers has found their way to the grocery store shelves.

The second off-trade category is "vinmonopolet", a Norwegian outlet-construct that controls the hard liquor, spirits and wine market in Norway, as "harder" alcoholic beverages is illegal to sell for private consumption anywhere else. This will be the place where most exotic and rare beers are found, as the selection is vastly superior in diversity to its other off-trade competitors. The knowledge of the clerks at the Vinmonopol will also be vastly more knowledgeable than those at other off-trade sites.

The first on-trade category is restaurants. As with most restaurants, restaurants in Bodø offer some generic beers as well as a few beers which pairs well with the kind of food they are serving. This way food pairing increases the value of beers at these places, as well as increasing the chances of people trying new beers. Often staff will be somewhat well versed and knowledgeable about the products they sell, so information is more available at this location than others.

The second on-trade category is the bars and similar outlets. Depending on the venue the beer selection will range from that similar to restaurants to rival or surpass even that off the Vinmonopol, which also goes for the staff.

As seen in Table 4.7 there are clear favorite places for beer purchase amongst the respondents. Grocery stores leads the way with Often being the average, barely ahead of Bars. Then comes a significant in frequency to Restaurants, averaging on sometimes, followed by the Vinmonopol at last which averages nearly rarely. In off-trade situations most people choose to purchase their beer at grocery stores or similar. This means that more often than not they are satisfied with the limited beer selection found there. On that note, the fact that the Vinmonopol is the least used place for beer purchase indicates that most of the respondents are on average not very interested in drinking more exotic or premium beers in private occasions. Another reason beyond the fact that the low average level of interest in beer might cause people to not seek out premium or exotic brand is that Vinmonopolet is also a bit tougher to get to, with earlier closing hours, only two location in Bodø, and not near any of living areas, but rather in malls or downtown. Furthermore, the brands of beer found there is generally a lot more expensive than grocery store brands. This could be an issue for students, who often does not work, or only work part time.

For the on-trade segment bars or similar are the clear favorite over restaurants. It is difficult to say anything about the level of interest in different kinds of beer from this, since both places have similar selection, but the purpose for beer consumption at the two different venues are usually quite different, particularly when it comes to students and younger people. Often when beer is purchased at restaurants it is to be enjoyed next to food. Food pairing with beer, as with wine, is more and more common, which could mean that beer consumption at restaurants will see a more varied choice of beers, as the drink is a vital part of the experience. In bars, on the other hand, beer is consumed more as a social lubricant, where the beer itself is not as important and second to the effect that it gives.

The next question respondents were asked to answer was split in two, one for on-trade purchases and one for off-trade purchases. The question asked them to rank a number of extrinsic and intrinsic informational cues based on their importance to their purchase decision of beer.
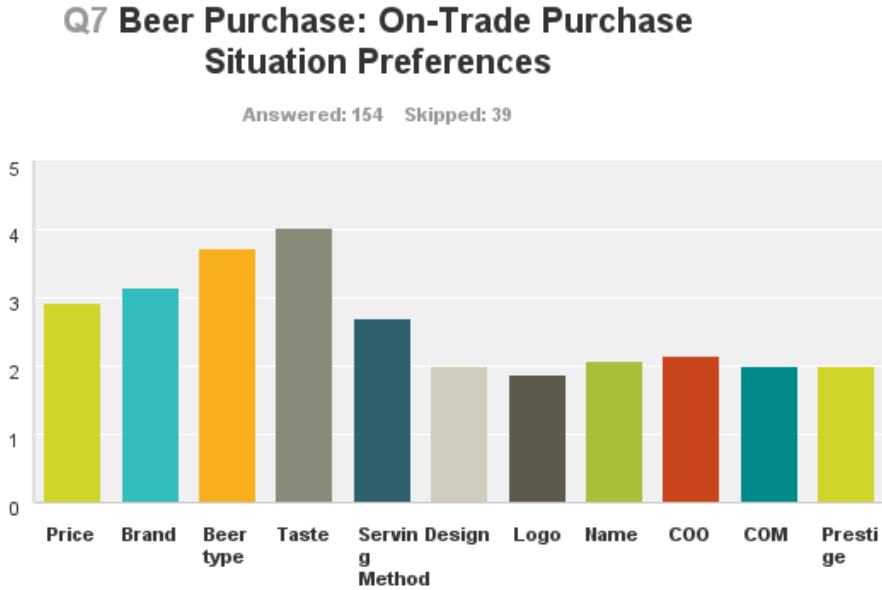
Figure 4.1

In an on-trade purchase situation taste was a clear winner with a weighted average of over 4. 119 of 153 respondents deemed Taste to be of Great importance or higher, only 7 deemed it to be of little or less importance. On a relatively close second was the Beer Type with a weighted average of 3,72. 99 out of 153 found the Beer Type to be of Great or higher importance, while 13 found it to be of Little or less importance. The least important cues were the Logo, with a WA of 1,88, Prestige, with a WA of 1,99 and in Country-of-Manufacture,

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with a WA of 1,99. A trend here is that the cues that are intrinsic to the product seem to be the most important ones, along with some extrinsic cues like price and brand. The least important ones were all extrinsic cues. This will be covered more thoroughly in the hypothesis testing part of the analysis, as it directly pertains to one of the hypotheses.

When applying a filter for the level of interest in beer respondents had, Country-of-Origin had a jump in importance with high level of interest in beer. Lin and Chen (2006) had found that consumers with higher levels of involvement with certain products were more likely to be swayed by country-of-origin. Higher levels of interest often coincide with a higher degree of importance for the products, which means that those with higher interest for beer should hold COO of higher importance. After doing a bivariate test that yielded a small Pearson correlation of 0,165, significant at a level of 0,05, between higher levels of interest and COO, and COO seeing a jump by 0,32 by filtering for "Very great" there seems to be some level of truth to this.

Besides low interest levels, another factor could play in when explaining the low level of COO importance. This is that most of the On-trade purchases happens in bars. As mentioned, often beer is just a social lubricant in bars, where the beer itself is not what is important. Therefore, cues such as COO which does make it easier or better to consume beer for these purposes might be less important. On the other hand, the most important cues were taste and texture, both important cues when it comes to whether or not a beer is easy to consume or not. A light pilsner is much easier to drink, both in terms of quantity and flavor than beer such as imperial stouts.

Q8 Beer Purchase: Off-Trade Purchase Situation Preferences

Answered: 152   Skipped: 41
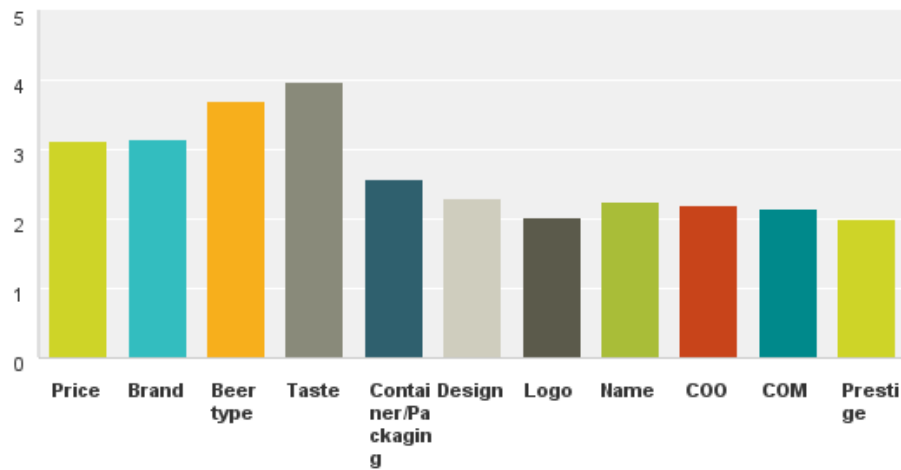
As we can see on the figure above, the story is nearly exactly the same as in the On-trade segment. The only real noticeable difference is that brand is slightly less important and Country-of-Manufacture is slightly more important when purchasing beer from off-trade sites. The brand part is could be explained by the fact that when consuming beer publicly people often have a certain persona they wish to keep or a certain message they want to convey with the drinks they drink. Beer brands could definitively be a part of this. So naturally when they purchase on off-trade site for private consumption this message is not so important anymore as fewer or no people are around to see it. An explanation for the COM being more important could be that people often find a wider selection on certain off-trade sites and also have an easier time figuring out where the beer actually is produced because they have more time and information at hand when at a off-trade side than they have when purchasing at on-trade sites. The situation when purchasing beer off-trade is usually more relaxed as on-trade sites tend to be bars and similar places where there often are queues.

The fact that COO is ever so slightly more important to respondents than COM is also interesting, because it is one of the debated subjects in the academic world when it comes to the Country-of-origin effect (Bilkey & Nes, 1982, Verlegh & Steenkamp, 1999, Chao, 1998).

The same tests were run for the Off-trade COO variable as was done with the On-trade to see if Lin and Chen's (2006) theory of higher levels of involvement meaning increased

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importance of COO was evident here as well. The bivariate test gave a Pearson correlation of 0,186, significant at a level of 0,05. The COO mean increased with 0,52 when filtering for "Very Great" level of interest in beer.

Further respondents were asked to answer whether or not they noticed the country-of-origin when purchasing beer on either on-trade or off-trade sites.

Table 4.8

On-trade Notice				Off-trade Notice		
Rarely	Sometimes	Often		Rarely	Sometimes	Often
Count	Count	Count		Count	Count	Count
69	42	40		58	31	61

As we can see On-trade purchases are leaning towards rarely noticing the COO. Given the fact that COO and COM does not appear to be counted amongst the more important factors when it comes to purchasing beer as evident in the graphs for beer purchases, these results are not so strange

For Off-trade purchases more people move from Rarely and Sometimes and over to often noticing. Possible reasons for this is that when purchasing beer on Off-trade sites bottles, cans and packaging is more apparent, and this is where a lot of information about COO is communicated. On On-trade sites the bottles and packaging is often swapped out with glass, and the only real way to gage COO is either by asking, being told, or reading about it in a menu, all of which is not a given. Furthermore, in Vinmonopolet, COO is clearly stated next to price along with product information on the shelves. A bivariate test shows that there is a stronger correlation, 0,01 significance level, between both noticing and checking COO for purchases at Vinmonopolet, 0,381 and 0,368 respectively, than for purchases at grocery stores, 0,293 and 0,271.

Table 4.9

On-trade check				Off-trade check		
Rarely	Sometimes	Often		Rarely	Sometimes	Often
Count	Count	Count		Count	Count	Count
80	33	37		71	31	47

They were also asked whether or not they checked the COO for the beer they purchased. On-trade and overwhelming amount answered that they Rarely check. This would make sense for the on-trade purchases that took place in bars, as often times there is little time to inquire about the COO, and since it is served in generic beer glasses more times than not, it is quite hard to actually check where the beer comes from unless you notice it from something obvious such as name, at which point you did not really consciously check, but rather noticed. In other words there are some barriers present for checking On-trade. Restaurants on the other hand had small positive correlations for both checking and noticing, 0,265 and 0,208 respectively.

Same as with whether or not they noticed COO, for Off-trade compared to On-trade more people did check when purchasing Off-trade. Similar to with noticing, it is rather easy to check if one were so inclined when purchasing in stores where packaging is visible, and doubly easy if purchasing at the Vinmonopol as COO is very clearly stated for nigh every beer product, which was evident in the correlations found for Vinmonopolet.

Given that there was a correlation between level of interest, which in turn should lead to higher involvement with the product, and the importance of COO, a test was run to see if this increased importance from interest also caused respondents to be more aware and if they actively used the COO when purchasing beer. The bivariate test results shows that there were medium strong correlations between interest in beer and both checking and noticing COO in both On- and Off-trade. All correlations were significant at a level of 0.01. Noticing COO On-trade had a correlation of 0.380, while Off-trade had a correlation of 4,34. Checking COO On-trade had a correlation of 0,377, while checking Off-trade had a correlation of 0,453. This further supports the claims of Lin and Chen (2006) in that COO is more important for consumers with higher involvement.

In order to map how the respondents were made aware of COO they were asked to rank a few different channels through which COO is communicated. These were also segmented into On- and Off-trade.

Q11 On-Trade Beer Purchase: How are you made aware of the Country-of-Origin?

Answered: 150 Skipped: 43
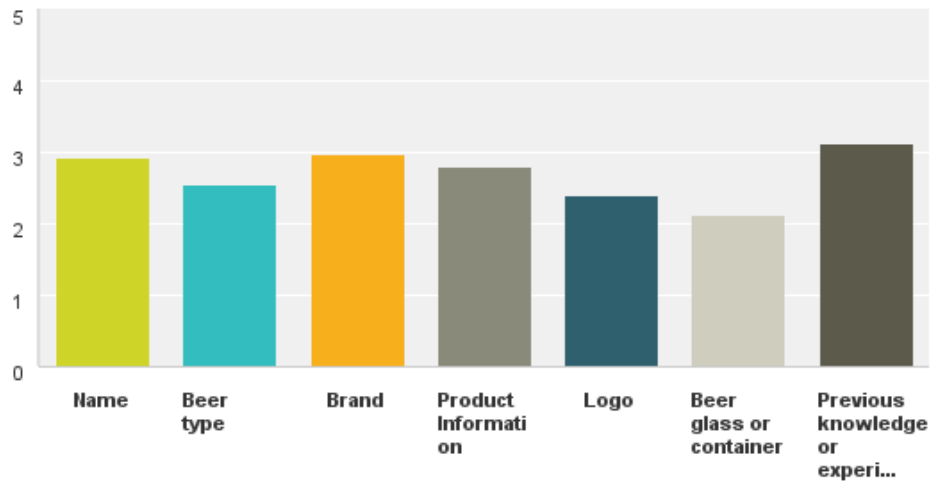
Figure 4.3

The Likert scale ranged from Never in the lower end of the scale to Always in the higher end. It is somewhat evenly spread, where most are closer to a WA of 3, which is Sometimes. The only one slightly above that is that they already are aware of the COO of that particular beer or have previous knowledge that lets them know where it is from. The WA for Previous Knowledge is 3,13, where 69 out of 150 responses claimed this was how they knew the COO Often or Always, which not surprisingly correlated with level of interest at 0,274 Pearson correlation. Notably both Brand and Name saw a significant amount of respondents choosing Often in comparison to Rarely, which is not so odd as both Brand and Name can be communicated verbally and are two very good indicators of COO given that names often are in the COO language, which also goes for brand names, which also carries a reputation which often involves where it comes from.

Both Logo and Beer glass or Containers were the least likely to make consumers aware of COO. This is not so surprising as logos are often connected with the container of the beer unless it is on a menu, which is somewhat rare in Bodø. As we covered earlier, it is sometimes rare to even see the bottle or container properly, thus making the logo invisible to the consumers, due to the fact that beer is served in generic glasses in bars and most restaurants. This is also probably why a significant part, 56 out of a 150 respondents or

37,3%, claimed that they never got COO from beer glasses or containers when purchasing on-trade. The spread for logo was much more average throughout the values.

Q12 Off-Trade Beer Purchase: How are you made aware of the Country-of-Origin?

Answered: 149   Skipped: 44
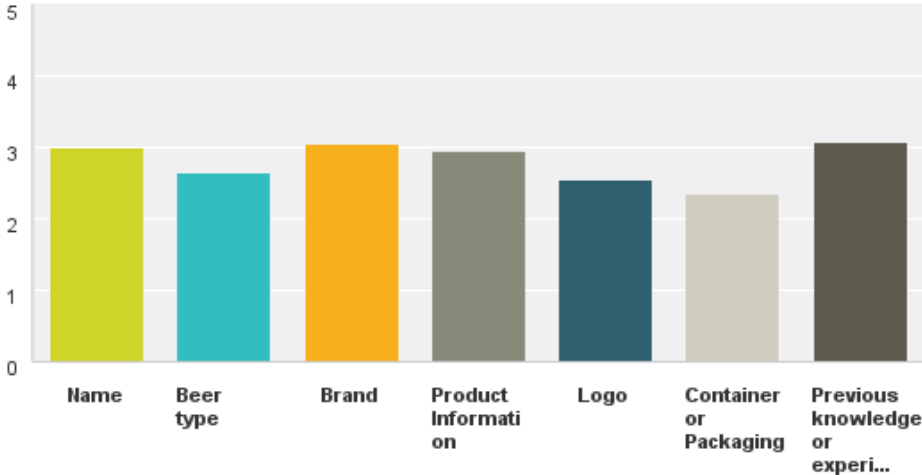
Figure 4.4

The off-trade chart looks very similar to the on-trade one, with a few exceptions. The leaders are the same, with approximately the same spread of responses over the different values. However, both logo and packaging sees a slight increase towards more often. Instead of 37,3% saying that they become aware of COO through packaging, it is now down to 29,7%. This is to be expected as packaging is more visible and obvious when purchasing in off-trade sites, as it is the physical container you get it in. Despite this, not all packaging has COO information on them, and not everyone is interested enough to give it much thought.

Over all there seemed to be correlations between males all things COO in this part of the analysis. They checked and noticed the COO of the beer more often, and had more previous knowledge, correlating with the higher level of interest males had for beer.

4.5. Country Attitudes

Imperative to the research paper, the respondents' attitudes and feelings towards products from both other countries and their own country had to be measured. This was done through a series of question pertaining to both how they felt about locally and foreign produced goods,

as well as whether or not they had favorite beer producing countries. Furthermore, they were also asked if they had some countries that they would not like to purchase beer from.

International Preference

		Frequency	Percent
Valid	Little	34	25,0
	Some	58	42,6
	Great	44	32,4
	Total	136	100,0

The scale used was a 5 pointed Likert scale, but the highs and lows were combined to show those who had little to no preference and those who had a great degree of preference for international beer. As we can see, neither little or great was dominant, but rather those who had some preference, but not particularly, with a Mean of 3,07. Couple this with those who claimed little preference for international beer and this comes the majority by quite a bit. This would make sense, since most claimed little interest in beer, and those with greater preference often have that preference because they are interested enough to make up an opinion about beer. A bivariate test between interest and preference for international beer uncovered a positive medium correlation of 0,351 between the two.

They were also asked to give short explanation for their choice if they had one. Those who had the most answers to give were those with a great or greater preference. The most common reason seemed to be that they felt that international beer was of better than national beer in terms of quality and taste. They also enjoyed the larger selection of different beers and brands, as many felt adventurous and wanted to try new beers, and found international beers exciting. A bivariate correlation test between international preference and both the amount of different beers respondents had tried and the drive to try new beer types showed a positive medium correlation with both of them. Significant at 0.01, different beers tried correlated 0.369 while the drive to try new beers 0,321.

A few also had favorite brands they listed in their explanation. Another interesting reason given was that some respondents preferred countries with a tradition for beer and mentioned that beers from certain countries were much more likely to be good than others, which will be covered more thoroughly in both the country image part of the analysis and in the hypothesis testing part.

Those who had some preference for international beer mostly echoed the above reasons, but several also said that they preferred international beer when they traveled as a part of the experience.

Those with little preference listed mostly that it either did not matter to them or that they wanted to support local breweries instead of purchasing international brands.

Both males and those with higher levels of interest preferred international beer.

Table 4.11

National Preference

		Frequency	Percent
Valid	Little	32	23,5
	Some	54	39,7
	Great	50	36,8
	Total	136	100,0

Same as with the International Preference table (Table 4.10), the 5-point scale was compressed into a 3-point scale. The results were pretty similar, though a few more preferred national beer than international. Which makes sense since if you have a great preference for national beer you generally wont have a great preference for international beer, which a correlation test confirmed, showing a small negative correlation between the two.

The WA of National Preference was 3,14. Despite the somewhat similar numbers on the scale, the reasons they gave for their preference different significantly. Unlike those with international preference, who named quality the most, national preference was based mostly on wanting to support local breweries and patriotism. Quality was mentioned only a few times by those with greater preference. Those with some preference were split between quality and wanting to support local breweries. Those who had little preference for national beer said that they felt that it had lesser quality and did not taste as good.

In many ways, the reasons are reversed from the international preference answers, those with little preference for international but greater preference for national gave that they wanted to support local beers as reasons, while those who preferred international over national named quality as their main reason. This coincides with the findings of Elliot and Cameron (1994) who found there to be a national bias in consumers.

Q17 Country Attitudes: Do you agree with the following statements?

Answered: 137   Skipped: 56
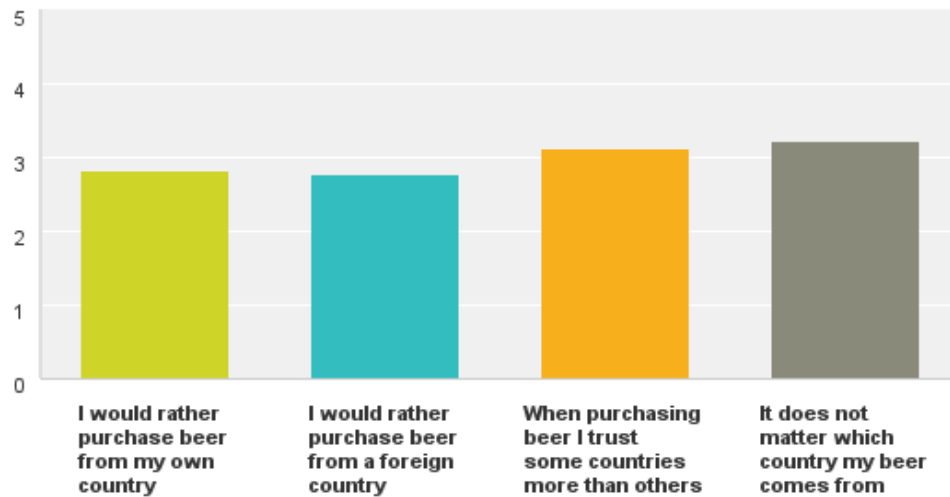
Figure 4.5

As we can see above the WA of all the statements hovers around 3, the two first being slightly under and the two second being slightly over, meaning that on the average people were neutral to these statements.

When it comes to the choice of purchasing either national or international beer the majority, by 49% for national and 53% for international, answered neutral, which correlated with the level of interest in beer. Interestingly enough there were more people disagree on both questions than agreeing with them, though it could very well indicate that they feel it does not matter and therefore could not agree with the statement.

The majority still remained neutral, with 46%, when it comes to trusting certain countries with quality in beer. However, a much larger part agreed with the fact that some countries are trustworthier when it comes to beer than others, with a combined percentage of 34,5%. These numbers match what the respondents' reasons for preferring international beers over national beers. The fact some respondents agreed that there were countries more trustworthy support some of the existing theory. First, if some countries were trustworthier, this means that if all other informational cues were gone and a consumer had to choose based on COO alone, some countries would be preferred. This, in turn, means that if there is a decrease or absence of other cues, COOs importance increases (Srinivasan et al. 2004).

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Furthermore, if this trust in a given country comes from having tried beer there before and inferring quality to other beers from that country, it support the idea of using COO as a summary construct (Han, 1989), which in this case would mean if they had tried one beer from that country and liked it, they then assume that they will like other beers form that country, or that they will be of equal or similar quality. If this trust is based on inferring quality from a country's image, then it is in line with the halo hypothesis (Han, 1989). This action of inferring product quality from a country-of-origin through either image, other products or similar is something that Verlegh and Steenkamp (1999) refers to as a cognitive mechanism.

In line with the level of interest in beer for most respondents, the only statement of the four where most respondents agreed was the statement that country does not matter, where 40% agreed.

Those with preferences for countries were asked to name 5 that they preferred their beer to come from, and 5 they preferred the beer not come from. A total of 61 respondents gave at least 1 country they preferred and only 20 gave at least 1 country they did not prefer. A total number of answers for preferred countries were 253 while only 45 for not preferred countries.

The low numbers of responses here reflect the level of interest named by most respondents, as those with low interest probably do not have a favorite country they get beer from. Filtering for low and very low interest in beer we see that amongst lower interest only 11 answered.

From this table it is clear that there are some countries that are hugely favored when it comes to beer.

The one with the most votes is Norway, closely followed by Germany, Belgium, Denmark and the Netherlands. Out of the total of 61 people who had at least 1 favorite country 73,7% of them had Norway as one of their 5 countries. Given the trend for wanting to support local brewery, patriotism and being exposed to a lot of Norwegian beer by living in Norway, in other words home country bias, the results are not that surprising (Elliot & Cameron 1994).

Table 4.12

Preferred Countries

Positive	Country	Country	Country	Country	Country	Total
Australia				1	1	2
Belgium	10	6	3	4	3	26
Brasil					1	1
Denmark	4	8	6	4	2	24
England	2	1	3	1	4	11
Estonia				1	1	2
Finland			1		1	2
France			1		1	1	3
Greece				1	1	2
India				2		2
Irland	2	2	3	1		8
Italy		1	1	1	1	4
Jamaica	1					1
Japan	1					1
South Korea			1			1
Mexico	3	1	2	1	1	8
Netherland	1	3	7	5	2	18
Norway	22	5	6	5	7	45
Poland		1		1		2
Spain			1	2	1	4
Switzerland					1	1
Sweden	1	4	4	1		10
Thailand		2	1	3		6
Czech Rep.	5	4	2	3	3	17
Germany	8	12	8	2	3	33
Hungary			1			1
USA	1	4	3	4	4	16
Vietnam		1				1
Austria				1		1
Total	61	57	53	46	36	253

Denmark also benefits from being in such close proximity to Norway making both physical and psychological distance between the two countries very small, which could very well be a good reason why so many favored Danish beer. Being a part of Scandinavia, Denmark also has good relations with Norway politically and socially, so it is not so far fetched to believe that there are emotional ties that makes Denmark favored here. Choosing beer from Denmark

based on these emotional ties can be explained by affective mechanisms (Verlegh & Steenkamp, 1999), which means that consumers will choose prodcts from a country that they have emotional ties with either through having been there, or having close relations with people from that country. Again, given the close proximity and the tradition as well as history Denmark has with Norway this would not be so strange. Furthermore, through what is called normative mechanisms, consumers choose products from countries that they feel they have personal or social norms in common with, which many Norwegians feel they have with Danes as a part of Scandinavia (Verlegh & Steenkamp, 1999). Since Sweden also is a part of Scandinavia and also a close neighbor of Norway they should reap the same benefit as Denmark has in this survey, and since Sweden do have a relatively many votes, it does support the theory. But, Sweden does not have nearly as many as Denmark. This can be further explained by the fact that Denmark is the home of a particular international superstar: Carlsberg, a widely popular beer that is very commonly found in Norwegian grocery stores and bars. The fact that the Danish beer is so readily available at grocery stores and bars, where most people bought their beer, probably influences these numbers in a great way. This can then also be said to be true for the Norwegian beers that is found at the same places. Perhaps even more so because it is Norwegian beer you find on tap at bars. You also find a plethora of Norwegian brands in grocery stores. Couple this with the national bias, and the huge number of Norwegian votes is possibly explained.

A trend amongst the brands that does not benefit from home country bias or patriotism is that they are all rather known for their tradition with beer, in particular Germany, Belgium and the Netherlands. Not only that but the countries themselves are known for being technologically advanced, skilled workers and highly developed. Belgium and Netherland also has quite a lot of agriculture. These character traits all match those often deemed important for beer, such as good raw materials, skillfully made, good equipment, etc. That only countries with such positive traits are preferred indicates that the positive images of the countries leads to positive attitudes towards them and thus a preference for beer form them (Agrawal & Kamakura, 1999; Zeugner-Roth et al. 2008). This will be revisited and more thoroughly explained in the next chapter as well as with the hypotheses testing.

All these countries are on the High to Very High scale of Human Development Index in 2014, save India, Thailand and Jamaica, which is medium. The top 5 are all in the top 25 on the HDI. This is in line with the theory that states that MDCs are favored as COO by consumers (Cordell, 1991, Verlegh & Steenkamp, 1999).

Table 4.13

Not-preferred Countries

Negative	Country	Country	Country	Country	Country	Total
Afghanistan					1	1
Chad		1				1
England	2					2
Eritrea			1			1
France			1			1
Georgia		1			1	2
Italy			1	1		2
Japan			1	1		2
China		1				1
Lithuania					1	1
Malaysia			1	1		2
Mexico	3					3
Nigeria	1					1
North-Korea	2					2
Poland	1	1			1	3
Portugal		1				1
Russia	3	1				4
Saudi Arabia		1				1
Slovakia			1	1		2
Spain	1					1
Sweden	1					1
Syria			1	1		2
Thailand	1					1
Ukraine		1				1
USA	5	1				6
Vietnam						0
Total	20	9	7	5	4	45

Even though there were not many who chose to answer this question, the few that did had some patterns to it.

The first one is that a lot of the countries named are countries that are often disliked for a several of reasons. For instance, the US and Russia are very polarizing countries that many people take issue with due to their international politics and actions. USA is often criticized in Norway for being warmongers or "world police". Being the poster country for the modern

materialistic capitalism has also garnered the US more than a few disapproving looks from people in Norway. The same goes for Russia, who is often disliked for being an international bully and using force instead of diplomacy.

Another example of this would be North-Korea, who is overly hostile towards outsiders, is known for in-humane treatment of its citizens and is often in the news for critique worthy behavior.

As mentioned by Verlegh & Steenkamp (1999) this could, through normative mechanisms, cause people to shy away from or even boycott products from these countries because they find there is a clash between the social or personal norms they hold and that the country in question represent. In line with this theory, other research papers use the term animosity to describe the phenomenon where consumers dislike a country to a degree where they boycott or avoid products coming from there.

It is not unreasonable to assume that there is some level of animosity (Schiffman, Kanuk & Wisenblit, 2010) at play here, where consumers wont buy products from a certain targeted countries based on their international behavior. Considering the US, Russia and Saudi Arabia often make the headlines with war, politics and human rights, often negative, makes this a rather likely scenario.

Continuing with animosity, a number of respondents reported something somewhat interesting under countries did not prefer. Tromsø, a city in northern Norway, somehow found its way here. And under regions they did not like. One respondent also deemed it appropriate to name a specific brand under countries they did not like: Isbjørn. This is most likely explained by the fact that the locals in Bodø seem to have a animosity towards Tromsø and the beer they produce there, mostly Mack, which also makes the beer Isbjørn. Whether or not this is a "friendly feud" or not, the local populace in Bodø does avoid Mack to the best of their abilities. From personal experience, having worked behind several different bars and at events in Bodø for the better part of 5 years, it came as no surprise that Tromsø and Mack ended up being mentioned in this survey in a negative tone, because it is not uncommon to hear when asking a customer which beer they want to get the response "as long as it is not Mack".

Another trend is that many of these are from LDCs, ranking on the lower side of the HDI. Countries such as Afghanistan, Eritrea and Nigera are on the very end of the HDI. Opposite to

the MDCs, LDCs are often avoided as COO because consumers tend not to trust these counties to make good products (Cordell, 1991, Verlegh & Steenkamp, 1999).

Furthermore, many of these countries have characteristics associated with them that make them unlikely candidates for producing good beer. Religion prohibits the consumption of alcohol in Saudi Arabia, Syria and Afghanistan are war-torn, Chad and Nigeria have climates which make the production of good raw materials for beer hard. All these characteristics clash with what is considered good for production of beer. As mentioned in the favored country part, country image and product features will be covered later.

Table 4.14

Brand Country-of-Origin

	Brand1	Brand2	Brand3	Brand4	Brand5	Total
Australia	1					1
Belgium	5	5	1	2	2	15
Denmark	5	6	9	4	6	30
England	2		1			3
Finland			1		1	2
France		2		1		3
Greece				1		1
Irland	4	1	3	1	1	10
Italy		2	1	1	2	6
Jamaica	1				1	2
Mexico	4	5	4	2	1	16
Netherland	5	6	3	2	1	17
Norway	29	22	25	11	10	97
Spain					2	2
Sweden	1	2	1	1		5
Thailand	3		2	1		6
Czech	1	1		3		5
Turkey						0
Germany	2	3	3	2	2	12
Ukraine					1	1
USA	3	5	2	6		16
Vietnam				1		1
Austria	1					1
Total	67	60	56	39	30	252

The last open question responded were asked to answer was whether or not they had some favorite beer brands, and if they did if they could list up to 5. This was done in order to check where these brands came from.

In the table above the brands has been sorted into the countries they came from, as that was the important piece of information to use as a control question for the Country Preference question.

In comparison with the Country Preference table (4.12) this is quite similar, corroborating that there are in fact countries that these consumers do prefer.

The vast majority here were Norwegian brands. 38,5% of the total answers was brands that came from Norway. Many of these were small microbrewery beers from all over the country, and the most mentioned beer brand was the local hero brand Nordlands Pils, which, along with Mack, is the most common tap beer in Bodø's restaurants and bars. Given how many stated that they liked microbreweries, wanted to support local products and stated purchased out of national pride this was not that surprising. Furthermore, it is a lot easier to get a hold of Norwegian beer when in Norway, so the ratio of Norwegian beers tasted towards international beers is probably quite biased for most consumers. What has been discussed regarding the favorite countries and Scandinavia also rings true here.

As with the Country Preference table (4.12), the other highest countries were pretty much the same: Belgium, Germany, USA, Netherland, Denmark and Mexico making up 42% of the remaining answers. The Czech Republic had significantly less beer brands mentioned than they had been mentioned as a preferred country, which could mean that either that people think that they like Czech beer because of it has a country image which matches positive beer features, or simply that despite having good beer in general, none of them made the top 5 list.

In the above table we can see how many different kinds of beer brands were mentioned for each country.

As ease of access dictates, Norway is on top of this list as well with 25 different beer brands. Mentioned previously, people seemed to be fond of microbreweries and local beer. This fact coupled with the ease of access makes it more likely that people taste and find more favorite amongst the Norwegian selection of beer.

Table 4.15

Brands per Country

Country	Brands	%
Australia	1	1,10 %
Belgium	9	9,89 %
Denmark	2	2,20 %
England	2	2,20 %
Finland	2	2,20 %
France	1	1,10 %
Greece	1	1,10 %
Ireland	4	4,40 %
Italy	1	1,10 %
Jamaica	2	2,20 %
Mexico	2	2,20 %
Netherland	3	3,30 %
Norway	25	27,47 %
Spain	2	2,20 %
Sweden	4	4,40 %
Thailand	3	3,30 %
Czech Rep.	4	4,40 %
Turkey	1	1,10 %
Germany	9	9,89 %
Ukraine	1	1,10 %
USA	10	10,99 %
Vietnam	1	1,10 %
Austria	1	1,10 %
Total	91	100,00 %

Apart from Norway 3 other countries had a large selection of different beer brands: Belgium, Germany and the US. This could very well be indicative of the fact that people are more willing to try beers from these countries because they are well known for producing good beer, using the COO as a cue for product quality (Verlegh & Steenkamp, 1999, Han, 1989, Roth & Romeo, 1992).

Another interesting fact is that despite being the second COO for the brand mentioned in favorite brands; Denmark only had two different brands mentioned, meaning that these two brands were heavily favored. These brands were Carlsberg and Tuborg, both found on the shelves of nigh all grocery stores, and being on the cheaper side of beer. This could be indicative that both since they are easily found and low on price people on the lower end of

the interest for beer scale favor these brands. It also further goes to show that it might not be that Denmark is known for their skill in brewery or that their country image lends itself to beer, but rather that the brands are so easily available that a greater number of people have tried them and stuck with them. Either way it does not seem that Denmark as a country has inspired people to try different beers from them.

Table 4.16

To what degree are you concerned with the

		Frequency	Valid Percent
Valid	Very little	33	25,0
	Little	45	34,1
	Some	38	28,8
	Great	13	9,8
	Very great	3	2,3
	Total	132	100,0

When asked right out whether or not they were concerned with the COO of the beers they bought, the respondents were somewhat split. 59,1% said that they were Little or less concerned, while 40,9% said that they had Some or greater concern for the COO. Given that 61 answered that they had a country they preferred their beer to come from, and only 54 answered that they were to some degree or more concerned with the COO this might mean that either that preference for the given country is not very strong, or that there are other factors that are more important which the respondents place ahead of COO. The relation between COO and other informational cues will be further explored in the hypotheses testing part of the paper.

4.6. Country Image

The last part of the survey, save the demographic questions, was aimed to figure the importance of country image characteristics with respondents, and attempt to correlate them with which product features was important in beers for consumers to have a good beer drinking experience.

Following the theory from Roth and Romeo (1992) the first question regarding what is important in a country uses 4 categories of characteristics from Roth and Romeo's framework.

Q24 Country Image: Country Characteristics

Answered: 129   Skipped: 64
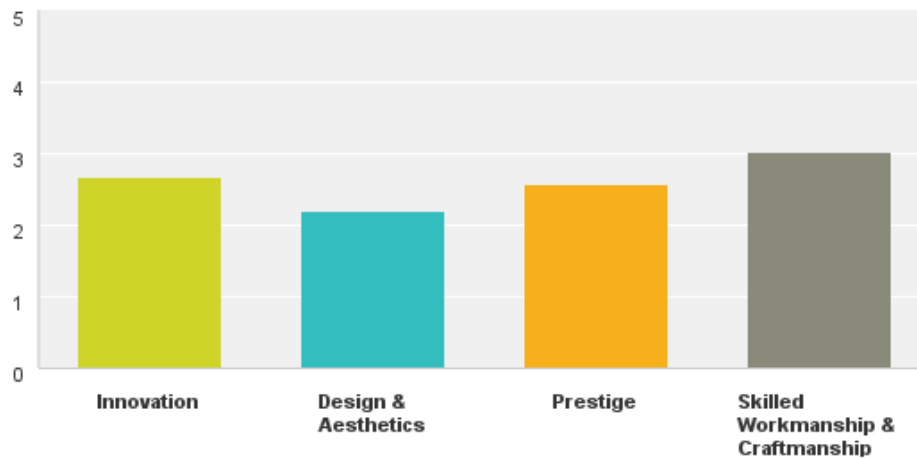
The lowest rated characteristic, WA of 2,19, were that pertaining to design and aesthetics, which 88 out of 129 disagreed with being important for COO of beers, which is in line with previous answers whether or not bottle design, logos or the general appearance of beer was important when purchasing. Only 10 people agreed with it being important. While the correlation was not of a significant level, there was a slight indication that females preferred this more so than males.

A country being known for prestige was the second lowest rated characteristic, WA of 2,58, with 59 respondents disagreeing with its importance. As with the design characteristic, this also is in line with previous questions where respondents found prestige, exclusivity and the likes to be unimportant for them. Unlike design, there were quite a few who did agree with prestige being important, numbering 22 respondents.

The most popular characteristic, WA of 3,03, was the country being known for being skilled at workmanship and craftsmanship. These are traits that are important for production and creation, which often translates to good quality products. It was the only trait that had a significant number of respondents Greatly Agreeing, which were 13. Even if it had the least amount of people disagreeing there was still more than expected, as taste was the most important informational cue in earlier questions.

The last characteristic was innovation with a WA of 2,67. It had the largest number of neutral respondents at 55, whilst 52 either disagreed or greatly disagreed with it being important.

Given that not many respondents were interested in trying new beers, innovation probably is not that important because the most obvious way innovation related to beer is through the introduction of new and innovative tastes.

On average respondent were either rather neutral towards any characteristic actually mattering, or just disagreeing with them being important.

Q25 Country Image: Which of these product features is important for beer?

Answered: 130   Skipped: 63
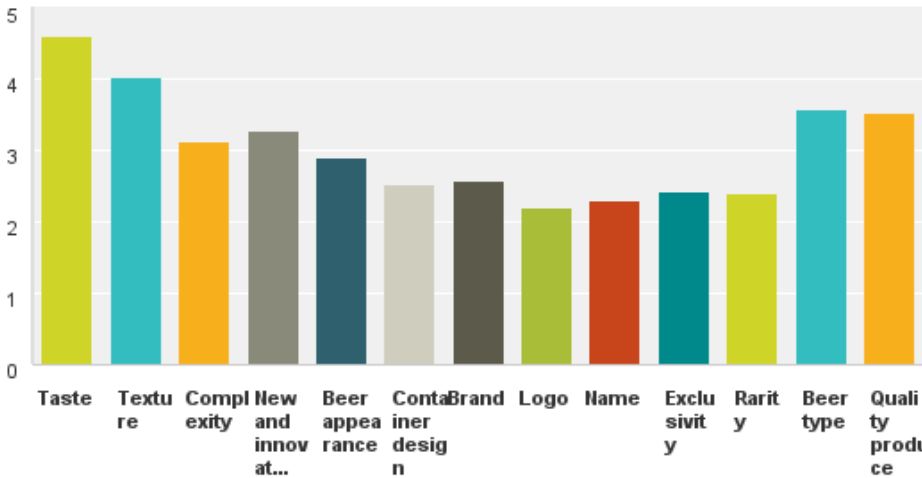
Figure 4.7

Next respondents were asked to rate the importance of product features for beers.

Values that immediately stand out is taste, texture, beer type and quality produce. Taste only had 5 respondents that were either neutral or found it unimportant. 124 found it to be important, giving it a WA of 4,61.

Texture had a 33 neutral with only 3 finding it unimportant. 92 found it important, giving it a WA of 4,03.

Beer type had a WA of 3,57 with 77 finding it important, and the rest being mostly in neutral. Quality produce was quite similar with a WA of 3,53 and 73 finding it important.

The thing all of these product features have in common is that they are all intrinsic to the product. They also confirm what has been said previously in the survey, intrinsic cues were found to be important for purchasing beer.

Continuing the trend from previous in the survey, both name and logo were on the bottom part of the importance specter in this part as well, with a WA of 2,29 and 2,21 respectively.

How these product features and the country characteristics correlate will be thoroughly discussed in the hypotheses testing chapter.

After applying demographic filters to the answer I seems that both females and males are pretty much in agreement as to what is important, and little to no difference is found between their answers, except some slight increases in the values for males in every category save logo and name. This is probably because the only filter that gave any real changes in the numbers was filtering for interest where very high interest found exclusivity, rarity and complexity to be more important than the others, as well as a small increase in values for everything except name and logo. This match between higher interest level and male is natural since males were generally more interested in beer than females.

4.7. Ethnocentricity

An important influencing variable for the Country-of-Origin effect is supposedly Ethnocentricity, whether high or low (Balabanis & Diamantopolous, 2012). It therefore was important to find a way to measure the respondents' ethnocentricity. This was done through a series of 8 statements that they were asked to agree or disagree with. The statements were tailored so that if the respondents agreed with them they would rate high on ethnocentricity and vica versa.

Table 4.17

Level of Ethnocentricity

		Frequency	Valid Percent
Valid	Very low	42	32,8
	Low	56	43,8
	Neutral	25	19,5
	High	4	3,1
	Very high	1	,8
	Total	128	100,0

In general the ethnocentricity of the respondents were either low or very low. Only a very small part had high levels of ethnocentrism.

Ethnocentrism generally means that you favor your own country over others. Patriotism and nationalism are traits often found in those with high ethnocentrism. Given how many had

Norway, their home country, as a favored country for beer one would think there was a higher level of ethnocentrism, as favoring national products and higher levels of ethnocentrism go hand in hand (Fournier, 1998, Hemmetsberger & Botschen, 1998).

However, in Norway it is also rather frowned upon to look down on other cultures or countries, and even more frowned upon to think better of your own than others. The questions themselves were framed in a way that asked whether they agreed or not with their own culture being better than others, and similar questions. This could have leaded them to answer dishonestly, or even take offense, leading to the high frequency of disagreement.

It is often considered politically incorrect to be of the opinion that your own culture is better than others, or disapprove of others, as understanding and acceptance of others are values held in high regard by many.

Ethnocentrism and its ties to national bias and whether or not higher levels of ethnocentrism increases COO for home country will be tested in Hypothesis 3 and covered in that chapter.

Given the low level of ethnocentrism in the surveys population, there should be a positive bias towards international products (Brodowsky, 1988, Browdowsky & Meilich, 2004). Out of the 61 respondents who gave up a favorite country for beer, 22 of them chose Norway, meaning that 39, or roughly 64% favored a foregin country of their own. If we assume that those who did not answer did not have a preference or do not care, then there does seem to be a bias towards foreign countries, this despite that there were more people saying they had a national beer preference than those who said they had a international beer preference.

The same was true when asking which brands respondents preferred, but not by as big a margin. 29 out of 67 named a Norwegian brand as their favorite, while the rest had an international brand. This means that roughly 57% had a international beer brand as favorite. So in both these cases, respondents favored international over national. As theory states, this could be due to their low level of ethnocentrism.

Higher levels of ethnocentrism were also connected with a negative bias towards foreign products (Shrimp & Sharma, 1987), while lower levels did not have much negative bias towards foreign or local. When asked which countries they did NOT prefer their beer to come from, respondents had very little to share. Only 20 answered with some countries, all of which could easily be explained by other factors, covered elsewhere in the research paper. This could mean that most of the respondents did not have any negative feelings towards beer

coming from countries, but rather only positive feelings for their favorites. Since almost every respondent were low on ethnocentricity, this supports previous research.

4.8. Hypothesis 1
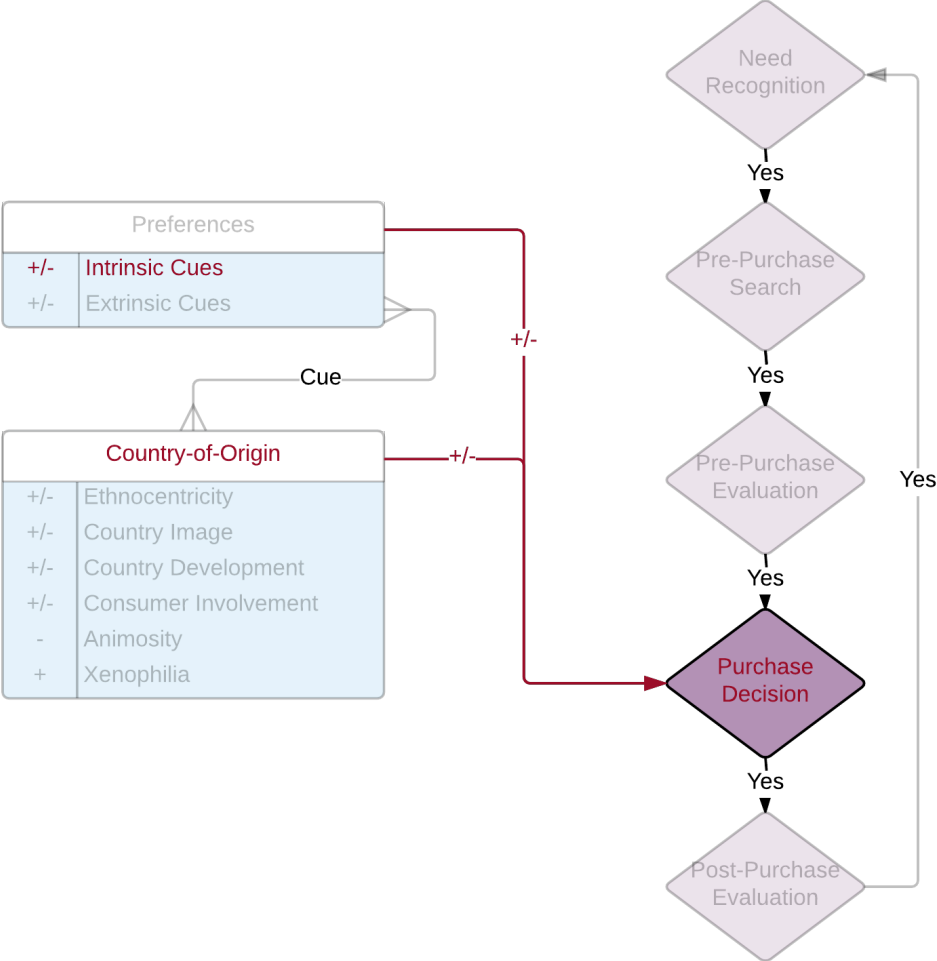
Hypothesis 1:	$H_0 =$	The Country-of-Origin cue is less important to consumers than intrinsic cues.
	$H_1 =$	The Country-of-Origin cue is more or of equal importance to consumers compared to intrinsic cues.

The first hypothesis deals with how Country-of-Origin acts as an informational cue for consumers when they are in a purchasing situation, and how it compares to other cues. More specifically how it compares with intrinsic cues, as this is an issue that has been discussed in

the literature. Jacoby & Olsen (1972) maintains that with the existence of intrinsic cues Country-of-origin is not as important to consumers. One of the reasons why this question has been raised was also because a lot of previous research only used a single cue in their survey and tests, and that cue was COO. Researchers like Agrawal and Kamakura (1999) claimed that this lead to biased results, as respondents might not remember other cues, and that would not show in the results.

Therefore there a multiple questions in place in the survey where a multitude of cues are present for respondents to chose from in different situations.

In the modified model above the Country-of-Origin, Intrinsic cues and their influence is highlighted, as it is these parts of the model that is to be tested.

The expression for the null hypothesis is $H_0 = \mu_{COO} < \mu_{Int}$ and the expression for the alternate hypothesis is $H_1 = \mu_{COO} > \neq \mu_{Int}$.

All questions regarding either the COO cue or the intrinsic cues are found in questions with answering options in a Likert scale that goes from 1 – very unimportant to 5 – very important. Because of this variables from different questions can be tested or measured against each other easily and accurately.

Before the hypothesis can be tested here μ_{COO} needs to be established. There are a few ways to measure the results, either by mode, median or mean. The mean has been chosen to be the summary measure. This is because the average of all the scores will give the most accurate picture of importance, and since the questions only has 5 different values and 154 responses it does not suffer from the usual issues, such as not taking into account how big certain scores are that can cause unnatural measures.

In order to test the hypothesis a decision had to be made to either test each of the different variables of COO or find a way to make a uniform μ_{COO}. After reviewing the results and finding that all the variables for COO were nearly identical, a decision to take the average of these as use it as the measurement for the various intrinsic cue variables to beat.

The first observation comes from Q7 and Q8. Both questions asks respondents to rank the importance of different informational cues for the purchase of beer on either On- or Off-trade respectively.

Taken from the Q7 Figure 4.1 the On-Trade mean for COO and COM is 2,15 and 1,99 respectively. The Figure 4.2 from Q8 has the Off-trade COO and COM mean at 2,19 and 2,14

71

respectively. Calculating the mean gives us a $\mu_{COO} = 2,12$. This places the COO cue in the "Unimportant" value.

For On-trade the two intrinsic cues that were asked were Beer Type and Taste, and their means were found in the Q7 Figure 4.1.

Taste has a mean of 4,02 being the highest rated cue for this question, landing it firmly in the "Important" value. The $\mu_{Int} = 4,02$, which is greater than $\mu_{COO} = 2,12$, meaning that for this case $\mu_{COO} < \mu_{Int}$.

Beer type has a mean of 3,72, placing it closer to the "Important" value. The $\mu_{Int} = 3,72$, which is greater than $\mu_{COO} = 2,12$, meaning that for this case $\mu_{COO} < \mu_{Int}$.

Off-trade had the two same intrinsic cues as the previous question, but slightly different values. The means for these cues are found in the Q8 Figure 4.2.

Taste has a mean of 3,98, also being the highest ranking cue in the Off-trade question, landing in the same value as the other intrinsic cues: "Important". The $\mu_{Int} = 3,98$, which is greater than $\mu_{COO} = 2,12$, meaning that for this case $\mu_{COO} < \mu_{Int}$.

Beer type has a mean of 3,69, nearly identical to the On-trade cue, also being in the "Important" value. The $\mu_{Int} = 3,69$, which is greater than $\mu_{COO} = 2,12$, meaning that for this case $\mu_{COO} < \mu_{Int}$.

It is very much apparent that intrinsic cues are considered to be amongst the most important cues for the respondents when they were purchasing beer whether it be On- or Off-trade. There was also very little difference between the cues means between the two questions, meaning that being On- or Off-trade did not really affect they way they thought about beer.

The last intrinsic cues came from a question towards the end of the survey that dealt with which product features were important for the purchase of beer. Whilst this question was differently framed and did not offer COO as a variable, it still measured the importance of several intrinsic cues.

In this question, Q25, respondents were asked to rank the different product features for their importance when purchasing beer on the same Likert scale as the previous questions measured. The intrinsic cues present in this question were Taste, Texture, Complexity, New and Innovative Tastes, Beer Appearance, Beer Type and Quality Produce.

From the Figure 4.7 at Q25 we see that the means for these intrinsic cues are as following: Taste 4,61, Texture 4,03, Complexity 3,13, Innovative Tastes 3,27, Beer Appearance 2,89, Beer Type 3,57 and Quality Produce 3,53. All of these means are greater than 2,12 meaning that every case had a $\mu_{COO} < \mu_{Int}$.

This means that even at the lowest intrinsic cue, which was the appearance of the beer, it still had a Neutral value and significantly higher mean than the average of the COO means. This means that we can safely say that the null hypothesis, $\mu_{COO} < \mu_{Int}$, is correct and that intrinsic cues are indeed more important for consumers than the country-of-origin.

As a control measure to see if there was any cases or any demographic that answered differently the survey was reviewed with some filters applied. The filters were Male, Female, Student, Non-student, and interest level in beer ranging from very low to very high. There was not a single instance where COO came close the intrinsic cues, but those with higher levels of interest in beer saw an increase of importance of COO, the highest being 2,71 in Off-Trade situations.

Given the nature of beer, an edible product, it makes sense that cues such as taste, texture, etc. are important. After all in order for drinking beer to be a pleasant experience it does have to taste and feel good to drink. The demographic in question is also relatively young, and some might be as experienced as the older part of the demographic when it comes to consumption of alcoholic beverages. This means that the taste of alcohol is not something that has grown on them completely yet, and as such, drinking beverages such as beer might be a bit unpleasant. In order to minimize this, factors such as taste and texture becomes even more important since alcoholic beverages are so commonplace in social events, particularly between students.

As mentioned, the average interest in beer was rather low, with the majority having some or little interest in it. Low interest often leads to low involvement when purchasing it, and low involvement purchases are often just straight rebuys or the purchase of products that you already know to be acceptable. This notion is supported by the fact that the most common brands found as favorites by the respondents were brands such as Nordlandspils, Mack, Carlsberg, Tuborg and Heineken. These brands are amongst the most common brands found both On and Off trade in Bodø. There is not a single bar in Bodø that does not have either Mack or Nordlandspils from a tapping tower. If at a bar, and you ask for a beer, you get either one of these, depending on who the bar has a contract with.

Coincidently beer from the tap is also the cheapest option, and price was one of the higher scoring extrinsic cues. Given that most of the respondents were students, this is not so odd, as students are not known for being wealthy.

As mentioned, beer is often used a social lubricant, especially for students. Following this norm it is not so strange that many want to do so as pleasantly as possible, drinking beer that is as easy to drink as possible.

What all this means is that the results that COO is so much less important for consumers when purchasing beer might be because of the demographic. Not yet developed a taste or interest for the product, and given their financial situation and the kind of situations they consume beer are all things that cause other cues to become much more important. Supporting this is that the importance of COO does increase with the increase in interest in beer, which is supported by Lin and Chen's research in 2006, which correlated higher involvement with higher importance of COO.
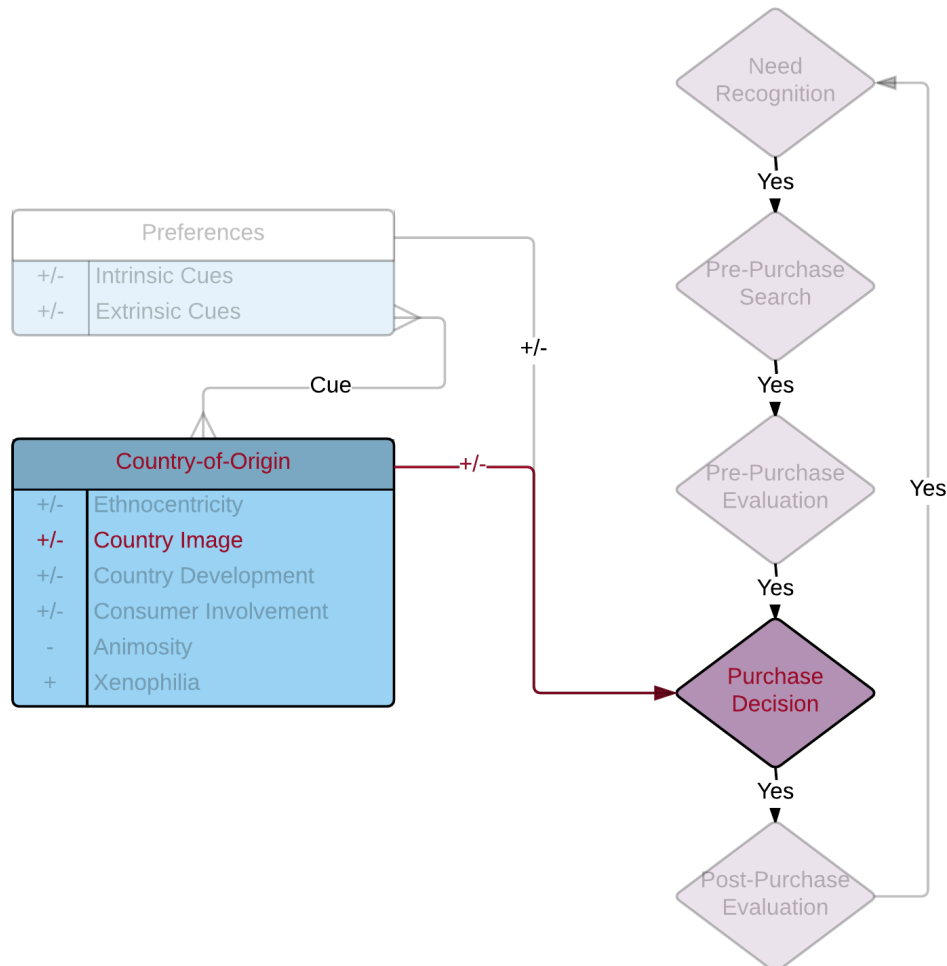
Hypothesis 2: H_0 =   Consumers favor products from a country whose country
                    image favorably matches those of the desired products
                    features.

         H_1 =   Consumers do not favor products from countries whose
                    country image favorably matches between country image and
                    desired product features.

This hypothesis is based of the framework made by Roth and Romeo in 1992, where four
categories of country characteristics were matched towards desired product features to see if
they matched or not, and whether or not it would create the possibility to gain positive
influences on how products were perceived by consumers. In other words lead to an increased
positive country-of-origin effect.

In their framework there were four possible outcomes, favorable matches, favorable mismatches, unfavorable matches, unfavorable mismatches. This hypothesis focuses on the favorable matches.

The four categories of country characteristics are innovativeness, design, prestige and workmanship.

The criteria for the hypothesis to be correct or has to be whether there is a pattern between the product features the respondents deem important or desirable, and which countries they favor as well as what is important for them to be known for. A couple of questions were in place to measure this, namely Question 24, 25 and the open questions 18 for countries and 22 for beer brands.

To determined whether or not the hypothesis is correct or not, the desired product features of beer must be established. Question 25 was designed for this purpose, giving the respondents 13 different product features to rate after importance. The table of the outcomes, found either in the appendix or the Country Image chapter of the analysis, shows a pretty clear trend in answers.

Since we are looking for desired product features, there has to be some cut off for which product features are desired and which is not.

Since the features are suppose to be desired in beer, it felt natural to make the cut off at which features were deemed important. In order to do this the spread between 1 and 5 was divided into 5, making each value represent 0.8. This makes the cut off at a mean of 3,4.

The Figure 4.7 for Q25 reveals that there are 4 features that fit this description and that is Taste (4,61 mean), Texture (4,02 mean), Beer Type (3,57 mean) and Quality Produce (3, 53 mean).

These were all made to represent the Workmanship dimension. Taste pertains to quality and the skill and work that go into creating the beer, and keeping production to a high standard.

Texture is in much the same way as Taste, it pertains to the consistent quality of the beer and the skill to make the beer come out the way that specific beer type has to be.

Beer Type, like the other two, is related to quality, but perhaps more than anything it is related to tradition, as certain countries are known for certain beer types that requires a special skill that is acquired over time, which again has to do with a skilled work- and craftsmanship.

Quality produce is the ability to have good quality raw ingredients to work with and the knowledge to produce these ingredients.

As a side note, one could also argue that Innovativeness would be a positive match for those wanting taste and beer types as innovation could easily provide new fantastic beer types and tastes, as well as having technology that would make the production of beer better. Given that there is a category present for new and innovative tastes, innovativeness was scrapped from the above categories.

Question 24 asked respondents to rate the four dimensions in terms of importance for a beer's country-of-origin.

Out of the four dimensions, workmanship was the most important with a mean of 3,03. This means that the average respondent favored workmanship as something the country-of-origin should be known for, and chose the corresponding product features.

45 out of the 129 (34,9%) respondents for this question claimed that Workmanship was either very important or important. When applying this as a filter for the survey all the above product features saw a rise in mean. The new means were as following: Taste (4,69), Texture (4,11), Beer Type (3, 98) and Quality Produce (3,96). The table and chart for this can be found in the appendix (Question 2) While the Taste and Texture did not see a very significant rise, Beer Type and Quality Produce saw a near half mark increase in mean.

By performing a bivariate test in SPSS this could be confirmed.

Correlations Workmanship

Table 4.18

		Beer Type	Complexity	Texture	Taste	QualityProd.
Workmanship	Pearson Correlation	,262**	,195*	,067	,039	,307**
	Sig. (2-tailed)	,003	,030	,458	,664	,000
	N	127	125	126	127	127

As evident in the table above, both beer type and quality produce had a positive correlation with workmanship and significant at a level of 0.01 in a 2-tailed test.

According to (Cohen, 1988) the beer type correlation is of the small kind, and the quality produce is of the medium kind. Cohen's small, medium and large scale will be used throughout the research paper.

Complexity was added in the table because, even if it was not deemed important at the same level as the others, it is a feature that pertains to workmanship, and did correlate at a significance level of 0.05. The correlation was of the small kind.

The fact that texture and taste did not have a correlation with workmanship could possibly be explained by the fact that everyone found those two to be important, hence their incredibly high scores. This means that even if workmanship was not important to the respondent, taste and texture still were, which can be supported by applying filters for the lower levels of the Likert scale.

In order to further test whether or countries with certain characteristics or image is favored for their positive match with the important beer features finding out which countries and beer brands the consumers prefer is important, and questions 18 and 22 did just that.

Before continuing a decision had to be made regarding one the top countries in the Preferred countries and Preferred brands questions. This is the native country of the vast majority of the respondents, Norway. Because of the ease of access and national bias that is both assumed to be present and expressed by the respondents in the open questions, it is not very accurate when dealing with country images because citizens of any given country will rarely know or the country image the rest of the world has of their country.

Because of this only the foreign countries will be focused on in this part of the paper.

As can be seen from the Preferred Country table (4.12) in the Country Attitude part of the analysis, there are a few countries that are far more preferred than others. These are from the top: Germany, Belgium, Denmark, Netherlands, Czech Republic and the US.

All of the above countries are known for either tradition with beer brewing, global success beers or certain types of beer. Germany is considered by many the holy land of beer, drawing millions for their Octoberfestival, and famous for their biergartens. Belgium is much the same way, being renown for their beer brewing skills and their specialty beers such as their witbier. Denmark is the home of Carlsberg, an international beer favorite. The Netherlands, much like Denmark, houses an international superstar in beer: Heineken. For the Czech Republic, they have a rich and old tradition with beer brewing dating back to the 900s. They are also known for their pale lagers and pilsners, crowd favorites in Norway. The US on the other hand has lately seen a boom of microbreweries and an ever-increasing interest for beer, recently

producing prize-winning beers from their smaller microbreweries (World Beer Awards, 2015).

They all also have in common that they are MDCs and this translates to skilled labor in the minds of consumers, as seen in the literature part concerning country development and its effects on COO.

When asked for what kind of beers brands they favored, Q22, similar results showed, as can be seen by the Preferred Brands table (4.14) in Country Attitudes chapter. Only the Czech Republic did not see as many brands for their country mentioned. In its stead, Mexico arose with quite a few people mentioning brands having Mexico as COO. Namely Corona. Like Denmark and Netherlands, Mexico is known for another international bestseller, Corona Furthermore they are known for the lighter kinds of beer, like pale lagers and pilsners.

Another table was made from the same question, and that was the number of different beer brands from the different countries that was preferred by the respondents. The only three countries that had a significant number of different beer brands was the US, Belgium and Germany. Germany and Belgium, two old world beer powerhouses, and the US, a fairly new but proven beer country, were the only three countries that were of significant values in all three tables, all of them having characteristics that go good with beer.

Another aspect of the Country Image and Product Feature is that it is the desired product features that should match with the countries image. Desired meaning that there is some subjectivity involved, as not everyone desires the same. Because of this, a correlation test was done with the remaining dimensions in order to see if there was some positive correlation between the remaining dimensions and their respective product features. The product features that were relevant to the country dimensions were grouped and correlated.

Table 4.19

Correlations Prestige

		Name	Logo	Brand	Exclusivity	Rarity
Prestige	Pearson Correlation	,237**	,214*	,336**	,429**	,318**
	Sig. (2-tailed)	,008	,016	,000	,000	,000
	N	126	126	127	127	127

The first table is for Prestige, features that can make the product more prestigious. Name, logo and brand are all cues that are visible to others which often is a key part of feeling prestigious,

knowing others can see you with the product. Exclusivity and rarity are much in the same way, but often requires the knowledge of the fact that the products are exclusive or rare.

As the table shows, all of the categories correlate with the importance of a countries image of prestige, and all have a statistical significance, with Logo being the only one significant at a level of 0.05, while the others at a level of 0.01.

Name and logo were small correlations, while Brand, Exclusivity and Rarity were medium correlations.

Table 4.20

Correlations Innovation

		Innovative	Beer Type	Complexity	Beer Appear.	Texture
Innovation	Pearson Correlation	,228*	,177*	,358**	,360**	,192*
	Sig. (2-tailed)	,010	,047	,000	,000	,031
	N	127	127	125	124	126

The table for innovation has categories where innovation could add to the quality of these features. Innovative tastes are self-explanatory. Inventing new beer types, for finding formulas or techniques that change or alter complexity, appearance and texture for the better are all features that pertain to innovation.

Beer Type, Innovative Taste and Texture all are positive correlations significant at a level of 0.05, while Complexity and Beer Appearance were positive and significant at a level of 0.01.

Complexity and Beer Appearance were medium correlations and Innovative Tastes, Beer Type and Texture were small correlations.

Table 4.21

Correlations Design

		Name	Logo	Brand	Design Cont.	Beer Appearance
Design	Pearson Correlation	,364**	,424**	,354**	,202*	,271**
	Sig. (2-tailed)	,000	,000	,000	,023	,002
	N	125	125	126	126	123

For design the categories are all features that pertain to the aesthetics of the product, such as use of color or images and the likes. The first four features are all fairly intertwined as they

are all heavily related to the look of the container for the beer, while the Beer Appearance has to do with the color, opacity and the likes of the beer itself.

Ironically, the design of the container itself is the only positive correlation that is significant at a level of 0.05, while all the others are positive correlations significant at the level of 0.01.

Name, logo and brand were medium correlations, while Design and Beer Appearance were small correlations.

In summary, the most important dimension for a country's image was workmanship. The most important product features for beer were also features that are categorized under workmanship. The favorite countries were countries that also have very strong images for workmanship and tradition for brewing beer. The favorite beer brands mainly came from these countries. Finally, all the product features meant for the different dimensions from Roth and Romeos framework correlated positively with each other, save for taste, which everyone found to be important regardless of which dimensions they found important for the country.

Based on this the null hypothesis does seem to be valid, that countries that have favorable matches between its image the products desired features will indeed be favored by consumers.
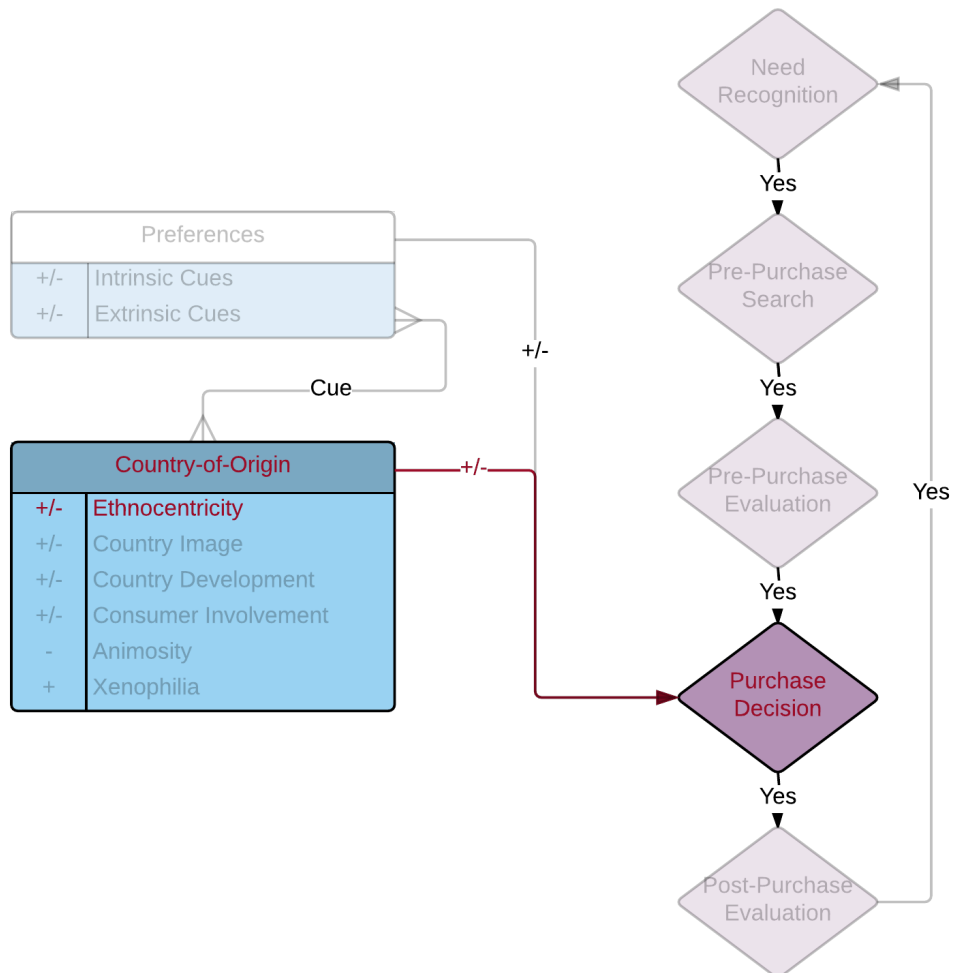
Hypothesis 3: $H_0 =$ Higher levels of ethnocentricity increase national bias creating positive national and negative international COE.

$H_1 =$ Higher levels of ethnocentricity do not increase national bias, and does not create positive national and negative international COE.

Research suggests that consumers with higher levels of ethnocentricity have higher degrees of national bias making them biased towards buying national products (Fournier, 1998, Hemmettsberger & Botschen, 1998). Furthermore, it can also cause negative bias against international products (Shimp & Sharma, 1987).

This is what the third and last hypothesis is out to test. In order to map the respondents' level of ethnocentricity a series of statements were showed to them and they were asked to agree or

disagree. These questions can be found in the appendix in either the copy of the survey or the survey results. There were 8 questions in total, all of them framed in a way where disagreement would suggest lower levels of ethnocentrism, whilst agreeing would suggest higher levels of ethnocentricity. The scale used was a 5 point Likert Scale. In order to create a useable variable for running the correlation tests and similar, an average was made out of all the questions and they were split into brackets: Low (Values 1 to 2,59), Medium (Values 2,6 to 3,39) or High (Values 3,4 to 5) levels of ethnocentricity.

Table 4.22

Ethnocentricity

		Frequency	Percent
Valid	Low	98	76,6
	Medium	25	19,5
	High	5	3,9
	Total	128	100,0

With a mean at 1,27, the level of ethnocentricity amongst the population in the survey is rather low, something which was to be expected from Norwegians, seeing as being prideful over ones own culture and negative towards others is frowned upon.

In research done by Brodowsky in 1988, lower levels of ethnocentricity caused positive bias towards foreign products.

If the hypothesis is correct and the previous research is true for this population, there should be a significant number preferring international beer and preferring international countries as COO. There should also be a positive correlation between Ethnocentricity as International Products and Countries has been coded into 1, and National products and Home Country coded into 2.

All the following questions pertaining to the preference for either national or international beer the scale used was a 5 point Likert scale ranging from 1 – Very low to 5 Very high.

In question 13 respondents were asked to what degree they preferred to purchase international beer. In order for the theory to be right about this case there should be a negative correlation between the question results and the ethnocentricity.

Table 4.23

Correlations

		International Preference
Ethnocentricity	Pearson Correlation	,077
	Sig. (2-tailed)	,388
	N	128

The results of the bivariate test shows that there is no correlation between the two, meaning that with the increase in Ethnocentrism there is not a lower level of preference for international beer.

Question 14 asked the same as 13 but for national beer.

Table 4.24

Correlations

		National Preference
Ethnocentricity	Pearson Correlation	,056
	Sig. (2-tailed)	,528
	N	128

As with the previous bivariate test, the results are that there are no correlation between Ethnocentricity and the preference for national beer, meaning the want for national beer does not increase with ethnocentrism.

For the next bivariate test, question 17 asks respondents to whether or not they would purchase national over international beer or international over national beer.

Table 4.25

Correlations

		National over International	International over National
Ethnocentricity	Pearson Correlation	,112	,090
	Sig. (2-tailed)	,211	,316
	N	126	127

Neither of these found any correlation, positive or negative, with the level of ethnocentrism.

For the next test, respondents were asked in question 18 to name which country they preferred to purchase beer from. The results where then transformed into a new variable which was either international or national, 1 and 2 respectively.

Correlations

		International or National Preference
Ethnocentricity	Pearson Correlation	,075
	Sig. (2-tailed)	,578
	N	58

A positive correlation would mean that as the ethnocentrism increased so would the preference for national products, and negative one would mean that if ethnocentrism decreases, preference for international products would increase.

As we can see, neither is the case, as there is no correlation here either.

For the final correlation test the COO of the brands respondents named as their favorites in question 22 were split into national and international brands, following the same values as the previous variable created.

Correlations

		Brand National or International Preference
Ethnocentricity	Pearson Correlation	,002
	Sig. (2-tailed)	,986
	N	67

As with the table above, a positive correlation would mean that national preference increased and if a negative correlation existed international preference would increase. No correlation was found here either.

After having correlated the level of ethnocentricity with numerous variables meant to test national and international preferences and finding no correlation it is pretty safe to say that for the surveys population, the hypothesis is incorrect, and that ethnocentrism cannot be

connected with the increased national bias, and through that a higher positive influence from COO.

But as evident by comments made by the respondents, and the tables 4.12 and 4.14 in the Country Attitude part of the analysis there is a definite national bias, it is just not connected with their level of ethnocentrism in the way that the theory suggests.

The reliability of the Country and Brand tests are somewhat questionable as not everyone decided to answer them, as evident by the N value in the tables. However, despite being significantly lower in respondents they do have value as supporting tests, and the test did agree with the others.

4.11. Criticism

No journey is without bumps in the road or completed without taking a few wrong turns, and writing a research paper is no different.

Getting it right from the get go is ideal, but rather unlikely. It has been a learning experience since the very start.

Most of the areas that could be improved in this research paper pertained in some way or another to the survey itself. The most important one is having a more intimate knowledge about IBM SPSS and how to use it. This would lead to a better-executed analysis of the survey, and a better constructed survey for that analysis. Better knowledge of SPSS would help framing questions to get the right kind of data from them, ordinal when needed, nominal when needed or interval and ratio when needed. Questions with the right kind of variables would make the analysis easier and more streamlined without having to create new variables from the results. In addition to being easier to work with it would also be less messy and less prone to inaccuracy.

One such example would be instead of having the Favorite Country question as an open question it should have been choosing from a list of pre-coded countries. While coding 40 and then some countries with values is not a lot of work in and of itself, but when adding the rather creative interpretations of how some country names are spelled it can become quite tedious and time consuming, albeit humorous. It also makes the creation of new countries impossible.

Spending more time with the survey after it being tested in the pilot tests would also have been a good idea, simply because after having read it a few times and thought about the

results some new questions occurred that would have been very nice to have the answer to for the analysis. Questions such as in what situations do they consume beer or if they ask staff about the COO, or even whether COO matters more for beer than for other alcoholic beverages they drink, would have been useful information.

Furthermore, it would have given the opportunity to see the weakness of some questions. The ethnocentrism questions, for instance, should not all have been framed the same way with each end of the Likert scale representing the same end of the ethnocentrism scale. It should have been mixed so that the answers would not snowball, meaning they would have to think more about each questions than simply answering in one end of the scale rapidly over the 8 questions.

The decision to allow respondents to skip questions might also have been the wrong one. Instead each question should have had an "I don't know", "No preference" or similar option to allow respondents to skip in a way that gives in no uncertain terms their stance on the questions. This way even if some questions, such as favorite country or least favorite country, would be more useful in that the "no preference" segment would be a value that could be used to measure and correlate with, and no assumptions would have to be made.

Another weakness is found in the age question in the demographic part, because it has no cut-off or ceiling for the age limit, so the data does not accurate reflect the near-exact age of those over 30. The reason for this oversight is that no one over the age limit was invited. But since not all the invitations to the survey was supervised by the researcher in the snowball invites, it could have occurred, however small in number and unlikely.

Another issue is that the majority of the respondents all came from the same part of Nord University: the Business school. More time should have been spent finding a way to reach out to a more diverse group of students in a more effective way.

Needless to say, it has been a learning experience, both in realizing the errors made and findings way to work around them in order to mitigate potential damage.

5. Conclusion and Implication
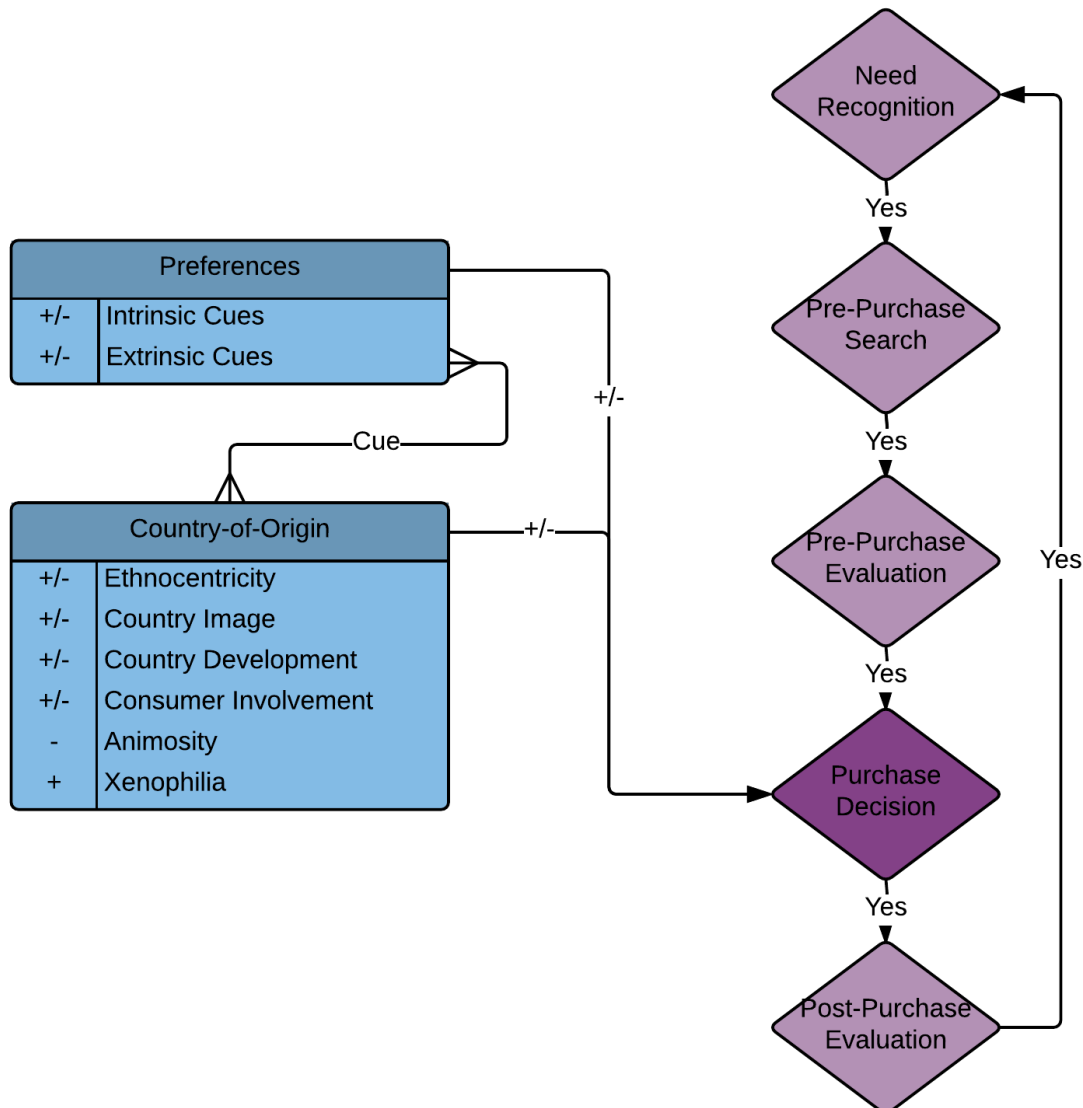
Over is the model illustrating the thesis this research paper set out to explain, which was:

"In what ways does the Country-of-Origin effect influence a consumer's purchase decision when purchasing a consumable good?"

The already existing literature explains how the Country-of-Origin is a extrinsic cue which influences a consumers evaluation of a product, and most important in this case: its purchase decision. However, previous research claims that the COO is not as important for consumers if there are intrinsic cues present.

Through ethnocentricity Country-of-Origin could either positively or negatively influence a purchase decision through affective mechanisms (Verlegh & Steenkamp, 1999) depending on if the consumer had a high or low level of ethnocentricity and purchasing a national or

international product (Brodowsky & Meilich 1988, Shrimp & Sharma 1987, Han 1988). A high ethnocentricity would impact national products positively and international negatively while low ethnocentricity would do the opposite.

A country's image could also either positively or negatively impact a consumer's evaluation and purchase decision of a product. Through cognitive mechanisms (Verlegh & Steenkamp, 1999) a consumer will infer quality of a product based on either the county's image through a halo effect or based on having tried a similar product from that country and use that as a summary construct (Han, 1988). In order to infer quality from a country's image it is important for the desired product features to match the country's image (Roth & Romeo, 1992).

Another influencing variables in the COE is the level of economical development in the COO, and much like the country image variable, this one also is viewed through cognitive mechanisms where a consumer infers quality based on observation and logic. Research shows that consumers will prefer MDCs over LDCs (Cordell, 1999) because it is assumed that a MDC is better equipped to make quality products and is also richer on skilled workers and have better infrastructure.

Consumer involvement also determined how much the COO influenced them, both positive and negative. While some maintain that low levels of involvement used COO more, others claim that higher level of involvement meant positive influence from COO.

The last two variables are the polar opposites, animosity and xenophilia. Animosity influences a consumer through both normative and affective mechanisms where either a strong personal dislike (affective) based on some personal experience related to that country or a strong political or social issue (normative) stops them from wanting to purchase products from a given country. It is always a negative influence, and targeted at a single or few countries.

On the other hand is xenophilia that, through the same mechanisms as animosity, have a strong influence in a positive nature towards a single country, or small group of countries related to each other in some way.

The three hypotheses specifically deal with COO as a cue amongst other cues, country image and ethnocentricity. They are as following:

Hypothesis 1:	$H_0 =$	The Country-of-Origin cue is less important to consumers than intrinsic cues.
Hypothesis 2:	$H_0 =$	Consumers favor products from a country whose country image favorably matches those of the desired products features
Hypothesis 3:	$H_0 =$	Higher levels of ethnocentricity increase national bias creating positive national and negative international COE.

After analyzing and discussion there results a few conclusions could be drawn, starting with a caveat.

As mentioned in the methodology part of the research paper, the population chosen for the survey was specifically younger people, and most of them students. This means that the findings will not be generalizable for the general public. It will however be a fairly accurate representation of the younger population, at the very least in Bodø, as there might be some differences in the same demographic in larger or smaller cities.

In testing the first hypothesis a very clear trend in answers appeared. Taste, texture and beer type were all very strong influencing factors according to respondents, often towering over the other cues by large margins. All of these are intrinsic cues. No situations or demographic filters made COO a stronger influence than these. Due to this, the hypothesis is concluded to be correct, which implies that if intrinsic cues are readily available, COO will not be as effective.

However, other interesting facts were uncovered while testing. First, COO was not the weakest extrinsic influence. In fact, it was just behind the strongest extrinsic cues, which was brand and price. Furthermore, it was the cue that was most influenced by interest in beer, with higher interest increasing the COO influence. This would indicate that COO is a variable that is particularly important to those who more are interested in the products, which does support the that higher involvement means higher influence from COO. The implication of this that for instance fringe or niche markets which often have specially interested users, which often means high involvement, could make good use of the COO cue. Furthermore, premium products for certain markets could do the same, as those with higher levels of interest are often the ones purchasing the premium products, while those of average or low interest are content with the regular ones.

It was also found that respondents did trust certain countries over others. This means that if COO is the only cue available it will assuredly be a deciding factor, also implying that with smaller number of cues, COO will be more important. This also is in line with the existing literature.

The second hypothesis indicated a correlation between features that the respondents found important in their products and the characteristics they found important in the COO, supporting the validity of Roth and Romeos framework. Even without national bias and ease of access being accounted for, the most favored countries and brands were COOs that have strong traditions with beer, were MDCs, have complementary characteristics with what the majority found important for beer and had the most variance in beer brands favored. This implies that companies in countries that have a country image that in some way can positively related to beer or the production of beer will benefit from using the COO in their marketing.

The opposite could be said for those with conflicting country image. Even if the reasons where not explicitly stated by respondents a clear pattern emerged in the not preferred country question, where all countries where either often disliked countries, countries with religious beliefs that prohibit the consumption of alcohol or countries of significantly low human and economical development. This would indicate that both animosity and economical development could impact product sales negatively if the COO is known. The caveat here being that the specific reasons were not given, so it might be for other reasons, something which could be interesting to research further.

Because of both of these findings the second hypothesis is concluded to be correct, a match between country image and desired product features does seem to equate COO positively influencing willingness to purchase products.

The last hypothesis was perhaps the only finding that conflicted with the existing literature. Nigh all of the respondents were of low ethnocentrism. This should have meant that international products were heavily favored, and national products disliked to various degrees. The opposite seemed to be true, in that both international and national products seem to be about evenly favored. Furthermore, a strong national bias was found in those who favored the national products, given that nearly all of the open responses conceded that they bought local or national because of patriotism or for wanting to support their countries products, even if they were of low ethnocentrism. This leads to the conclusion that the hypothesis was incorrect

and that the alternate hypothesis is valid; that ethnocentrism does not lead to increased national bias and the want for national products.

But there was a somewhat strong national bias, and a want to support local products. Given that this was the reason why people chose some products over others this implies that COO would be a very strong cue to use in local or domestic settings, and that short travelled and national products is something that should be advertised at home.

A weakness in the testing of the last hypothesis, as mentioned in the criticism chapter, is that the questions for determining ethnocentrism in the respondents could be flawed. First off they were all rather crassly framed, giving a very strong statement which could be hard for some respondents to agree with, especially given the social norms in Norway. The scale was also in the same order for all the questions, low ethnocentrism with disagreement and high ethnocentrism with agreement. Vehemently disagreeing with the first few question could cause a snowball effect making the respondents click disagree across the board. This could mean level of ethnocentrism among respondents were unusually low, meaning that the conclusion could be wrong.

Despite concluding that 2 out of 3 hypotheses be correct, and finding that COO does affect the respondents purchasing decisions, there are some things that needs to be remembered. And that that COO was still not amongst those cues that respondents favored when purchasing beer, and respondents were generally only somewhat, sometimes leaning on not, interested in the COO. Furthermore, since the survey in essence is about the COO it is easy for the respondents to get carried away and suddenly finding that COO matters more to them than it actually does because they have spent to much time reading and answering and thinking about the COO. Furthermore, the an inherit flaw with trying to measure behavior and opinions with statistical tools and analysis is that it is rather hard and often shaky at best to assign values to both opinions and behavior in order to run tests on them. They are after all opinions and behavior and they are highly subjective, and assigning objective values to them could result in inaccurate findings.

The findings does, however, seem to confirm most of the existing literature on the country-of-origin effect, and only ethnocentrism seems to not do what it says in the model created. At best, this research has contributed to strengthening existing theory, as well as pointing out some flaws in existing and possible new research areas in national bias and ethnocentrism. At

worst, it only serves as an indicator of what might be important for local beer breweries of the future in Bodø when reaching out to their market segment.

Whichever it is, the conclusion remains that the extrinsic cue Country-of-Origin does effect the consumers for good and bad. The trick for markets will be to identify which effect its own country will have on the product through analyzing which variables they have working for them and which they have working against them, and then deciding if the COO is a cue that is worth using for their products.

The thesis has been explained to the best of my ability through what has been discussed in the concluding chapter, and for the final words I would like to end the research paper with a rather good example of how country-of-origin can affect consumers. One respondent, a male with high interest in beer, gave a rather on-point and clear explanation as to why he preferred international beer to national beer. His reasons were that "…Norwegian beer could not hope to compare with international countries such as Germany when brewing beer. Just take Kronenbourg 1664 as an example…" Sure enough, the name does sound German. But the beer is French.

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Appendix

Filter Statistics and Charts

Question 1

Male: Do you drink beer?								
Answer Options	Never	Very Rarely	Rarely	Sometimes	Often	Very Often	Rating Average	Respons Count
	0	3	5	28	27	13	4,55	76
							answered question	7
							skipped question	

Question 2

Male: Level of interest in beer?		
Answer Options	Response Percent	Response Count
Very Little	1,3%	1
Little	11,8%	9
Neutral	34,2%	26
Great	32,9%	25
Very great	19,7%	15
Dont Know	0,0%	0
answered question		76
skipped question		0

Question 3

Male: Different beers tasted?		
Answer Options	Response Percent	Response Count
1-4	5,3%	4
5-10	5,3%	4
11+	84,2%	64
Dont Know	5,3%	4
answered question		76
skipped question		0

Male: How often do you try new beers?		
Answer Options	Response Percent	Response Count
Never	0,0%	0
Very Rarely	9,2%	7
Rarely	14,5%	11
Sometimes	46,1%	35
Often	21,1%	16
Very Often	9,2%	7
Dont Know	0,0%	0
answered question		76
skipped question		0

Question 5

Female: Do you drink beer?								
Answer Options	Never	Very Rarely	Rarely	Sometimes	Often	Very Often	Rating Average	Respons Count
	0	16	4	24	8	3	3,60	55
answered question								5
skipped question								

Question 6

Female: Level of interest in beer?		
Answer Options	Response Percent	Response Count
Very Little	32,7%	18
Little	12,7%	7
Neutral	38,2%	21
Great	16,4%	9
Very Great	0,0%	0
Vet ikke.	0,0%	0
answered question		55
skipped question		0

Question 7

Female: Different beers tasted?		
Answer Options	Response Percent	Response Count
1-4	23,6%	13
5-10	32,7%	18
11+	38,2%	21
Dont know	5,5%	3
answered question		55
skipped question		0

100

Female: How often do you try new beers?

Answer Options	Response Percent	Response Count
Never	12,7%	7
Very Rarely	21,8%	12
Rarely	18,2%	10
Sometimes	32,7%	18
Often	9,1%	5
Very Often	1,8%	1
Dont Know	3,6%	2
	answered question	55
	skipped question	0

Question 9

Workmanship Important: What country image is important?

Answer Options	Greatly Disagree	Disagree	Neutral	Agree	Greatly Agree	Rating Average	Response Count
"Country Image Innovation"	3	7	15	17	3	3,22	45
"Country Image Design"	10	22	4	6	2	2,27	44
"Country Image Prestige"	6	6	14	17	2	3,07	45
"Country Image Workmanship"	0	0	0	32	13	4,29	45
					answered question		45
					skipped question		0

Question 10

Workmanship Important: To what degree are these features important?

Answer Options	Very little	Little	Neutral	Great	Very	Rating Average	Response Count
Taste	1	0	0	10	34	4,69	45
Texture	1	1	8	17	18	4,11	45
Complexity	4	5	15	11	9	3,36	44
Inno. Taste	2	8	14	14	7	3,36	45
Beer Apprearance	4	7	14	16	4	3,20	45
Design Cont.	9	14	13	6	3	2,56	45
Brand	6	15	14	9	1	2,64	45
Logo	9	20	11	3	2	2,31	45
Name	8	19	11	4	2	2,39	44
Exclusivity	7	9	17	9	3	2,82	45
Rarity	8	9	16	9	3	2,78	45
Beer Type	1	3	6	21	14	3,98	45
Quality Prod.	2	1	9	18	15	3,96	45
Other							1
					answered question		45
					skipped question		0

Question 11

Prestige Important: What country image is important?							
Answer Options	Greatly Disagree	Disagree	Neutral	Agree	Greatly Agree	Rating Average	Response Count
"Country Image Innovation"	0	2	9	11	2	3,54	24
"Country Image Design"	2	9	5	5	2	2,83	23
"Country Image Prestige"	0	0	0	22	2	4,08	24
"Country Image Workmanship"	0	0	4	12	7	4,13	23
					answered question		24
					skipped question		0

Question 12

Prestige Important: To what degree are these features important?							
Answer Options	Very little	Little	Neutral	Great	Very Great	Rating Average	Response Count
Taste	0	0	0	5	19	4,79	24
Texture	0	0	5	11	8	4,13	24
Complexity	2	2	7	8	5	3,50	24
Inno. Taste	1	3	7	9	4	3,50	24
Beer Apprearance	1	6	4	11	2	3,29	24
Design Cont.	2	11	6	4	1	2,63	24
Brand	1	7	8	6	2	3,04	24
Logo	2	11	7	2	2	2,63	24
Name	2	10	7	2	2	2,65	23
Exclusivity	1	5	10	5	3	3,17	24
Rarity	2	6	7	4	5	3,17	24
Beer Type	0	2	2	13	7	4,04	24
Quality Prod.	0	0	3	11	10	4,29	24
Other							0
					answered question		24
					skipped question		0

Design Important: What country image is important?

Answer Options	Greatly Disagree	Disagree	Neutral	Agree	Greatly Agree	Rating Average	Response Count
"Country Image Innovation"	0	1	2	5	2	3,80	10
"Country Image Design"	0	0	0	8	2	4,20	10
"Country Image Prestige"	0	3	0	5	2	3,60	10
"Country Image Workmanship"	0	1	1	5	3	4,00	10
						answered question	**10**
						skipped question	**0**

Design Important: To what degree are these features important?

Answer Options	Very little	Little	Neutral	Great	Very Great	Rating Average	Response Count
Taste	1	0	0	1	8	4,50	10
Texture	0	0	1	3	6	4,50	10
Complexity	0	1	2	4	3	3,90	10
Inno. Taste	0	0	2	4	4	4,20	10
Beer Apprearance	0	1	2	5	2	3,80	10
Design Cont.	0	3	2	2	3	3,50	10
Brand	1	0	4	4	1	3,40	10
Logo	0	2	4	3	1	3,30	10
Name	1	1	4	3	1	3,20	10
Exclusivity	1	1	3	3	2	3,40	10
Rarity	1	2	3	0	4	3,40	10
Beer Type	0	1	0	5	4	4,20	10
Quality Prod.	0	0	1	3	6	4,50	10
Other							0
						answered question	**10**
						skipped question	**0**

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Innovation Important: What country image is important?

Answer Options	Greatly Disagree	Disagree	Neutral	Agree	Greatly Agree	Rating Average	Response Count
"Country Image Innovation"	0	0	0	19	3	4,14	22
"Country Image Design"	4	8	2	5	2	2,67	21
"Country Image Prestige"	2	4	3	11	2	3,32	22
"Country Image Workmanship"	0	1	1	12	8	4,23	22
					answered question		**22**
					skipped question		**0**

Innovation Important: To what degree are these features important?

Answer Options	Very little	Little	Neutral	Great	Very great	Rating Average	Response Count
Taste	0	0	0	1	21	4,95	22
Texture	0	0	1	9	12	4,50	22
Complexity	1	2	2	8	9	4,00	22
Inno. Taste	1	2	6	7	6	3,68	22
Beer Apprearance	1	3	6	9	3	3,45	22
Design Cont.	3	7	6	4	2	2,77	22
Brand	3	5	8	5	1	2,82	22
Logo	2	11	6	2	1	2,50	22
Name	3	10	6	2	1	2,45	22
Exclusivity	2	5	7	5	3	3,09	22
Rarity	2	5	8	4	3	3,05	22
Beer Type	0	2	4	9	7	3,95	22
Quality Prod.	0	0	5	8	9	4,18	22
Other							0
					answered question		**22**
					skipped question		**0**

The Survey
See First External Attachment

Descriptive Data SurveyMonkey
See Second External Attachment

Heisann!

Mitt navn er Daniel og jeg er sisteårs student på Siv.øk. linjen ved Nord Universitet, og i forbindelse med Masteroppgaven min har jeg laget en spørreundersøkelse jeg gjerne vil at du skal delta i.

Det er avgjørende for undersøkelsen og oppgaven min at jeg får så mange svar som mulig, så jeg setter vanvittig mye pris på om du kan sette av rundt 10 minutter av dagen din til å hjelpe meg med dette.

Undersøkelsen handler om forbrukeratferd ved kjøp av forbrukervarer, og i dette tilfellet øl, og hvorvidt opphavsland er en påvirkende faktor.

Undersøkelsen er og forblir helt anonym.

Tusen hjertelig takk for hjelpen, og ha en videre fin dag!

1. Drikker du øl?

Aldri	Svært sjeldent	Sjeldent	Noen ganger	Ofte	Svært ofte
○	○	○	○	○	○

2. Hvilket utsagn passer deg best når du kjøper øl?

◯ "Jeg har et favoritt øl som jeg som oftest holder meg til"

◯ "Jeg har mellom 2 til 5 forskjellige favoritt øl som jeg som oftest velger mellom"

◯ "Jeg har over 5 forskjellige favoritt øl som jeg velger mellom"

◯ "Jeg prøver ut nye typer øl hver gang jeg kjøper øl"

◯ Vet ikke.

3. Hvordan interesse har du for øl?

◯ Veldig liten

◯ Liten

◯ Nøytral

◯ Stor

◯ Veldig stor

◯ Vet ikke.

4. Hvor mange forskjellige øl har du smakt/drukket?

◯ 1-4

◯ 5-10

◯ 11+

◯ Vet ikke

5. Hvor ofte kjøper du øl du ikke har smakt før?

◯ Aldri

◯ Svært sjeldent

◯ Sjeldent

◯ Noen ganger

◯ Ofte

◯ Svært ofte

◯ Vet ikke

6. Hvor kjøper du øl?

	Aldri	Sjeldent	Av og til	Ofte	Alltid
Butikk	○	○	○	○	○
Vinmonopol	○	○	○	○	○
Restaurant	○	○	○	○	○
Bar/Utested	○	○	○	○	○

Annet (vennligst spesifiser)

[   ]

7. Når du kjøper øl ved utsalgssteder som bar, restaurant og andre utesteder, i hvilken grad er følgende faktorer viktig for valg av øl?

	Veldig liten	Liten	Noe	Stor	Veldig stor
Pris	○	○	○	○	○
Brand/Merket	○	○	○	○	○
Typen øl (e.g. lyst, mørkt, IPA, lager)	○	○	○	○	○
Smak	○	○	○	○	○
Serveringsmetode (e.g. flaske, fra tappetårn)	○	○	○	○	○
Utseende/Design	○	○	○	○	○
Logo	○	○	○	○	○
Navn	○	○	○	○	○
Opphavsland	○	○	○	○	○
Produksjonsland	○	○	○	○	○
Prestisje	○	○	○	○	○

Annet (vennligst spesifiser)

[   ]

8. Når du kjøper øl ved utsalgssteder som butikk eller vinmonopol, i hvilken grad er følgende faktorer viktig for ditt valg av øl?

	Veldig liten	Liten	Noe	Stor	Veldig stor
Pris	○	○	○	○	○
Brand/Merket	○	○	○	○	○
Typen øl (e.g. lyst, mørkt, IPA, lager)	○	○	○	○	○
Smak	○	○	○	○	○
Emballasje (e.g. flaske, boks)	○	○	○	○	○
Utseende/Design	○	○	○	○	○
Logo	○	○	○	○	○
Navn	○	○	○	○	○
Opphavsland	○	○	○	○	○
Produksjonsland	○	○	○	○	○
Prestisje	○	○	○	○	○

Annet (vennligst spesifiser)

[   ]

9. Når du kjøper øl, i hvor stor grad legger du merke til hvilket land ølet kommer fra?

	Aldri	Sjeldent	Av og til	Ofte	Alltid
Ved kjøp av øl som drikkes offentlig (e.g. Restaurant, bar)	○	○	○	○	○
Ved kjøp av øl som drikkes privat (e.g. dagligvarebutikk eller vinmonopol for konsum hjemme)	○	○	○	○	○

10. I hvilken grad sjekker du hvor ølet du kjøper kommer fra?

	Aldri	Sjeldent	Av og til	Ofte	Alltid
Ved kjøp av øl som drikkes offentlig (e.g. restaurant, bar)	○	○	○	○	○
Ved kjøp av øl som drikkes privat (e.g. middag, vorspiel)	○	○	○	○	○

11. Hvordan legger du merke til ølets opphavsland eller region ved kjøp av øl på utsalgssteder som restaurant, bar eller liknende?

	Aldri	Sjeldent	Av og til	Ofte	Alltid
Navn	○	○	○	○	○
Typen øl	○	○	○	○	○
Brand/Merket	○	○	○	○	○
Produktinformasjon på enheten	○	○	○	○	○
Logo	○	○	○	○	○
Glass/Flaske	○	○	○	○	○
Tidligere erfaring/Kjennskap	○	○	○	○	○

Annet (vennligst spesifiser)

[   ]

12. Hvordan legger du merke til ølets opphavsland eller region ved kjøp av øl på utsalgssteder som dagligvarebutikk, vinmonopol eller liknende?

	Aldri	Sjeldent	Av og til	Ofte	Alltid
Navn	○	○	○	○	○
Typen øl	○	○	○	○	○
Brand/Merket	○	○	○	○	○
Produktinformasjon på enheten	○	○	○	○	○
Logo	○	○	○	○	○
Emballasje	○	○	○	○	○
Tidligere erfaring/kjennskap	○	○	○	○	○

Annet (vennligst spesifiser)

[   ]

13. I hvilken grad foretrekker du å kjøpe utenlandsk øl?

◯ Veldig liten

◯ Liten

◯ Noen

◯ Stor

◯ Veldig stor

14. Noen årsaker denne preferansen? Gi et kortfattet svar om mulig.

15. I hvilken grad foretrekker du å kjøpe øl som kommer fra hjemlandet ditt?

◯ Veldig liten

◯ Liten

◯ Noen

◯ Stor

◯ Veldig stor

16. Noen årsaker denne preferansen? Gi et kortfattet svar om mulig.

17. I hvilken grad er du enig i disse utsagnene:

	Svært uenig	Uenig	Nøytral	Enig	Svært enig
"Jeg kjøper heller øl fra hjemlandet mitt enn fra andre land"	○	○	○	○	○
"Jeg kjøper heller øl fra andre land enn fra mitt eget"	○	○	○	○	○
"Når jeg kjøper øl stoler jeg mer på øl fra noen land enn andre"	○	○	○	○	○
"Det spiller ingen rolle hvordan land ølet kommer fra"	○	○	○	○	○

18. Er det noen land du foretrekker at ølet du kjøper skal komme fra?
Nevn fra 1 til 5 land og ranger dem etter preferanse, eller la stå tomt dersom du ikke har noen preferanser.

Land 1

Land 2

Land 3

Land 4

Land 5

19. Er det noen land du foretrekker at ølet du kjøperIKKE skal komme fra?
Nevn fra 1 til 5 land og ranger dem etter preferanse, eller la stå tomt dersom du ikke har noen preferanser.

Land 1

Land 2

Land 3

Land 4

Land 5

20. Er det noen regioner du foretrekker at ølet du kjøper skal komme fra?
Nevn fra 1 til 5 regioner og ranger dem etter preferanse, eller la stå tomt dersom du ikke har noen preferanser.

Region 1

Region 2

Region 3

21. Er det noen regioner du foretrekker at ølet du kjøper IKKE skal komme fra?
Nevn fra 1 til 5 regioner og ranger dem etter preferanse, eller la stå tomt dersom du ikke har noen preferanser.

Region 1

Region 2

Region 3

22. Har du noen favoritt øl-merker?
Nevn fra 1 til 5 merker og ranger dem etter preferanse, eller la stå tomt dersom du ikke har noen preferanser.

Øl 1

Øl 2

Øl 3

Øl 4

Øl 5

23. I hvilken grad er du opptatt av hvilket land eller region ølet kommer fra?

◯ Veldig liten

◯ Liten

◯ Noen

◯ Stor

◯ Veldig stor

24. I hvilken grad er du enig i disse utsagnene:

	Veldig uenig	Uenig	Noe enig	Enig	Veldig enig
"Det er viktig at opphavslandet til ølet er kjent og har tradisjon for å være innoverende."	○	○	○	○	○
"Det er viktig at opphavslandet til ølet er kjent og har tradisjon for å være flink med design."	○	○	○	○	○
"Det er viktig at opphavslandet til ølet er kjent og har tradisjon for prestisje."	○	○	○	○	○
"Det er viktig at opphavslandet til ølet er kjent og har tradisjon for god teknikk og håndverk."	○	○	○	○	○

25. Hvilken av disse faktorene er viktig for at du skal ha en god opplevelse når du drikker øl?

	Ikke viktig	Lite viktig	Noe viktig	Viktig	Veldig viktig
Smak	○	○	○	○	○
Tekstur/Konsistens	○	○	○	○	○
Kompleksitet	○	○	○	○	○
Nye eller spennende smaker	○	○	○	○	○
Utseende på øl	○	○	○	○	○
Utseende på flaske, boks eller glass	○	○	○	○	○
Brand/Merket	○	○	○	○	○
Logo	○	○	○	○	○
Navn	○	○	○	○	○
Eksklusivitet	○	○	○	○	○
Sjeldenhet	○	○	○	○	○
Typen øl	○	○	○	○	○
Gode råvarer	○	○	○	○	○

Annet (vennligst spesifiser)

26. Kjønn?

◯ Mann

◯ Kvinne

27. Alder?

◯ 18-20

◯ 21-24

◯ 25-29

◯ 30+

28. Nasjonalitet?

[   ]

29. Okkupasjon?

☐ Student

☐ Deltidsansatt

☐ Fulltidsansatt

☐ Ikke i arbeid

☐ Annet (vennligst spesifiser)

[   ]

30. Sosial status?

◯ Singel

◯ I forhold

◯ Samboer

◯ Gift

◯ Annet (vennligst spesifiser)

[   ]

31. Årlig inntekt?

◯ 0 - 99 999 NOK

◯ 100 000 - 199 999 NOK

◯ 200 000 - 299 999 NOK

◯ 300 000+ NOK

◯ Vet ikke.

32. I hvilken grad er du enig med disse utsagnene?

	Veldig uenig	Uenig	Noe enig	Enig	Veldig enig
"Jeg er ikke interessert i andre kulturer"	◯	◯	◯	◯	◯
"Andre kulturer burde se opp til min kultur"	◯	◯	◯	◯	◯
"Min egen kultur er mer utviklet enn andre kulturer"	◯	◯	◯	◯	◯
"Folk fra min egen kultur har generelt sett bedre livsstil en de fra andre kulturer"	◯	◯	◯	◯	◯
"Andre kulturer kunne lært mye av min kultur"	◯	◯	◯	◯	◯
"Andre kulturer har ikke mye å tilføye min kultur"	◯	◯	◯	◯	◯
"Hvis resten av verdenene hadde vært mer som min kultur hadde den vært et bedre sted"	◯	◯	◯	◯	◯
"Andre kulturer har mange rare verdier og normer"	◯	◯	◯	◯	◯

Da var undersøkelsen over og jeg vil til slutt takke deg igjen for din tid og din hjelp!

Q1 Do you drink beer?

Answered: 193   Skipped: 0
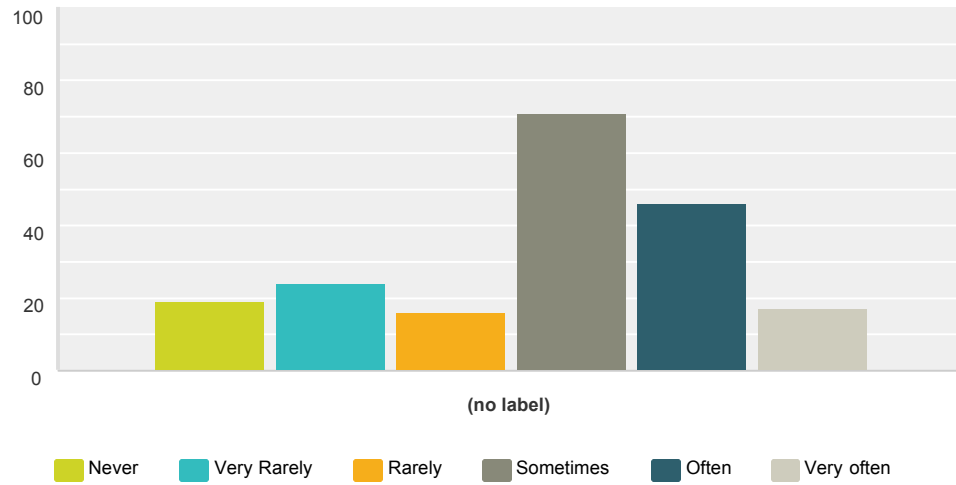
	Never	Very Rarely	Rarely	Sometimes	Often	Very often	Total	Weighted Average
(no label)	**9.84%** 19	**12.44%** 24	**8.29%** 16	**36.79%** 71	**23.83%** 46	**8.81%** 17	193	3.79

Basic Statistics				
Minimum 1.00	**Maximum** 6.00	**Median** 4.00	**Mean** 3.79	**Standard Deviation** 1.42

Q2 Beer habits: Which statement fits you best?

Answered: 172   Skipped: 21
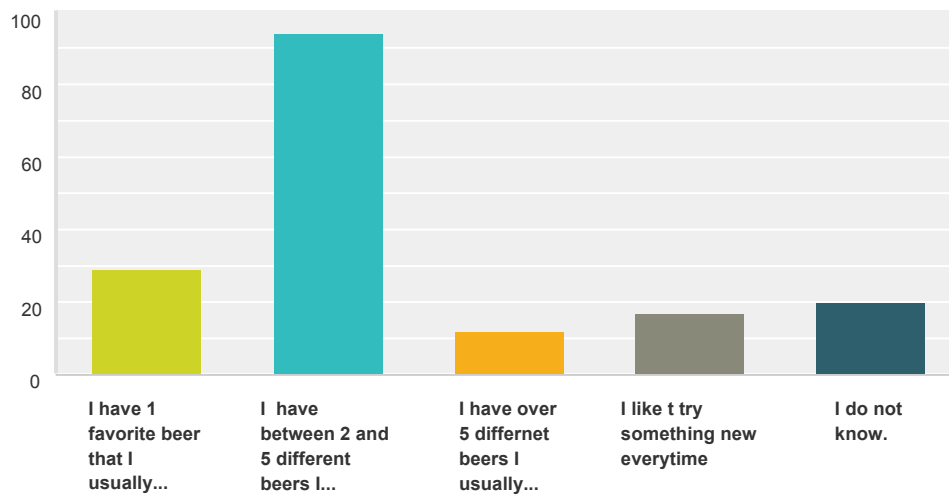
Answer Choices	Responses	
I have 1 favorite beer that I usually purchase	**16.86%**	29
I have between 2 and 5 different beers I usually purchase	**54.65%**	94
I have over 5 differnet beers I usually purchase	**6.98%**	12
I like t try something new everytime	**9.88%**	17
I do not know.	**11.63%**	20
Total		**172**

Basic Statistics				
Minimum 1.00	**Maximum** 5.00	**Median** 2.00	**Mean** 2.45	**Standard Deviation** 1.22

Q3 Beer habits: Level of interest in Beer

Answered: 172   Skipped: 21
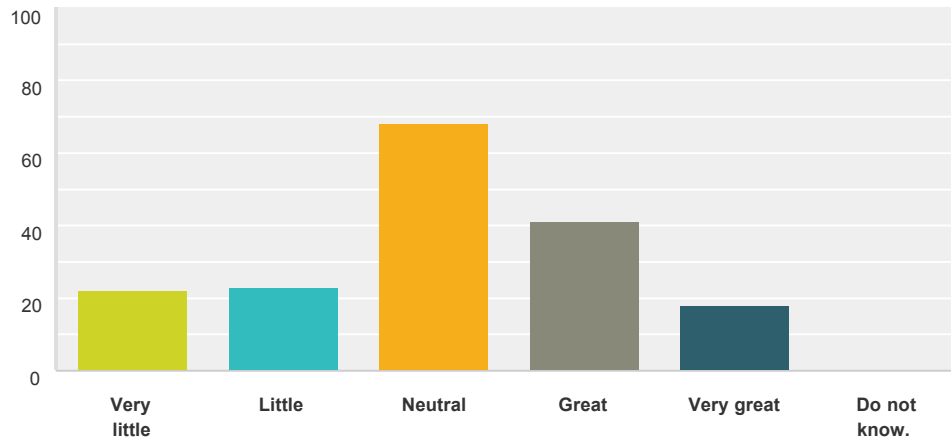
Answer Choices	Responses	
Very little	**12.79%**	22
Little	**13.37%**	23
Neutral	**39.53%**	68
Great	**23.84%**	41
Very great	**10.47%**	18
Do not know.	**0.00%**	0
Total		**172**

Basic Statistics				
Minimum	**Maximum**	**Median**	**Mean**	**Standard Deviation**
1.00	5.00	3.00	3.06	1.14

Q4 Beer habits: Different beers tasted

Answered: 172   Skipped: 21
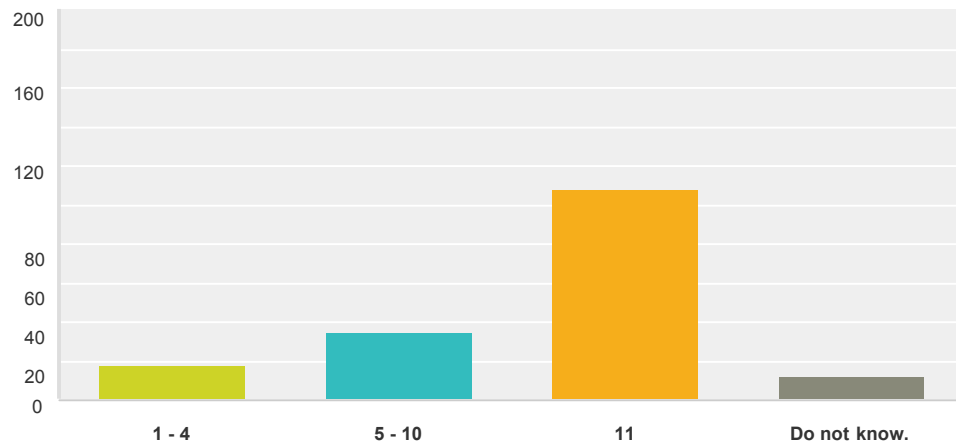
Answer Choices	Responses	
1 - 4	**10.47%**	18
5 - 10	**19.77%**	34
11	**62.79%**	108
Do not know.	**6.98%**	12
Total		**172**

Basic Statistics				
Minimum 1.00	**Maximum** 4.00	**Median** 3.00	**Mean** 2.66	**Standard Deviation** 0.76

Q5 Beer habits: How often do you try new beers?

Answered: 172   Skipped: 21
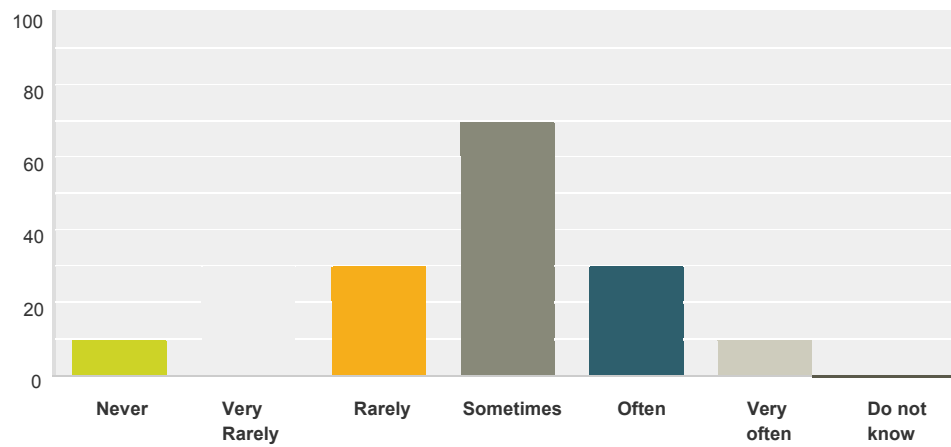
Answer Choices	Responses	
Never	**5.23%**	9
Very Rarely	**13.37%**	23
Rarely	**16.86%**	29
Sometimes	**40.12%**	69
Often	**16.86%**	29
Very often	**6.40%**	11
Do not know	**1.16%**	2
Total		**172**

Basic Statistics				
Minimum 1.00	Maximum 7.00	Median 4.00	Mean 3.74	Standard Deviation 1.28

Q6 Beer Purchase: Where do you purchase beer?

Answered: 154   Skipped: 39

	Never	Rarely	Sometimes	Often	Always	Total	Weighted Average
Grocery Store or Similar	5.19% 8	7.79% 12	14.94% 23	57.79% 89	14.29% 22	154	3.68
Vinmonopol	22.30% 33	37.84% 56	26.35% 39	12.84% 19	0.68% 1	148	2.32
Restaurant or similar	9.33% 14	28.67% 43	40.67% 61	20.00% 30	1.33% 2	150	2.75
Bar or similar	5.30% 8	11.92% 18	27.15% 41	47.02% 71	8.61% 13	151	3.42

Basic Statistics

	Minimum	Maximum	Median	Mean	Standard Deviation
Grocery Store or Similar	1.00	5.00	4.00	3.68	0.98
Vinmonopol	1.00	5.00	2.00	2.32	0.98
Restaurant or similar	1.00	5.00	3.00	2.75	0.92
Bar or similar	1.00	5.00	4.00	3.42	0.99

#	Annet (vennligst spesifiser)	Date
1	Utlandet	5/1/2016 10:22 PM
2	Systembolaget i Sverige	5/1/2016 5:07 PM
3	Kjøper på systembolaget i sverige noen ganger i året.	4/28/2016 7:59 PM
4	hjemmebrygging	4/28/2016 7:13 PM
5	hos han farj på lande, han heimbrygga<3	4/26/2016 9:18 PM

Q7 Beer Purchase: On-Trade Purchase Situation Preferences

Answered: 154   Skipped: 39
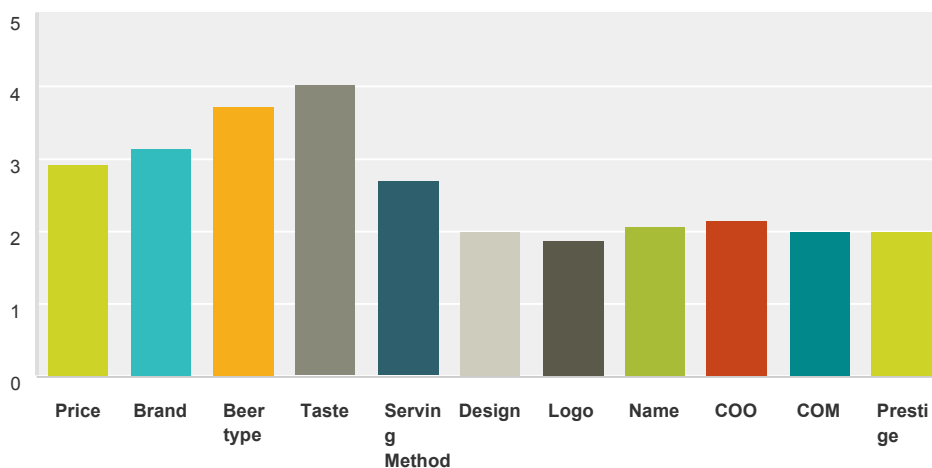
	Very little	Little	Some	Great	Very great	Total	Weighted Average
Price	**16.34%** 25	**19.61%** 30	**29.41%** 45	**24.18%** 37	**10.46%** 16	153	2.93
Brand	**4.61%** 7	**18.42%** 28	**40.79%** 62	**30.92%** 47	**5.26%** 8	152	3.14
Beer type	**3.92%** 6	**4.58%** 7	**26.80%** 41	**45.10%** 69	**19.61%** 30	153	3.72
Taste	**1.96%** 3	**2.61%** 4	**17.65%** 27	**47.06%** 72	**30.72%** 47	153	4.02
Serving Method	**18.18%** 28	**27.92%** 43	**24.68%** 38	**24.68%** 38	**4.55%** 7	154	2.69
Design	**36.36%** 56	**38.31%** 59	**14.94%** 23	**9.74%** 15	**0.65%** 1	154	2.00
Logo	**39.61%** 61	**39.61%** 61	**14.29%** 22	**5.84%** 9	**0.65%** 1	154	1.88
Name	**31.37%** 48	**37.91%** 58	**23.53%** 36	**5.88%** 9	**1.31%** 2	153	2.08
COO	**35.06%** 54	**27.92%** 43	**27.27%** 42	**6.49%** 10	**3.25%** 5	154	2.15
COM	**40.26%** 62	**30.52%** 47	**21.43%** 33	**5.84%** 9	**1.95%** 3	154	1.99
Prestige	**39.87%** 61	**32.68%** 50	**16.99%** 26	**9.15%** 14	**1.31%** 2	153	1.99

Basic Statistics					
	Minimum	Maximum	Median	Mean	Standard Deviation
Price	1.00	5.00	3.00	2.93	1.23
Brand	1.00	5.00	3.00	3.14	0.93

Beer type	1.00	5.00	4.00	3.72	0.96
Taste	1.00	5.00	4.00	4.02	0.87
Serving Method	1.00	5.00	3.00	2.69	1.16
Design	1.00	5.00	2.00	2.00	0.98
Logo	1.00	5.00	2.00	1.88	0.90
Name	1.00	5.00	2.00	2.08	0.95
COO	1.00	5.00	2.00	2.15	1.07
COM	1.00	5.00	2.00	1.99	1.01
Prestige	1.00	5.00	2.00	1.99	1.03

#	Annet (vennligst spesifiser)	Date
1	Viktigste faktor er ofte at det er noe jeg ikke har smakt før, ellers velger jeg favoritter jeg vet er gode. Bruker en applikasjon som heter Untappd for oversikt.	4/29/2016 9:58 AM
2	Smaker det godt, er jeg fornøyd.	4/28/2016 7:59 PM

Q8 Beer Purchase: Off-Trade Purchase Situation Preferences

Answered: 152   Skipped: 41
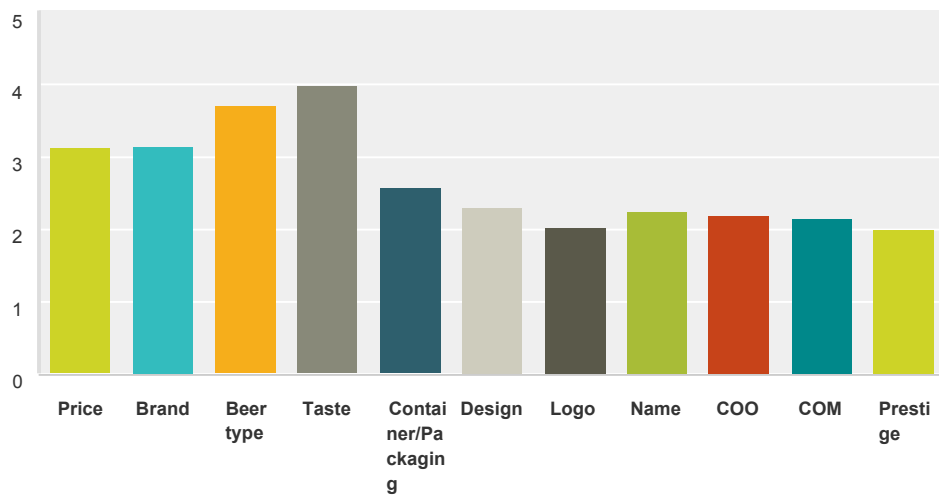
	Very little	Little	Some	Great	Very great	Total	Weighted Average
Price	8.55% 13	14.47% 22	44.74% 68	21.05% 32	11.18% 17	152	3.12
Brand	7.24% 11	14.47% 22	39.47% 60	32.24% 49	6.58% 10	152	3.16
Beer type	3.97% 6	5.30% 8	29.14% 44	41.06% 62	20.53% 31	151	3.69
Taste	2.63% 4	3.29% 5	18.42% 28	44.74% 68	30.92% 47	152	3.98
Container/Packaging	20.53% 31	25.17% 38	33.77% 51	17.88% 27	2.65% 4	151	2.57
Design	28.29% 43	30.26% 46	26.32% 40	12.50% 19	2.63% 4	152	2.31
Logo	37.33% 56	31.33% 47	24.00% 36	6.67% 10	0.67% 1	150	2.02
Name	29.14% 44	29.14% 44	30.46% 46	10.60% 16	0.66% 1	151	2.25
COO	34.87% 53	26.32% 40	26.32% 40	9.87% 15	2.63% 4	152	2.19
COM	36.18% 55	27.63% 42	24.34% 37	9.21% 14	2.63% 4	152	2.14
Prestige	40.79% 62	31.58% 48	17.76% 27	7.89% 12	1.97% 3	152	1.99

Basic Statistics					
	Minimum	Maximum	Median	Mean	Standard Deviation
Price	1.00	5.00	3.00	3.12	1.06

Brand	1.00	5.00	3.00	3.16	1.00
Beer type	1.00	5.00	4.00	3.69	0.98
Taste	1.00	5.00	4.00	3.98	0.93
Container/Packaging	1.00	5.00	3.00	2.57	1.08
Design	1.00	5.00	2.00	2.31	1.09
Logo	1.00	5.00	2.00	2.02	0.97
Name	1.00	5.00	2.00	2.25	1.01
COO	1.00	5.00	2.00	2.19	1.10
COM	1.00	5.00	2.00	2.14	1.09
Prestige	1.00	5.00	2.00	1.99	1.04

#	Annet (vennligst spesifiser)	Date
	There are no responses.	

Q9 Beer purchase: To what degree do you notice Country-of-Origin

Answered: 154   Skipped: 39
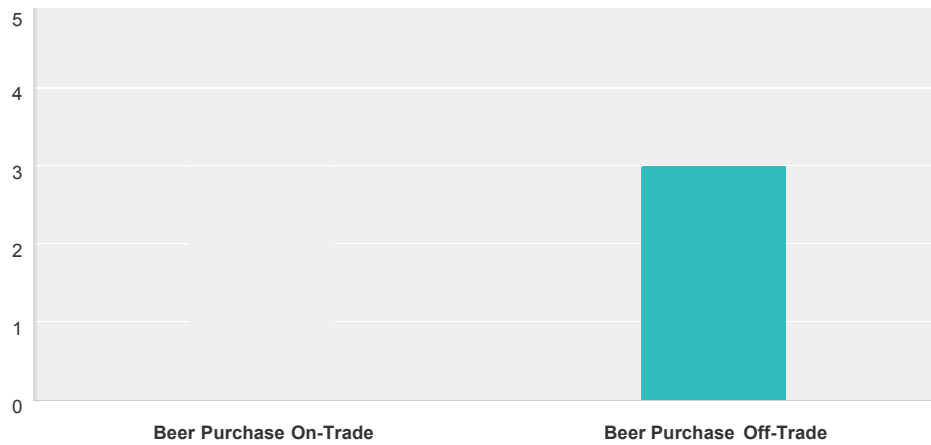
	Never	Rarely	Sometimes	Often	Always	Total	Weighted Average
Beer Purchase On-Trade	**20.26%** 31	**24.84%** 38	**28.10%** 43	**18.30%** 28	**8.50%** 13	153	2.70
Beer Purchase Off-Trade	**15.79%** 24	**23.03%** 35	**20.39%** 31	**26.32%** 40	**14.47%** 22	152	3.01

Basic Statistics

	Minimum	Maximum	Median	Mean	Standard Deviation
Beer Purchase On-Trade	1.00	5.00	3.00	2.70	1.22
Beer Purchase Off-Trade	1.00	5.00	3.00	3.01	1.31

Q10 Beer Purchase: To what degree to you check the Country-of-Origin?

Answered: 153   Skipped: 40
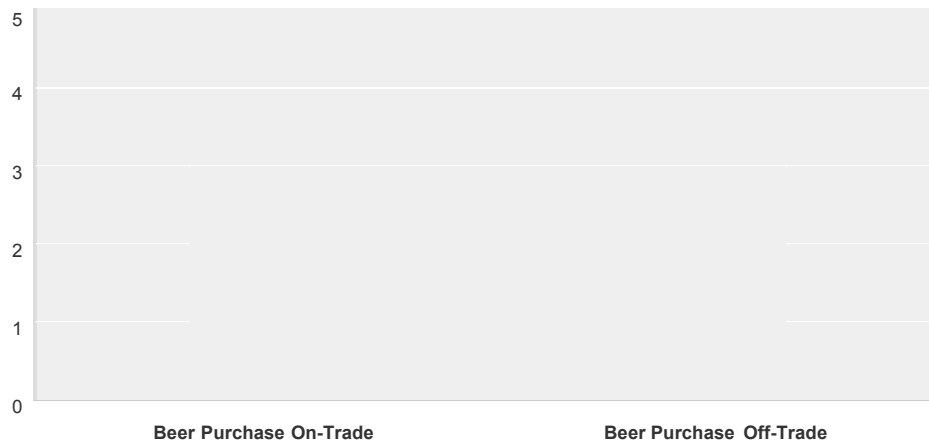
	Never	Rarely	Sometimes	Often	Always	Total	Weighted Average
Beer Purchase On-Trade	19.74% 30	33.55% 51	21.71% 33	15.79% 24	9.21% 14	152	2.61
Beer Purchase Off-Trade	15.89% 24	31.79% 48	20.53% 31	18.54% 28	13.25% 20	151	2.81

Basic Statistics					
	Minimum	Maximum	Median	Mean	Standard Deviation
Beer Purchase On-Trade	1.00	5.00	2.00	2.61	1.23
Beer Purchase Off-Trade	1.00	5.00	3.00	2.81	1.28

Q11 On-Trade Beer Purchase: How are you made aware of the Country-of-Origin?

Answered: 150   Skipped: 43
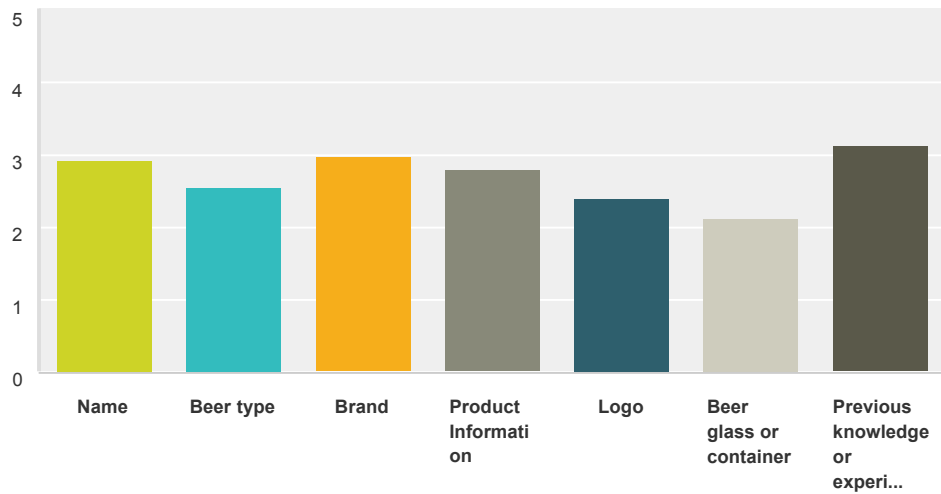
	Never	Rarely	Sometimes	Often	Always	Total	Weighted Average
Name	15.44% 23	15.44% 23	34.23% 51	30.87% 46	4.03% 6	149	2.93
Beer type	24.67% 37	22.00% 33	31.33% 47	18.00% 27	4.00% 6	150	2.55
Brand	18.00% 27	9.33% 14	36.00% 54	30.00% 45	6.67% 10	150	2.98
Product Information	18.67% 28	22.67% 34	28.67% 43	21.33% 32	8.67% 13	150	2.79
Logo	24.67% 37	27.33% 41	32.00% 48	14.00% 21	2.00% 3	150	2.41
Beer glass or container	37.33% 56	27.33% 41	22.00% 33	11.33% 17	2.00% 3	150	2.13
Previous knowledge or experience	14.00% 21	13.33% 20	26.67% 40	37.33% 56	8.67% 13	150	3.13

Basic Statistics					
	Minimum	Maximum	Median	Mean	Standard Deviation
Name	1.00	5.00	3.00	2.93	1.11
Beer type	1.00	5.00	3.00	2.55	1.16
Brand	1.00	5.00	3.00	2.98	1.17
Product Information	1.00	5.00	3.00	2.79	1.22
Logo	1.00	5.00	2.00	2.41	1.07

Beer glass or container	1.00	5.00	2.00	2.13	1.10
Previous knowledge or experience	1.00	5.00	3.00	3.13	1.18

#	Annet (vennligst spesifiser)	Date
1	Kan ingenting om øl. Liker det ikke.	5/1/2016 3:13 PM
2	En applikasjon som heter Untappd har allerede informasjon jeg trenger om de aller fleste øl.	4/29/2016 9:58 AM

Q12 Off-Trade Beer Purchase: How are you made aware of the Country-of-Origin?

Answered: 149   Skipped: 44
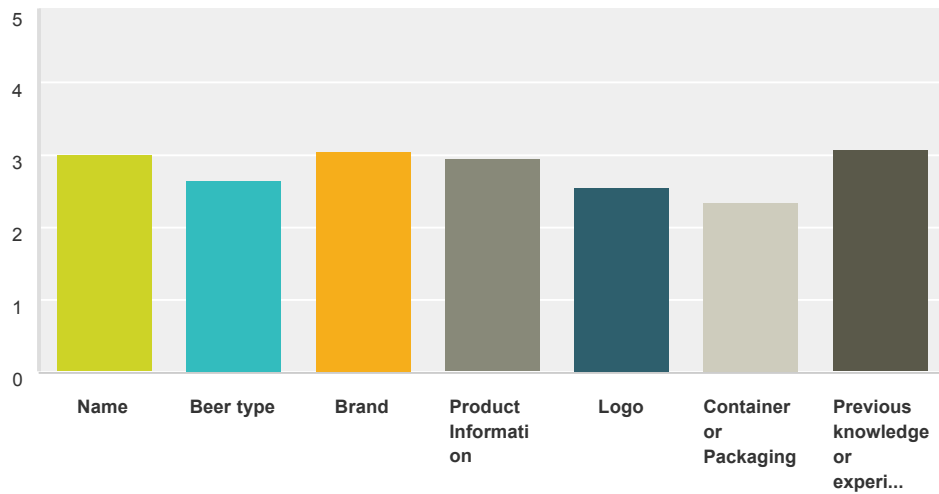
	Never	Rarely	Sometimes	Often	Always	Total	Weighted Average
Name	14.86% 22	12.84% 19	33.78% 50	33.11% 49	5.41% 8	148	3.01
Beer type	21.62% 32	21.62% 32	30.41% 45	21.62% 32	4.73% 7	148	2.66
Brand	14.97% 22	10.20% 15	36.05% 53	31.97% 47	6.80% 10	147	3.05
Product Information	19.59% 29	16.22% 24	25.68% 38	27.03% 40	11.49% 17	148	2.95
Logo	22.97% 34	21.62% 32	34.46% 51	19.59% 29	1.35% 2	148	2.55
Container or Packaging	29.73% 44	25.68% 38	25.68% 38	16.89% 25	2.03% 3	148	2.36
Previous knowledge or experience	14.86% 22	12.84% 19	30.41% 45	33.78% 50	8.11% 12	148	3.07

Basic Statistics					
	Minimum	Maximum	Median	Mean	Standard Deviation
Name	1.00	5.00	3.00	3.01	1.13
Beer type	1.00	5.00	3.00	2.66	1.17
Brand	1.00	5.00	3.00	3.05	1.14
Product Information	1.00	5.00	3.00	2.95	1.29
Logo	1.00	5.00	3.00	2.55	1.09

Container or Packaging	1.00	5.00	2.00	2.36	1.13
Previous knowledge or experience	1.00	5.00	3.00	3.07	1.17

#	Annet (vennligst spesifiser)	Date
1	Kan ingenting om øl. Liker det ikke.	5/1/2016 3:13 PM
2	Igjen, sjekker opp øl på Untappd om det ikke er øl jeg kjenner fra før eller kjenner navnet på.	4/29/2016 9:58 AM

Q13 Country Attitudes: To what degree do you prefer international beer?

Answered: 138   Skipped: 55
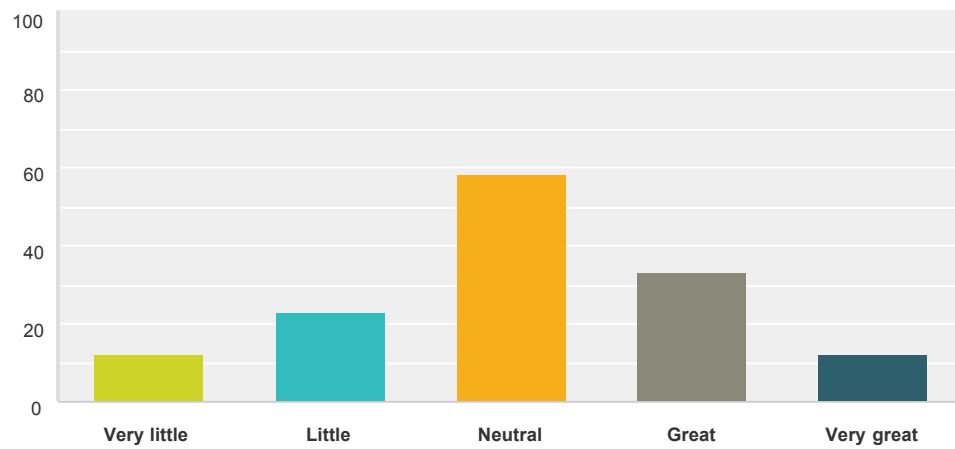
Answer Choices	Responses	
Very little	**8.70%**	12
Little	**16.67%**	23
Neutral	**42.03%**	58
Great	**23.91%**	33
Very great	**8.70%**	12
Total		**138**

Basic Statistics				
Minimum 1.00	Maximum 5.00	Median 3.00	Mean 3.07	Standard Deviation 1.05

Q14 Noen årsaker denne preferansen? Gi et kortfattet svar om mulig.

Answered: 77   Skipped: 116

#	Responses	Date
1	Synes nasjonale merker leverer bra øl. Eks. Mack Porter	5/4/2016 9:01 AM
2	Har ikke så stor interesse for øl, så det spiller egentlig ikke så stor rolle.	5/3/2016 12:43 PM
3	Smak, variasjon og kvalitet.	5/3/2016 12:01 PM
4	Mye godt øl er laget utenfor Norge	5/3/2016 11:08 AM
5	Glad i personi.	5/2/2016 10:28 PM
6	Større utvalg,Ulike smaker	5/2/2016 7:57 PM
7	Lages mye godt øl i Norge også	5/2/2016 4:16 PM
8	Vet ikke	5/2/2016 3:24 PM
9	Tidligere erfaringer	5/2/2016 1:48 PM
10	Liker ikke øl.	5/2/2016 11:32 AM
11	Norsk hveteøl kan ikke måles med feks tysk på smak. 1664 blanc, trenger ikke forklaring!	5/2/2016 10:30 AM
12	Har smakt det meste fra Norge, så må prøve noe nytt. Pluss utenlandsk er som regel bedre.	5/2/2016 9:23 AM
13	Fornøyd med norskprodusert øl, men liker også å prøve nye merker.	5/2/2016 2:21 AM
14	Livet er for kort til å kun smake Bådin.	5/2/2016 1:38 AM
15	Flere typer øl det blir produsert lite av i Norge. Eks. belgisk dobbel/ trippel. Mye øl som selges i Norge er utenlandsk.	5/1/2016 11:25 PM
16	God smak	5/1/2016 10:23 PM
17	God på smak	5/1/2016 8:05 PM
18	Smak og kvalitet.	5/1/2016 6:28 PM
19	Vet ikke	5/1/2016 5:12 PM
20	Prøve noe nytt. Finne noe godt.	5/1/2016 4:20 PM
21	Helt tilfeldig	5/1/2016 3:52 PM
22	Når jeg reiser liker jeg det	5/1/2016 3:19 PM
23	Kjøper aldri øl.	5/1/2016 3:15 PM
24	Det jeg føler for der og da. Samme om det er norsk eller utenlands	4/29/2016 9:37 PM
25	Kult med noe utelandsk, men de er gjerne litt dyrere enn norsk øl	4/29/2016 6:01 PM
26	liker både utenlandsk og norsk øl	4/29/2016 4:47 PM
27	Spennende med noe nytt	4/29/2016 2:39 PM
28	God smak	4/29/2016 1:36 PM
29	Spennende og nytt	4/29/2016 12:33 PM
30	Belgisk øl er en favoritt, men craftbeer (håndverksøl)-revolusjonen har gjort at de aller fleste land, også Norge, lager god øl. Les: mikrobryggerier, f.eks Nøgne Ø, Kinn osv	4/29/2016 10:05 AM
31	Det er ofte billigst.	4/29/2016 8:58 AM
32	Godt norskt øl kommer oftest fra mikrobryggerier. Da er prisene også ofte latterlige, og da blir det utenlandsk øl for meg.	4/29/2016 3:20 AM
33	Finnland har god øl	4/28/2016 10:33 PM

34	Bedre smak	4/28/2016 10:24 PM
35	Syns norsk øl er best	4/28/2016 10:19 PM
36	God på smak	4/28/2016 10:14 PM
37	Ønsker å smake forskjellige typer øl	4/28/2016 10:01 PM
38	Peroni	4/28/2016 9:39 PM
39	Enkelte øl fra utlandet har en egen spesiell smak jeg liker godt.	4/28/2016 9:36 PM
40	Er ikke glad i mack. Mye godt øl fra utlandet.	4/28/2016 8:53 PM
41	Handler i Hemavan, Sverige	4/28/2016 8:19 PM
42	Norsk øl er ofte kjedelig og monotont. Andre land har ofte mange spennende variasjoner.	4/28/2016 8:04 PM
43	I am used to drink English/irish beers	4/28/2016 7:58 PM
44	Kjøper det jeg liker, og noen av favorittene er utenlandsk.	4/28/2016 7:39 PM
45	Pris	4/28/2016 7:36 PM
46	spennende	4/28/2016 7:16 PM
47	Nei	4/28/2016 7:11 PM
48	Er veldig glad i norsk øl, så jeg kjøper stort sett det - med mindre jeg faktisk er i utlandet. Da tester jeg fort mye forskjellig øl. :)	4/27/2016 8:48 PM
49	Smake mest mulig. Har app Untappd som jeg registrerer alt jeg smaker	4/27/2016 6:46 PM
50	Nye smaker, andre råvarer.	4/27/2016 6:42 PM
51	Ofte mer spennende smaker	4/27/2016 6:35 PM
52	Ønsker å støtte norsk produksjon av øl. Miljøhensyn.	4/27/2016 6:32 PM
53	Ikke så stor fan av øl, derfor er smak viktigst – så lenge det produseres etisk og rettferdig har landet lite å si.	4/27/2016 6:24 PM
54	Prøve noe nytt.	4/27/2016 6:12 PM
55	Utenlandsk øl er som regel bedre enn store norske bryggerier.	4/27/2016 2:43 PM
56	Liker å prøve forskjellige	4/27/2016 5:20 AM
57	Hvis landet har tradisjon for å lage godt øl	4/27/2016 1:20 AM
58	Liker å utforske nye smaker av øl, uavhengig av opphav.	4/26/2016 11:55 PM
59	Noen utenlandske øl er bedre enn norske.	4/26/2016 11:14 PM
60	Liten interesse.	4/26/2016 11:12 PM
61	Foretrekker å kjøpe øl fra land man har besøkt eller befiner seg i.	4/26/2016 9:24 PM
62	Tar ofte de billigste	4/26/2016 4:15 PM
63	Spiller ikke så stor rolle, men noen land har bedre øl enn andre	4/24/2016 8:00 PM
64	Jeg er avhengig av å få tak i glutenfritt øl, og dette begrenser utvalget en god del.	4/22/2016 2:30 PM
65	Prøvd mestparten i Norge, og blir laget mye artig øl rundt omkring i Europa	4/21/2016 11:56 AM
66	Jeg er student, så min økonomi begrenser min valgfrihet	4/21/2016 11:22 AM
67	Ønsker lokalt øl	4/21/2016 9:14 AM
68	Spiller egentlig ikke så stor rolle, smaken som er viktig!	4/21/2016 12:29 AM
69	Ønsker å støtte opp om lokalproduksjon.	4/20/2016 10:34 PM
70	Smak, merke	4/20/2016 9:33 PM
71	Eventyrlysten	4/20/2016 7:23 PM
72	Mye godt norsk øl! Mikrobryggerier osv.	4/20/2016 7:11 PM
73	De jeg har funnet som smaker best.	4/20/2016 7:00 PM

74	Liker å teste øl fra hele verden ??	4/20/2016 6:32 PM
75	Liker witbier for eks, som er et belgisk øl. Kan gjerne kjøpe norsk, men trur Belgia er flinkere på det enn nordmenn.	4/20/2016 5:22 PM
76	Det er fordi når jeg ønsker å prøve noe nytt så vil jeg gjerne at det er fra et mytt land. Hver gang jeg besøker et nytt øand vil jeg også smake på lokale produkter.	4/20/2016 4:56 PM
77	Liker å prøve ulike typer øl.	4/20/2016 11:31 AM

Q15 Country Attitudes: To what degree do you prefer national beer?

Answered: 138   Skipped: 55
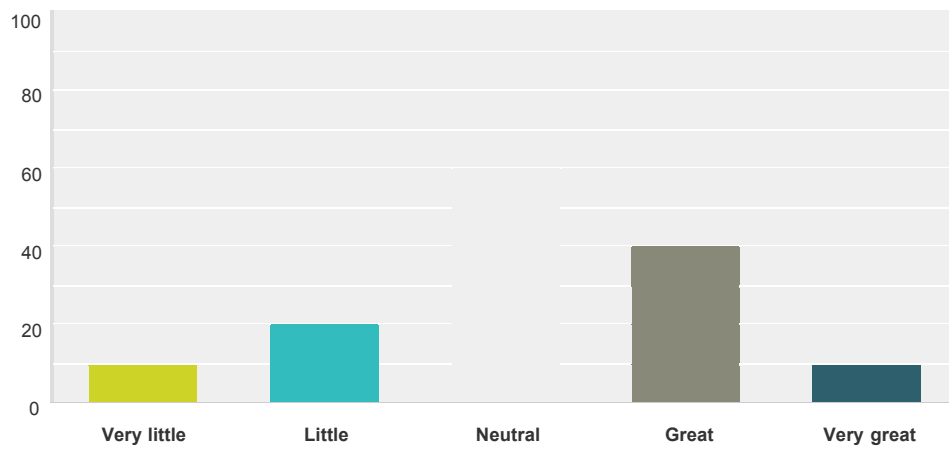
Answer Choices	Responses	
Very little	**7.25%**	10
Little	**15.94%**	22
Neutral	**39.86%**	55
Great	**29.71%**	41
Very great	**7.25%**	10
Total		**138**

Basic Statistics				
Minimum 1.00	Maximum 5.00	Median 3.00	Mean 3.14	Standard Deviation 1.01

Q16 Noen årsaker denne preferansen? Gi et kortfattet svar om mulig.

Answered: 63   Skipped: 130

#	Responses	Date
1	Samme som 14, spiller ingen rolle.	5/3/2016 12:43 PM
2	Kvalitet, smak.	5/3/2016 12:01 PM
3	Veldig glad i nordlandspils.	5/2/2016 10:28 PM
4	Lages mye godt øl i Norge	5/2/2016 4:16 PM
5	Vet ikke	5/2/2016 3:24 PM
6	Tidligere erfaringer	5/2/2016 1:48 PM
7	Liker ikke øl.	5/2/2016 11:32 AM
8	Ikke samme smaksopplevelse som ØL fra utlandet.	5/2/2016 10:30 AM
9	Det handler litt om lokal patriotisme. Og det har de siste årene blitt mer fokus på kvalitet. Nøgne Ø, Ægir, Lervig lager mye bra.	5/1/2016 11:25 PM
10	God smak	5/1/2016 10:23 PM
11	God på smak	5/1/2016 8:05 PM
12	Smak,kvalitet og tilgjengelighet.	5/1/2016 6:28 PM
13	Liker best Mack.	5/1/2016 5:51 PM
14	Spiller liten rolle bare det er godt	5/1/2016 4:20 PM
15	patriotisme	5/1/2016 3:52 PM
16	Kjøper aldri øl,	5/1/2016 3:15 PM
17	Samme som over, det jeg føler for.	4/29/2016 9:37 PM
18	God pris, noe man har kjennskap til	4/29/2016 6:01 PM
19	liker øl fra hjembyen min	4/29/2016 4:47 PM
20	Jojal t de lokale	4/29/2016 2:39 PM
21	Kjennskap til og smak	4/29/2016 1:36 PM
22	Flere mikrobryggerier i Norge lager veldig god øl.	4/29/2016 10:05 AM
23	Liker å handle kortreist og lokalt.	4/29/2016 8:58 AM
24	ingen formening	4/28/2016 10:33 PM
25	Nasjonal følelse. Er dansk, dansk ØL er en del av kulturen.	4/28/2016 10:24 PM
26	Smak og vane	4/28/2016 10:19 PM
27	God på smak	4/28/2016 10:14 PM
28	Georgisk og russisk øl har ikke så god smak og kvalitett	4/28/2016 10:01 PM
29	"ttrygt godt og billig"	4/28/2016 9:39 PM
30	Vet ikke.	4/28/2016 9:36 PM
31	Noe godt øl fra Norge også.	4/28/2016 8:53 PM
32	Samme som forrige svar, Hemavan	4/28/2016 8:19 PM
33	I am from Finland/ cannot find Finnish beer here :)	4/28/2016 7:58 PM
34	Pris	4/28/2016 7:36 PM

35	spennende	4/28/2016 7:16 PM
36	Nei	4/28/2016 7:11 PM
37	Jeg liker å støtte opp under nasjonale og lokale trender og produkter. Også er det jo godt da. :)	4/27/2016 8:48 PM
38	Norge vokser med håndkraftsbryggeri så det er masse spennende å smake på	4/27/2016 6:46 PM
39	Kjøper stortsett øl fra tappekran, altså det lokale ølmerket	4/27/2016 6:36 PM
40	Vet hva man får	4/27/2016 6:35 PM
41	Ønsker å støtte norske og lokale arbeidsplasser. Bra med lokale bryggerier og små bryggerier lager bedre smakende øl.	4/27/2016 6:32 PM
42	Alltid fint å kunne støtte lokale bedrifter.	4/27/2016 6:24 PM
43	Mikrobryggerier i Norge lager fantastisk godt øl	4/27/2016 2:43 PM
44	Norsk øl er godt	4/27/2016 5:20 AM
45	Mye bra fra Norge. Og liker å støtte opp mot det lokale.	4/27/2016 1:20 AM
46	Se svar over.	4/26/2016 11:55 PM
47	Kjøper helst øl fra hjemstedet.	4/26/2016 11:14 PM
48	Fra Nordland, så ei Nordlandspils drikkes jo stolt.	4/26/2016 11:12 PM
49	støtte opp om lokalt.	4/26/2016 9:24 PM
50	Tar det billigste	4/26/2016 4:15 PM
51	Greit å støtte lokalt	4/24/2016 8:00 PM
52	Jeg er avhengig av å få tak i glutenfritt øl, og dette begrenser utvalget en god del.	4/22/2016 2:30 PM
53	Prøvd det meste. Skal jeg på vors kjøper jeg som regel en norsk sekser. Skal jeg bare drikke en øl for å kose meg en lørdag, kjøper jeg som regel artigere øl på polet	4/21/2016 11:56 AM
54	Jeg tenker at godt øl er godt øl, uansett hvor det kommer fra.	4/21/2016 11:22 AM
55	støtte opp om lokal produksjon	4/21/2016 9:14 AM
56	Jeg kan alltid smak russiske ol, so jeg prover a kjope noe andre	4/20/2016 11:32 PM
57	Ønsker å støtte opp om lokalproduksjon.	4/20/2016 10:34 PM
58	Eventyrlysten	4/20/2016 7:23 PM
59	De smaker ikke like godt.	4/20/2016 7:00 PM
60	Viktig å teste lokalt norsk brygg	4/20/2016 6:32 PM
61	Liker å støtte opp nasjonalt, og spesielt lokalt. Bruker ofte å kjøpe Bådin på utesteder pga jeg både liker ølet og vil støtte opp lokalt.	4/20/2016 5:22 PM
62	Dersom jeg vil gå for noe safe velger jeg gjerne norsk øl da jeg vet hvordan det smaker.	4/20/2016 4:56 PM
63	Det er mye godt mikroøl i Norge, og bra utvalg på polet.	4/20/2016 11:31 AM

Q17 Country Attitudes: Do you agree with the following statements?

Answered: 137 Skipped: 56
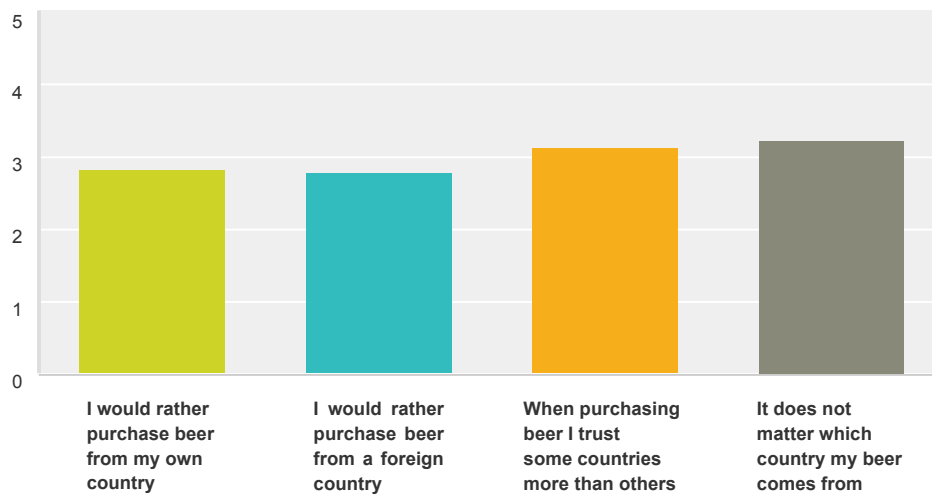
	Greatly disagree	Disagree	Neutral	Agree	Greatly agree	Total	Weighted Average
I would rather purchase beer from my own country	9.56% 13	22.79% 31	49.26% 67	11.76% 16	6.62% 9	136	2.83
I would rather purchase beer from a foreign country	9.49% 13	21.90% 30	53.28% 73	13.14% 18	2.19% 3	137	2.77
When purchasing beer I trust some countries more than others	6.57% 9	13.87% 19	45.99% 63	27.74% 38	5.84% 8	137	3.12
It does not matter which country my beer comes from	7.30% 10	21.90% 30	30.66% 42	21.90% 30	18.25% 25	137	3.22

Basic Statistics					
	Minimum	Maximum	Median	Mean	Standard Deviation
I would rather purchase beer from my own country	1.00	5.00	3.00	2.83	0.98
I would rather purchase beer from a foreign country	1.00	5.00	3.00	2.77	0.87
When purchasing beer I trust some countries more than others	1.00	5.00	3.00	3.12	0.95
It does not matter which country my beer comes from	1.00	5.00	3.00	3.22	1.19

Q18 Er det noen land du foretrekker at ølet du kjøper skal komme fra?Nevn fra 1 til 5 land og ranger dem etter preferanse, eller la stå tomt dersom du ikke har noen preferanser.

Answered: 61   Skipped: 132

Answer Choices	Responses	
Land 1	100.00%	61
Land 2	93.44%	57
Land 3	86.89%	53
Land 4	75.41%	46
Land 5	59.02%	36

#	Land 1	Date
1	Belgia	5/3/2016 12:01 PM
2	Tsjekkia	5/3/2016 11:08 AM
3	Norge	5/2/2016 10:28 PM
4	Tyskland	5/2/2016 7:57 PM
5	Norge	5/2/2016 4:16 PM
6	Norge	5/2/2016 1:48 PM
7	Tyskland	5/2/2016 10:30 AM
8	Tyskland	5/2/2016 9:23 AM
9	Norge	5/2/2016 2:21 AM
10	Deutschland	5/2/2016 1:38 AM
11	Belgia	5/1/2016 11:25 PM
12	Tyskland	5/1/2016 8:05 PM
13	Norge	5/1/2016 7:32 PM
14	Norge	5/1/2016 5:51 PM
15	Danmark	5/1/2016 5:12 PM
16	Norge	5/1/2016 5:10 PM
17	norge	5/1/2016 3:52 PM
18	Norge	5/1/2016 3:25 PM
19	Belgia	5/1/2016 3:05 PM
20	norge	4/29/2016 4:47 PM
21	Sverige	4/29/2016 2:39 PM
22	Jamica	4/29/2016 2:37 PM
23	Norge	4/29/2016 1:36 PM
24	Danmark	4/29/2016 12:54 PM
25	Japan	4/29/2016 12:33 PM

#		Date
26	Belgia	4/29/2016 10:05 AM
27	Norge	4/29/2016 7:41 AM
28	Mexico	4/29/2016 12:40 AM
29	Belgia	4/28/2016 10:24 PM
30	Norge	4/28/2016 10:19 PM
31	Danmark	4/28/2016 10:14 PM
32	Tyskland	4/28/2016 10:01 PM
33	Tsjekkia	4/28/2016 8:53 PM
34	Irland	4/28/2016 8:04 PM
35	U.K.	4/28/2016 7:58 PM
36	Nederland	4/28/2016 7:39 PM
37	Norge	4/28/2016 7:37 PM
38	Mexico	4/28/2016 7:17 PM
39	Norge	4/28/2016 7:12 PM
40	Mexico	4/28/2016 7:11 PM
41	Norge	4/27/2016 8:48 PM
42	Belgia	4/27/2016 6:46 PM
43	Norge	4/27/2016 6:32 PM
44	Norge	4/27/2016 6:12 PM
45	Tsjekkia	4/27/2016 6:03 PM
46	Belgia	4/27/2016 2:43 PM
47	USA	4/27/2016 1:20 AM
48	Norge	4/26/2016 11:14 PM
49	norge	4/26/2016 9:24 PM
50	Tyskland	4/24/2016 8:00 PM
51	England	4/21/2016 11:56 AM
52	Belgia	4/21/2016 11:22 AM
53	Chech Republic	4/20/2016 11:32 PM
54	Norge	4/20/2016 10:34 PM
55	Norge	4/20/2016 7:11 PM
56	Tsjekkia	4/20/2016 6:32 PM
57	Belgia	4/20/2016 5:22 PM
58	Ireland	4/20/2016 5:21 PM
59	Danmark	4/20/2016 5:18 PM
60	Tyskland	4/20/2016 4:56 PM
61	Belgia	4/20/2016 11:31 AM
#	Land 2	Date
1	Tsjekkia	5/3/2016 12:01 PM
2	Tyskland	5/3/2016 11:08 AM
3	Italia	5/2/2016 10:28 PM
4	Danmark	5/2/2016 7:57 PM

5	Danmark	5/2/2016 4:16 PM
6	USA	5/2/2016 1:48 PM
7	Frankrike	5/2/2016 10:30 AM
8	Tjekkia	5/2/2016 9:23 AM
9	Danmark	5/2/2016 2:21 AM
10	Thai	5/2/2016 1:38 AM
11	Norge	5/1/2016 11:25 PM
12	Danmark	5/1/2016 8:05 PM
13	Danmark	5/1/2016 7:32 PM
14	Finland	5/1/2016 5:51 PM
15	Tyskland	5/1/2016 5:12 PM
16	Irland	5/1/2016 5:10 PM
17	irland	5/1/2016 3:52 PM
18	Tyskland	5/1/2016 3:25 PM
19	Tyskland	5/1/2016 3:05 PM
20	nederland	4/29/2016 4:47 PM
21	Belgia	4/29/2016 2:39 PM
22	Tyskland	4/29/2016 2:37 PM
23	Sverige	4/29/2016 1:36 PM
24	Sverige	4/29/2016 12:54 PM
25	Vietnam	4/29/2016 12:33 PM
26	Norge	4/29/2016 10:05 AM
27	Usa	4/29/2016 7:41 AM
28	Thailand	4/29/2016 12:40 AM
29	Danmark	4/28/2016 10:24 PM
30	Danmark	4/28/2016 10:19 PM
31	Nederland	4/28/2016 10:14 PM
32	Tsjekia	4/28/2016 10:01 PM
33	Usa	4/28/2016 8:53 PM
34	Tyskland	4/28/2016 8:04 PM
35	Norge	4/28/2016 7:58 PM
36	Polen	4/28/2016 7:39 PM
37	Sverige	4/28/2016 7:12 PM
38	Tyskland	4/28/2016 7:11 PM
39	Tyskland	4/27/2016 8:48 PM
40	Norge	4/27/2016 6:46 PM
41	Sverige	4/27/2016 6:32 PM
42	Tyksland	4/27/2016 6:12 PM
43	Belgia	4/27/2016 6:03 PM
44	Tsjekkia	4/27/2016 2:43 PM
45	Belgia	4/27/2016 1:20 AM

#		Date
46	England	4/26/2016 11:14 PM
47	nederland	4/26/2016 9:24 PM
48	Belgia	4/24/2016 8:00 PM
49	Belgia	4/21/2016 11:56 AM
50	Norway	4/20/2016 11:32 PM
51	Danmark	4/20/2016 7:11 PM
52	Tyskland	4/20/2016 6:32 PM
53	Tyskland	4/20/2016 5:22 PM
54	Tyskland	4/20/2016 5:21 PM
55	Mexico	4/20/2016 5:18 PM
56	Belgia	4/20/2016 4:56 PM
57	USA	4/20/2016 11:31 AM
#	**Land 3**	**Date**
1	Nederland	5/3/2016 12:01 PM
2	Norge	5/3/2016 11:08 AM
3	Tyskland	5/2/2016 10:28 PM
4	Mexico	5/2/2016 7:57 PM
5	Belgia	5/2/2016 4:16 PM
6	Belgia	5/2/2016 1:48 PM
7	Italia	5/2/2016 10:30 AM
8	Danmark	5/2/2016 9:23 AM
9	Tyskland	5/2/2016 2:21 AM
10	USA	5/2/2016 1:38 AM
11	Tyskland	5/1/2016 11:25 PM
12	Norge	5/1/2016 8:05 PM
13	Holland	5/1/2016 7:32 PM
14	Danmark	5/1/2016 5:51 PM
15	Sverige	5/1/2016 5:12 PM
16	Ungarn	5/1/2016 5:10 PM
17	Tsjekkia	5/1/2016 3:25 PM
18	Norge	5/1/2016 3:05 PM
19	england	4/29/2016 4:47 PM
20	Estland	4/29/2016 2:39 PM
21	Spania	4/29/2016 2:37 PM
22	Belgia	4/29/2016 1:36 PM
23	Nederland	4/29/2016 12:54 PM
24	Korea	4/29/2016 12:33 PM
25	USA	4/29/2016 10:05 AM
26	Mexico	4/29/2016 7:41 AM
27	Tyskland	4/29/2016 12:40 AM
28	Tyskland	4/28/2016 10:24 PM

#		Date
29	Sverige	4/28/2016 10:19 PM
30	Tyskland	4/28/2016 10:14 PM
31	Sverge	4/28/2016 10:01 PM
32	Nederland	4/28/2016 8:53 PM
33	Sverige	4/28/2016 8:04 PM
34	Ireland	4/28/2016 7:58 PM
35	Usa	4/28/2016 7:12 PM
36	Norge	4/28/2016 7:11 PM
37	England	4/27/2016 6:46 PM
38	Irland	4/27/2016 6:32 PM
39	Danmark	4/27/2016 6:12 PM
40	Tyskland	4/27/2016 6:03 PM
41	Nederland	4/27/2016 2:43 PM
42	Storbritania	4/27/2016 1:20 AM
43	Danmark	4/26/2016 11:14 PM
44	thailand	4/26/2016 9:24 PM
45	Nederland	4/24/2016 8:00 PM
46	Norge	4/21/2016 11:56 AM
47	Tyskland	4/20/2016 7:11 PM
48	Nederland	4/20/2016 6:32 PM
49	Danmark	4/20/2016 5:22 PM
50	Czech Republic	4/20/2016 5:21 PM
51	Irland	4/20/2016 5:18 PM
52	Danmark	4/20/2016 4:56 PM
53	Norge	4/20/2016 11:31 AM
#	**Land 4**	**Date**
1	Danmark	5/3/2016 12:01 PM
2	Belgia	5/3/2016 11:08 AM
3	Hellas	5/2/2016 10:28 PM
4	Thailand	5/2/2016 7:57 PM
5	Irland	5/2/2016 4:16 PM
6	Belgia	5/2/2016 10:30 AM
7	Belgia	5/2/2016 9:23 AM
8	Mexico	5/2/2016 1:38 AM
9	Tjekkia	5/1/2016 11:25 PM
10	Sverige	5/1/2016 8:05 PM
11	Usa	5/1/2016 7:32 PM
12	Nederland	5/1/2016 5:51 PM
13	Thailand	5/1/2016 5:12 PM
14	Spania	5/1/2016 3:25 PM
15	india	4/29/2016 4:47 PM

#	Land	Date
16	Thailand	4/29/2016 2:37 PM
17	Estland	4/29/2016 1:36 PM
18	Belgia	4/29/2016 12:54 PM
19	Australia	4/29/2016 12:33 PM
20	Nederland	4/29/2016 10:05 AM
21	Nederland	4/29/2016 7:41 AM
22	Norge	4/29/2016 12:40 AM
23	Østerrike	4/28/2016 10:24 PM
24	Tyskland	4/28/2016 10:19 PM
25	Norge	4/28/2016 10:14 PM
26	USA	4/28/2016 10:01 PM
27	Norge	4/28/2016 8:53 PM
28	Tsjekkia	4/28/2016 8:04 PM
29	Finland	4/28/2016 7:58 PM
30	Spania	4/28/2016 7:12 PM
31	USA	4/27/2016 6:32 PM
32	India	4/27/2016 6:12 PM
33	Italia	4/27/2016 6:03 PM
34	Frankrike	4/27/2016 2:43 PM
35	Norge	4/27/2016 1:20 AM
36	Tyskland	4/26/2016 11:14 PM
37	danmark	4/26/2016 9:24 PM
38	Usa	4/24/2016 8:00 PM
39	Tsjekkia	4/21/2016 11:56 AM
40	Polen	4/20/2016 7:11 PM
41	Danmark	4/20/2016 6:32 PM
42	Nederland	4/20/2016 5:22 PM
43	Danmark	4/20/2016 5:21 PM
44	Norge	4/20/2016 5:18 PM
45	Storbritannia	4/20/2016 4:56 PM
46	Nederland	4/20/2016 11:31 AM

#	Land 5	Date
1	Tyskland	5/3/2016 12:01 PM
2	Spania	5/2/2016 10:28 PM
3	England	5/2/2016 7:57 PM
4	Tsjekkia	5/2/2016 4:16 PM
5	Norge	5/2/2016 10:30 AM
6	England	5/2/2016 9:23 AM
7	Sveits	5/2/2016 1:38 AM
8	Usa	5/1/2016 11:25 PM
9	Hellas	5/1/2016 8:05 PM

10	Tyskland	5/1/2016 7:32 PM
11	USA	5/1/2016 5:51 PM
12	Norge	5/1/2016 5:12 PM
13	USA	5/1/2016 3:25 PM
14	frankrike	4/29/2016 4:47 PM
15	Norge	4/29/2016 2:37 PM
16	Norge	4/29/2016 12:54 PM
17	Danmark	4/29/2016 10:05 AM
18	Nederland	4/28/2016 10:24 PM
19	Storbritannia	4/28/2016 10:19 PM
20	Norge	4/28/2016 10:01 PM
21	Belgia	4/28/2016 8:53 PM
22	Norge	4/28/2016 8:04 PM
23	Belgium	4/28/2016 7:58 PM
24	Mexico	4/27/2016 6:12 PM
25	England	4/27/2016 6:03 PM
26	Danmark	4/27/2016 2:43 PM
27	Italia	4/27/2016 1:20 AM
28	amerika	4/26/2016 9:24 PM
29	Norge	4/24/2016 8:00 PM
30	Tyskland	4/21/2016 11:56 AM
31	Tsjekkia	4/20/2016 7:11 PM
32	Brasil	4/20/2016 6:32 PM
33	Tjekkia	4/20/2016 5:22 PM
34	Belgia	4/20/2016 5:21 PM
35	Nederland	4/20/2016 5:18 PM
36	Australia	4/20/2016 4:56 PM

Q19 Er det noen land du foretrekker at ølet du kjøper IKKE skal komme fra?Nevn fra 1 til 5 land og ranger dem etter preferanse, eller la stå tomt dersom du ikke har noen preferanser.

Answered: 26   Skipped: 167

Answer Choices	Responses	
Land 1	100.00%	26
Land 2	34.62%	9
Land 3	23.08%	6
Land 4	19.23%	5
Land 5	15.38%	4

#	Land 1	Date
1	Land som kanskje ikke stiller like høye krav til tryggheten av produktet.	5/3/2016 12:43 PM
2	Frankirke	5/3/2016 12:01 PM
3	Mexico	5/2/2016 4:16 PM
4	Nord-Korea	5/2/2016 1:48 PM
5	Thailand	5/2/2016 2:21 AM
6	Spania	5/1/2016 11:25 PM
7	Land underlagt handelsboikott	5/1/2016 10:23 PM
8	Mexico	5/1/2016 5:51 PM
9	Polen	5/1/2016 3:25 PM
10	England	4/29/2016 2:39 PM
11	England	4/29/2016 1:36 PM
12	USA	4/29/2016 12:33 PM
13	Land som ikke produserer øl?	4/28/2016 10:33 PM
14	Russland	4/28/2016 10:01 PM
15	Russland	4/28/2016 8:04 PM
16	Nigeria	4/28/2016 7:37 PM
17	USA	4/27/2016 6:46 PM
18	Tromsøland	4/27/2016 6:03 PM
19	Mexico	4/27/2016 5:20 AM
20	U.S.A.	4/26/2016 11:55 PM
21	TROMS-land.	4/26/2016 11:14 PM
22	svergie	4/26/2016 9:24 PM
23	USA	4/21/2016 11:56 AM
24	Nord korea	4/21/2016 11:22 AM
25	Amerika	4/20/2016 5:22 PM

26	Russland	4/20/2016 5:21 PM
#	**Land 2**	**Date**
1	Polen	5/3/2016 12:01 PM
2	Kina	5/2/2016 1:48 PM
3	Portugal	5/1/2016 11:25 PM
4	Ukraina	5/1/2016 3:25 PM
5	Russland	4/29/2016 1:36 PM
6	Georgia	4/28/2016 10:01 PM
7	USA	4/28/2016 8:04 PM
8	Chad	4/28/2016 7:37 PM
9	Saudi Arabia	4/21/2016 11:22 AM
#	**Land 3**	**Date**
1	Eritrea	5/2/2016 1:48 PM
2	Mexico	5/1/2016 11:25 PM
3	Russland	5/1/2016 3:25 PM
4	Frankrike	4/28/2016 10:01 PM
5	Vietnam	4/28/2016 8:04 PM
6	Russland	4/28/2016 7:37 PM
#	**Land 4**	**Date**
1	Syria	5/2/2016 1:48 PM
2	Slovakia	5/1/2016 3:25 PM
3	Italia	4/28/2016 10:01 PM
4	Japan	4/28/2016 8:04 PM
5	Malaysia	4/28/2016 7:37 PM
#	**Land 5**	**Date**
1	Afghanistan	5/2/2016 1:48 PM
2	Litauen	5/1/2016 3:25 PM
3	Poland	4/28/2016 10:01 PM
4	Georgia	4/28/2016 7:37 PM

Q20 Er det noen regioner du foretrekker at ølet du kjøper skal komme fra?Nevn fra 1 til 5 regioner og ranger dem etter preferanse, eller la stå tomt dersom du ikke har noen preferanser.

Answered: 29   Skipped: 164

Answer Choices	Responses	
Region 1	100.00%	29
Region 2	55.17%	16
Region 3	31.03%	9

#	Region 1	Date
1	Flanderen (Nord-Belgia)	5/3/2016 12:01 PM
2	Pilzen	5/3/2016 11:08 AM
3	Nordland	5/2/2016 10:28 PM
4	Europa	5/2/2016 1:48 PM
5	Europa	5/2/2016 10:30 AM
6	Trøndelag	5/2/2016 2:21 AM
7	Europa	5/1/2016 6:28 PM
8	Europa	5/1/2016 5:51 PM
9	Bayern	5/1/2016 5:12 PM
10	Nord norge	5/1/2016 5:10 PM
11	Trondheim	5/1/2016 3:25 PM
12	Bergen	4/29/2016 9:37 PM
13	Norden	4/29/2016 2:39 PM
14	Gotland	4/29/2016 1:36 PM
15	Sverige	4/29/2016 12:54 PM
16	Liker å kjøpe lokalt øl der jeg er	4/29/2016 10:05 AM
17	Nord-Norge	4/29/2016 8:58 AM
18	Europa	4/28/2016 10:24 PM
19	Øst-Europa	4/28/2016 10:01 PM
20	Lofoten	4/27/2016 6:46 PM
21	Nordland	4/27/2016 6:32 PM
22	Europa	4/27/2016 6:12 PM
23	Europa	4/26/2016 11:55 PM
24	Hjem kommunen (Nordland)	4/26/2016 11:14 PM
25	norden	4/26/2016 9:24 PM
26	Vest europe	4/24/2016 8:00 PM
27	Europa	4/21/2016 11:56 AM

28	Sentral Europa	4/21/2016 11:22 AM
29	Nordland/Troms	4/20/2016 7:11 PM
#	**Region 2**	**Date**
1	Bayern	5/3/2016 11:08 AM
2	USA	5/2/2016 1:48 PM
3	Asia	5/2/2016 10:30 AM
4	Oslo	5/2/2016 2:21 AM
5	Asia	5/1/2016 6:28 PM
6	Copenhagen	5/1/2016 5:12 PM
7	Nordland	5/1/2016 3:25 PM
8	Australia	4/29/2016 2:39 PM
9	Trøndelag	4/29/2016 1:36 PM
10	Nederland	4/29/2016 12:54 PM
11	Vest-Europa	4/28/2016 10:01 PM
12	Asia	4/27/2016 6:12 PM
13	Asia	4/26/2016 11:55 PM
14	asia	4/26/2016 9:24 PM
15	Nord Amerika	4/21/2016 11:22 AM
16	Oslo	4/20/2016 7:11 PM
#	**Region 3**	**Date**
1	Nord-Amerika	5/2/2016 10:30 AM
2	Sør-Amerika	5/1/2016 6:28 PM
3	Nordland	4/29/2016 1:36 PM
4	Danmark	4/29/2016 12:54 PM
5	Nordland	4/28/2016 10:01 PM
6	Sør-amerika	4/27/2016 6:12 PM
7	sentral europa	4/26/2016 9:24 PM
8	Asia	4/21/2016 11:22 AM
9	Sogn og Fjordane	4/20/2016 7:11 PM

Q21 Er det noen regioner du foretrekker at ølet du kjøper IKKE skal komme fra?Nevn fra 1 til 5 regioner og ranger dem etter preferanse, eller la stå tomt dersom du ikke har noen preferanser.

Answered: 15   Skipped: 178

Answer Choices	Responses	
Region 1	**100.00%**	15
Region 2	**33.33%**	5
Region 3	**20.00%**	3

#	Region 1	Date
1	Isbjørn	5/2/2016 10:28 PM
2	Midtøsten	5/2/2016 1:48 PM
3	Afrika	5/2/2016 10:30 AM
4	Asia	5/1/2016 5:51 PM
5	Hellas	5/1/2016 5:10 PM
6	Oslo	5/1/2016 3:25 PM
7	Afrika	4/29/2016 2:39 PM
8	Asia	4/28/2016 10:24 PM
9	Asia	4/28/2016 10:01 PM
10	Østland	4/28/2016 7:37 PM
11	Oslo	4/27/2016 6:32 PM
12	Troms	4/26/2016 11:14 PM
13	oseania	4/26/2016 9:24 PM
14	Midt østen	4/24/2016 8:00 PM
15	Midtøsten	4/21/2016 11:22 AM

#	Region 2	Date
1	Russland	5/1/2016 5:10 PM
2	Bærum	5/1/2016 3:25 PM
3	Afrika	4/28/2016 10:01 PM
4	midtøsten	4/26/2016 9:24 PM
5	Latin amerika	4/24/2016 8:00 PM

#	Region 3	Date
1	Asker	5/1/2016 3:25 PM
2	Sør-Amerika	4/28/2016 10:01 PM
3	afrika	4/26/2016 9:24 PM

Q22 Har du noen favoritt øl-merker?Nevn fra 1 til 5 merker og ranger dem etter preferanse, eller la stå tomt dersom du ikke har noen preferanser.

Answered: 72   Skipped: 121

Answer Choices	Responses	
Øl 1	**100.00%**	72
Øl 2	**91.67%**	66
Øl 3	**83.33%**	60
Øl 4	**58.33%**	42
Øl 5	**43.06%**	31

#	Øl 1	Date
1	Mack porter	5/4/2016 9:01 AM
2	Westvleteren	5/3/2016 12:01 PM
3	Hansa Premium	5/3/2016 11:08 AM
4	Nordlands	5/2/2016 10:28 PM
5	Heineken	5/2/2016 7:57 PM
6	Nordlands pils	5/2/2016 4:16 PM
7	Kona Brewing Co.	5/2/2016 1:48 PM
8	Tuborg	5/2/2016 11:03 AM
9	Erdinger	5/2/2016 10:30 AM
10	Erdinger - tysk	5/2/2016 9:23 AM
11	Frydenlund	5/2/2016 2:21 AM
12	Singha	5/2/2016 1:38 AM
13	Lervig	5/1/2016 11:25 PM
14	Nordlandspils	5/1/2016 8:05 PM
15	Hansa IPA	5/1/2016 7:32 PM
16	Mack	5/1/2016 5:51 PM
17	Carlsberg	5/1/2016 5:12 PM
18	Isbjørn	5/1/2016 5:10 PM
19	guinnes	5/1/2016 3:52 PM
20	Brewdog	5/1/2016 3:50 PM
21	Heineken	5/1/2016 3:25 PM
22	Millers	5/1/2016 3:19 PM
23	Duvel	5/1/2016 3:05 PM
24	Hansa	4/29/2016 9:37 PM
25	Carlsberg	4/29/2016 6:01 PM
26	mack	4/29/2016 4:47 PM

27	Klostergården tradisjonsbryggeri	4/29/2016 2:39 PM
28	Thai	4/29/2016 2:37 PM
29	Hvete øl fra gotland	4/29/2016 1:36 PM
30	Heineken	4/29/2016 12:54 PM
31	Sagion	4/29/2016 12:33 PM
32	Westmalle	4/29/2016 10:05 AM
33	Carlsberg	4/29/2016 8:58 AM
34	Nordlandspils	4/29/2016 7:41 AM
35	Edelweiss weissbier lys	4/28/2016 10:24 PM
36	Mack isbjørn (pris og lyst)	4/28/2016 10:19 PM
37	Carlsberg	4/28/2016 10:14 PM
38	Corona	4/28/2016 10:01 PM
39	Singha	4/28/2016 9:36 PM
40	Pilsner urquell	4/28/2016 8:53 PM
41	Guinness	4/28/2016 8:04 PM
42	Smithwichs	4/28/2016 7:58 PM
43	Pokal	4/28/2016 7:37 PM
44	Grolsch	4/28/2016 7:36 PM
45	Nordlandspils	4/28/2016 7:18 PM
46	Corona	4/28/2016 7:11 PM
47	Dahls	4/27/2016 8:48 PM
48	Nordlandspils	4/27/2016 8:10 PM
49	Nøgne ø	4/27/2016 6:46 PM
50	Dahls	4/27/2016 6:36 PM
51	Nøgne Ø	4/27/2016 6:32 PM
52	Cobra	4/27/2016 6:12 PM
53	Brooklyn Brewery	4/27/2016 2:43 PM
54	Banks	4/27/2016 5:20 AM
55	Westvleteren 12	4/27/2016 1:20 AM
56	Stella	4/26/2016 11:14 PM
57	nordlands	4/26/2016 9:24 PM
58	Corona	4/25/2016 9:54 PM
59	Nordlands	4/24/2016 8:00 PM
60	Rignes Lite	4/22/2016 2:30 PM
61	Bådin	4/21/2016 9:14 AM
62	Nordlandspils	4/21/2016 12:29 AM
63	Corona	4/20/2016 11:50 PM
64	Bådin	4/20/2016 10:34 PM
65	Mack	4/20/2016 7:11 PM
66	Nordlandspils	4/20/2016 5:28 PM
67	Bådin	4/20/2016 5:22 PM

#		Date
68	Krucovice	4/20/2016 5:21 PM
69	guinness	4/20/2016 5:18 PM
70	Pure blond	4/20/2016 4:56 PM
71	Heineken	4/20/2016 4:55 PM
72	Kinn	4/20/2016 11:31 AM
#	**Øl 2**	**Date**
1	Kronenburg blanc	5/4/2016 9:01 AM
2	Leffe	5/3/2016 12:01 PM
3	Peroni	5/2/2016 10:28 PM
4	Isbjørn	5/2/2016 7:57 PM
5	Hansa	5/2/2016 4:16 PM
6	Nøgne Ø	5/2/2016 1:48 PM
7	Corona	5/2/2016 11:03 AM
8	1664	5/2/2016 10:30 AM
9	Reign in citra - amerikansk	5/2/2016 9:23 AM
10	Mack	5/2/2016 2:21 AM
11	Heineken	5/2/2016 1:38 AM
12	Trippel karmilet	5/1/2016 11:25 PM
13	Heineken	5/1/2016 8:05 PM
14	Brooklyn IPA	5/1/2016 7:32 PM
15	Hansa	5/1/2016 5:51 PM
16	Tuborg	5/1/2016 5:12 PM
17	Mack	5/1/2016 5:10 PM
18	Brooklyn	5/1/2016 3:50 PM
19	Dahls	5/1/2016 3:25 PM
20	Ringnes	5/1/2016 3:19 PM
21	7fjell	5/1/2016 3:05 PM
22	Heineken	4/29/2016 6:01 PM
23	stella artois	4/29/2016 4:47 PM
24	Gotlands bryggeri	4/29/2016 2:39 PM
25	Red stripe	4/29/2016 2:37 PM
26	Alstadberger	4/29/2016 1:36 PM
27	Tuborg	4/29/2016 12:54 PM
28	Gold	4/29/2016 12:33 PM
29	Rochefort	4/29/2016 10:05 AM
30	Nordlandspils	4/29/2016 8:58 AM
31	Frydenlund	4/29/2016 7:41 AM
32	Leffe (Belgia)	4/28/2016 10:24 PM
33	Tuborg (vane)	4/28/2016 10:19 PM
34	Heineken	4/28/2016 10:14 PM
35	Isbjørn	4/28/2016 10:01 PM

36	1664 Blanc	4/28/2016 9:36 PM
37	Budweiser	4/28/2016 8:53 PM
38	Norrlands Guld	4/28/2016 8:04 PM
39	Stella Artois	4/28/2016 7:58 PM
40	Seidel	4/28/2016 7:37 PM
41	IPA	4/28/2016 7:36 PM
42	Carlsberg	4/28/2016 7:18 PM
43	Carlsberg	4/28/2016 7:11 PM
44	Arendals	4/27/2016 8:48 PM
45	Guinness	4/27/2016 8:10 PM
46	Erdinger	4/27/2016 6:46 PM
47	Kronenbourg 1664	4/27/2016 6:36 PM
48	Brew Dog	4/27/2016 6:32 PM
49	Corona	4/27/2016 6:12 PM
50	Grolsch	4/27/2016 2:43 PM
51	Austmann Kaffeporter	4/27/2016 5:20 AM
52	Sierra Nevada Pale Ale	4/27/2016 1:20 AM
53	Nordlandspils	4/26/2016 11:14 PM
54	grolsch	4/26/2016 9:24 PM
55	Bayern	4/24/2016 8:00 PM
56	Saxon	4/22/2016 2:30 PM
57	Peroni	4/21/2016 12:29 AM
58	Isbjørn	4/20/2016 11:50 PM
59	Ringnes	4/20/2016 7:11 PM
60	Corona	4/20/2016 5:28 PM
61	Corona	4/20/2016 5:22 PM
62	Staropramen	4/20/2016 5:21 PM
63	corona	4/20/2016 5:18 PM
64	Tuborg	4/20/2016 4:56 PM
65	Aas	4/20/2016 4:55 PM
66	Brussel Beer Project	4/20/2016 11:31 AM

#	Øl 3	Date
1	Brookly brownale	5/4/2016 9:01 AM
2	Duvel	5/3/2016 12:01 PM
3	Carlsberg	5/2/2016 10:28 PM
4	Corona	5/2/2016 7:57 PM
5	Guinness	5/2/2016 4:16 PM
6	Ringnes	5/2/2016 1:48 PM
7	Peroni	5/2/2016 10:30 AM
8	Sarek - svensk	5/2/2016 9:23 AM
9	Becks	5/2/2016 1:38 AM

10	brooklyn	5/1/2016 11:25 PM
11	Norrlands guld	5/1/2016 8:05 PM
12	Ringnes	5/1/2016 7:32 PM
13	Tuborg	5/1/2016 5:51 PM
14	Hansa	5/1/2016 5:12 PM
15	Nøgne ø	5/1/2016 3:50 PM
16	Lade gards pilsner	5/1/2016 3:25 PM
17	Tuborg	5/1/2016 3:19 PM
18	Erdinger	5/1/2016 3:05 PM
19	Isbjørn	4/29/2016 6:01 PM
20	sol	4/29/2016 4:47 PM
21	Ægir	4/29/2016 2:39 PM
22	Mack	4/29/2016 2:37 PM
23	Nordlandspils	4/29/2016 1:36 PM
24	Norrlans guld	4/29/2016 12:54 PM
25	Chang	4/29/2016 12:33 PM
26	Nøgne Ø	4/29/2016 10:05 AM
27	Rignes	4/29/2016 8:58 AM
28	Corona	4/29/2016 7:41 AM
29	Tuborg	4/28/2016 10:24 PM
30	Bayer (mer smak)	4/28/2016 10:19 PM
31	Mack	4/28/2016 10:14 PM
32	San miguel	4/28/2016 9:36 PM
33	Nordlands	4/28/2016 8:53 PM
34	Kilkenny	4/28/2016 8:04 PM
35	Karhu (Finland)	4/28/2016 7:58 PM
36	Bare	4/28/2016 7:37 PM
37	Carlsberg	4/28/2016 7:36 PM
38	Tuborg	4/28/2016 7:18 PM
39	Nordlandspils	4/28/2016 7:11 PM
40	Hansa	4/27/2016 8:48 PM
41	Hansa Pilsner	4/27/2016 8:10 PM
42	Christiansand bryggeri	4/27/2016 6:46 PM
43	Corona	4/27/2016 6:36 PM
44	Ægir	4/27/2016 6:32 PM
45	Aas	4/27/2016 6:12 PM
46	Chimay	4/27/2016 2:43 PM
47	Still smokin Bådin	4/27/2016 5:20 AM
48	Alesmith Speedway Stout	4/27/2016 1:20 AM
49	Newcastle	4/26/2016 11:14 PM
50	singha	4/26/2016 9:24 PM

51	Heineken	4/24/2016 8:00 PM
52	Carlsberg	4/21/2016 12:29 AM
53	Tuborg	4/20/2016 7:11 PM
54	Guiness	4/20/2016 5:28 PM
55	Mack Witbier	4/20/2016 5:22 PM
56	Carlsberg	4/20/2016 5:21 PM
57	Heineken	4/20/2016 5:18 PM
58	Heineken	4/20/2016 4:56 PM
59	Frydenlund	4/20/2016 4:55 PM
60	Nøgne Ø	4/20/2016 11:31 AM
#	Øl 4	Date
1	Stella Artois	5/3/2016 12:01 PM
2	Mythos	5/2/2016 10:28 PM
3	Kilkenny	5/2/2016 7:57 PM
4	Brooklyn	5/2/2016 4:16 PM
5	Brooklyn	5/2/2016 10:30 AM
6	Bernard svetly lezak - tsjekkisk	5/2/2016 9:23 AM
7	Corona	5/2/2016 1:38 AM
8	Staropramen	5/1/2016 11:25 PM
9	Heinecken	5/1/2016 7:32 PM
10	Heineken	5/1/2016 5:51 PM
11	Mariestads	5/1/2016 5:12 PM
12	Pilsner urquel	5/1/2016 3:25 PM
13	Hansa	5/1/2016 3:19 PM
14	Dahls	5/1/2016 3:05 PM
15	peroni	4/29/2016 4:47 PM
16	Warsteiner	4/29/2016 2:37 PM
17	Nordlands	4/29/2016 12:54 PM
18	Kinn	4/29/2016 10:05 AM
19	Tuborg	4/29/2016 8:58 AM
20	Grolch	4/29/2016 7:41 AM
21	Paulainer	4/28/2016 10:24 PM
22	IPA (for nytens skyld)	4/28/2016 10:19 PM
23	Carlsberg	4/28/2016 9:36 PM
24	Stella	4/28/2016 8:53 PM
25	Frydenlund	4/28/2016 8:04 PM
26	Nøgne Ø	4/28/2016 7:37 PM
27	Nordlandspils	4/28/2016 7:36 PM
28	Brooklyn Scirachi Ace	4/27/2016 8:10 PM
29	O'Haras	4/27/2016 6:32 PM
30	Hansa	4/27/2016 6:12 PM

#		Date
31	Kronenbourg	4/27/2016 2:43 PM
32	Ægir Naglfare	4/27/2016 5:20 AM
33	Founders Breakfast Stout	4/27/2016 1:20 AM
34	Frydenlund bayer	4/26/2016 11:14 PM
35	chang	4/26/2016 9:24 PM
36	Corona	4/21/2016 12:29 AM
37	Nøgne Ø	4/20/2016 7:11 PM
38	Ægir	4/20/2016 5:28 PM
39	Lvivske	4/20/2016 5:21 PM
40	Carlsberg	4/20/2016 5:18 PM
41	Kriek	4/20/2016 4:56 PM
42	Tuborg	4/20/2016 4:55 PM
#	**Øl 5**	**Date**
1	Frydenlund	5/3/2016 12:01 PM
2	Estrella	5/2/2016 10:28 PM
3	Ringnes	5/2/2016 7:57 PM
4	Stella	5/2/2016 4:16 PM
5	Carlsberg sort gull - dansk	5/2/2016 9:23 AM
6	Kald Nordlands	5/2/2016 1:38 AM
7	Duvel	5/1/2016 11:25 PM
8	Lapin Kulta	5/1/2016 5:51 PM
9	Peroni	5/1/2016 5:12 PM
10	Tuborg	5/1/2016 3:25 PM
11	Carlsberg	5/1/2016 3:19 PM
12	efes	4/29/2016 4:47 PM
13	San miguel	4/29/2016 2:37 PM
14	Hansa pilsner	4/29/2016 12:54 PM
15	Lofotpils	4/29/2016 10:05 AM
16	Erdinger	4/28/2016 10:24 PM
17	Corona	4/28/2016 8:53 PM
18	Carlsberg	4/28/2016 8:04 PM
19	Nordlands	4/28/2016 7:37 PM
20	Tuborg	4/28/2016 7:36 PM
21	Bådin 8013 Black Ipa	4/27/2016 8:10 PM
22	Smithwicks	4/27/2016 6:32 PM
23	Peroni	4/27/2016 6:12 PM
24	La trappe	4/27/2016 2:43 PM
25	Red stripe	4/27/2016 5:20 AM
26	Uerige Dobbelsticke	4/27/2016 1:20 AM
27	carlsberg	4/26/2016 9:24 PM
28	Ægir	4/21/2016 12:29 AM

29	Haandbryggeriet	4/20/2016 7:11 PM
30	Stella Artois	4/20/2016 5:21 PM
31	Norlands pils	4/20/2016 4:55 PM

Q23 Country Attitudes: To what degree are you concerned with Country-of-Origin?

Answered: 134   Skipped: 59
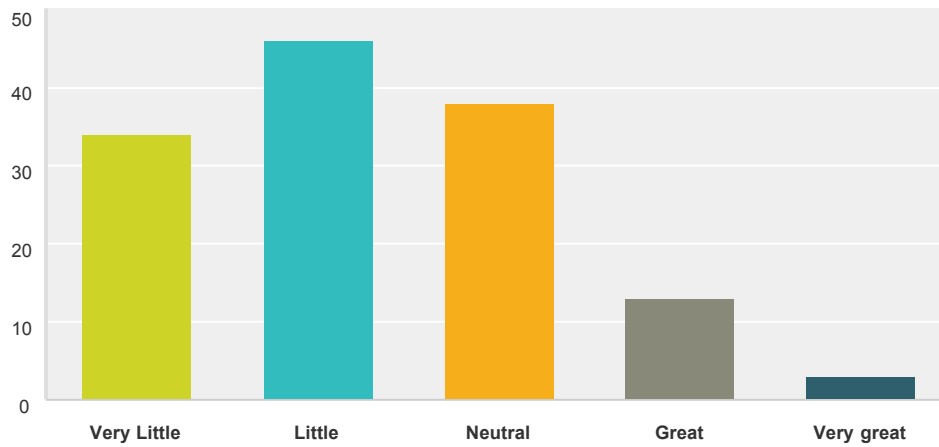
Answer Choices	Responses	
Very Little	**25.37%**	34
Little	**34.33%**	46
Neutral	**28.36%**	38
Great	**9.70%**	13
Very great	**2.24%**	3
Total		**134**

Basic Statistics				
Minimum 1.00	**Maximum** 5.00	**Median** 2.00	**Mean** 2.29	**Standard Deviation** 1.02

Q24 Country Image: Country Characteristics

Answered: 129   Skipped: 64
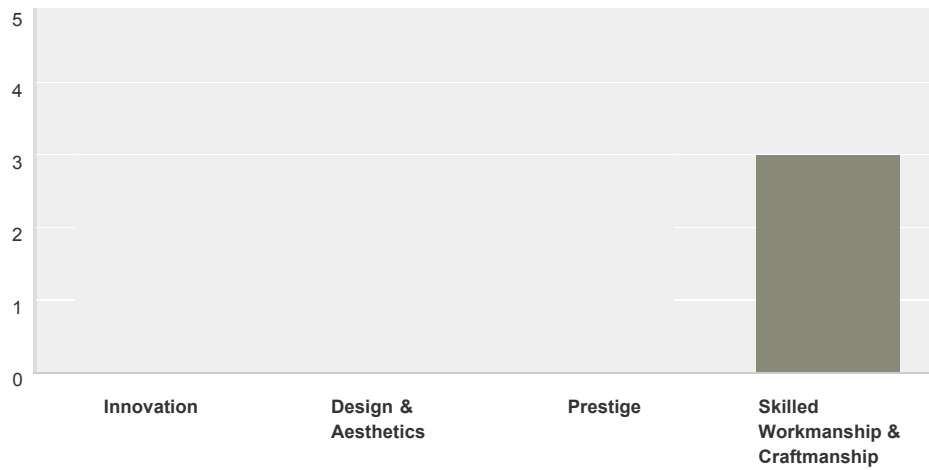
	Greatly disagree	Disagree	Neutral	Agree	Greatly agree	Total	Weighted Average
Innovation	12.40% 16	27.91% 36	42.64% 55	14.73% 19	2.33% 3	129	2.67
Design & Aesthetics	21.88% 28	46.88% 60	23.44% 30	6.25% 8	1.56% 2	128	2.19
Prestige	16.28% 21	29.46% 38	35.66% 46	17.05% 22	1.55% 2	129	2.58
Skilled Workmanship & Craftmanship	10.94% 14	20.31% 26	33.59% 43	25.00% 32	10.16% 13	128	3.03

Basic Statistics					
	Minimum	Maximum	Median	Mean	Standard Deviation
Innovation	1.00	5.00	3.00	2.67	0.95
Design & Aesthetics	1.00	5.00	2.00	2.19	0.90
Prestige	1.00	5.00	3.00	2.58	1.00
Skilled Workmanship & Craftmanship	1.00	5.00	3.00	3.03	1.14

Q25 Country Image: Which of these product features is important for beer?

Answered: 130   Skipped: 63
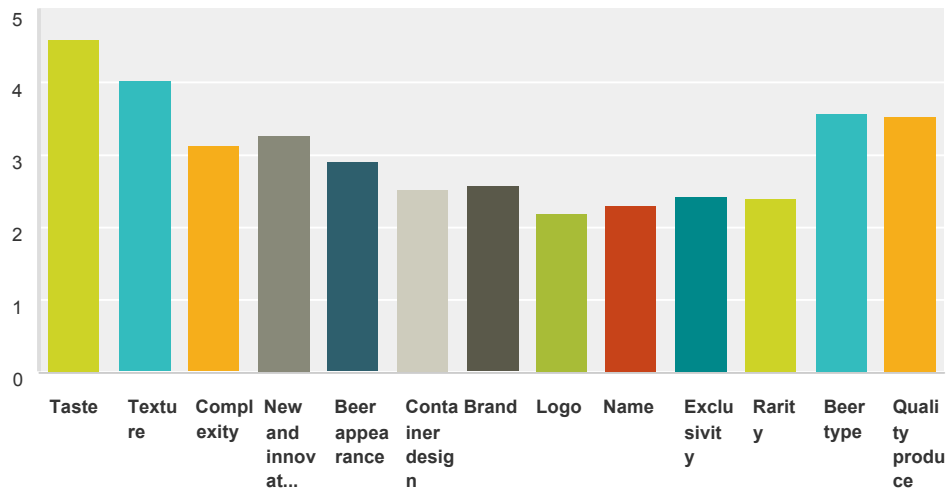
	Very unimportant	Unimportant	Neutral	Important	Very important	Total	Weighted Average
Taste	1.55% 2	0.78% 1	1.55% 2	27.13% 35	68.99% 89	129	4.61
Texture	0.78% 1	1.56% 2	25.78% 33	37.50% 48	34.38% 44	128	4.03
Complexity	6.30% 8	17.32% 22	44.88% 57	19.69% 25	11.81% 15	127	3.13
New and innovative tastes	3.08% 4	18.46% 24	38.46% 50	28.46% 37	11.54% 15	130	3.27
Beer appearance	7.14% 9	28.57% 36	36.51% 46	23.81% 30	3.97% 5	126	2.89
Container design	15.50% 20	34.11% 44	35.66% 46	11.63% 15	3.10% 4	129	2.53
Brand	11.63% 15	35.66% 46	39.53% 51	10.85% 14	2.33% 3	129	2.57
Logo	21.88% 28	43.75% 56	28.13% 36	3.91% 5	2.34% 3	128	2.21
Name	17.97% 23	45.31% 58	28.91% 37	5.47% 7	2.34% 3	128	2.29
Exclusivity	20.93% 27	33.33% 43	32.56% 42	8.53% 11	4.65% 6	129	2.43
Rarity	22.48% 29	35.66% 46	26.36% 34	10.85% 14	4.65% 6	129	2.40
Beer type	4.65% 6	12.40% 16	23.26% 30	40.31% 52	19.38% 25	129	3.57
Quality produce	8.53% 11	7.75% 10	27.13% 35	35.66% 46	20.93% 27	129	3.53

Basic Statistics					
	Minimum	Maximum	Median	Mean	Standard Deviation

Taste	1.00	5.00	5.00	4.61	0.71
Texture	1.00	5.00	4.00	4.03	0.86
Complexity	1.00	5.00	3.00	3.13	1.04
New and innovative tastes	1.00	5.00	3.00	3.27	0.99
Beer appearance	1.00	5.00	3.00	2.89	0.98
Container design	1.00	5.00	3.00	2.53	0.99
Brand	1.00	5.00	3.00	2.57	0.91
Logo	1.00	5.00	2.00	2.21	0.91
Name	1.00	5.00	2.00	2.29	0.90
Exclusivity	1.00	5.00	2.00	2.43	1.05
Rarity	1.00	5.00	2.00	2.40	1.09
Beer type	1.00	5.00	4.00	3.57	1.08
Quality produce	1.00	5.00	4.00	3.53	1.16

#	Annet (vennligst spesifiser)	Date
1	At det er godt er det viktigste	4/27/2016 1:22 AM

Q26 Gender

Answered: 131   Skipped: 62
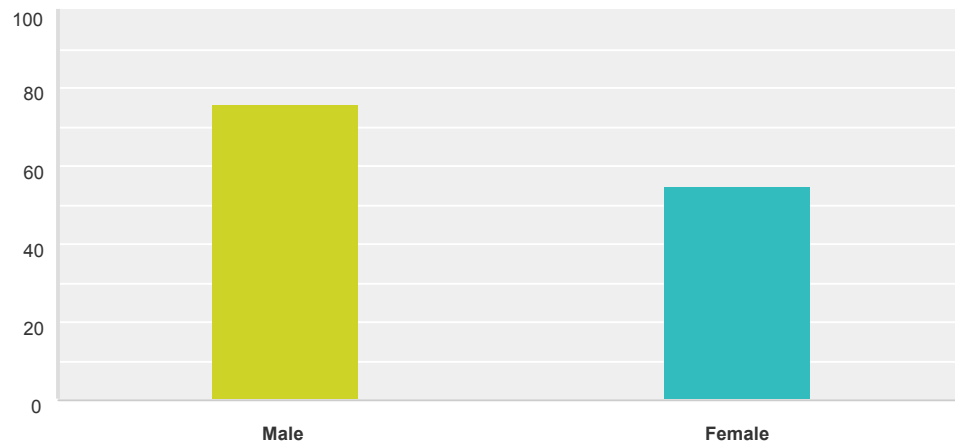
Answer Choices	Responses	
Male	58.02%	76
Female	41.98%	55
Total		**131**

Basic Statistics				
Minimum 1.00	**Maximum** 2.00	**Median** 1.00	**Mean** 1.42	**Standard Deviation** 0.49

Q27 Age

Answered: 131   Skipped: 62
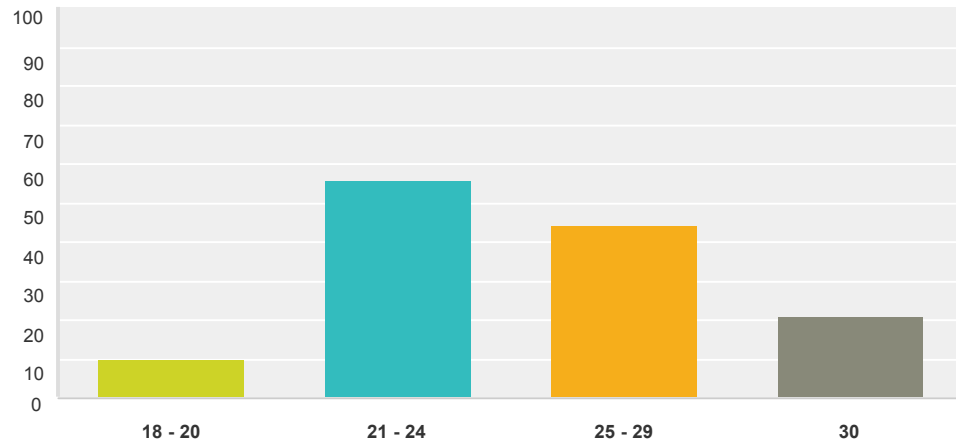
Answer Choices	Responses	
18 - 20	**7.63%**	10
21 - 24	**42.75%**	56
25 - 29	**33.59%**	44
30	**16.03%**	21
Total		**131**

Basic Statistics				
Minimum 1.00	**Maximum** 4.00	**Median** 2.00	**Mean** 2.58	**Standard Deviation** 0.85

Q28 Nasjonalitet?

Answered: 118   Skipped: 75

#	Responses	Date
1	Norsk	5/4/2016 9:05 AM
2	Norsk	5/3/2016 12:46 PM
3	Norsk	5/3/2016 12:03 PM
4	Norsk	5/3/2016 11:10 AM
5	Norsk	5/2/2016 10:30 PM
6	Norge	5/2/2016 7:59 PM
7	Norsk	5/2/2016 4:18 PM
8	Norsk	5/2/2016 3:26 PM
9	Norsk	5/2/2016 1:49 PM
10	Norge	5/2/2016 11:34 AM
11	Norsk	5/2/2016 11:05 AM
12	Norsk	5/2/2016 10:53 AM
13	Norsk	5/2/2016 10:33 AM
14	Norsk	5/2/2016 9:26 AM
15	Norge	5/2/2016 2:24 AM
16	Norsk	5/2/2016 1:39 AM
17	Norsk	5/1/2016 11:27 PM
18	Norsk	5/1/2016 10:26 PM
19	Norge	5/1/2016 8:07 PM
20	Norsk	5/1/2016 7:34 PM
21	Norsk	5/1/2016 6:30 PM
22	Norge	5/1/2016 6:30 PM
23	Norsk	5/1/2016 5:53 PM
24	Norsk	5/1/2016 5:17 PM
25	Norsk	5/1/2016 5:13 PM
26	Norsk	5/1/2016 5:09 PM
27	Norsk	5/1/2016 4:24 PM
28	norge	5/1/2016 3:54 PM
29	Norsk	5/1/2016 3:52 PM
30	Norsk	5/1/2016 3:26 PM
31	Norsk	5/1/2016 3:22 PM
32	Norge	5/1/2016 3:18 PM
33	Norsk	5/1/2016 3:11 PM
34	Norsk	5/1/2016 3:06 PM
35	Norge	5/1/2016 3:05 PM

36	Norge	4/29/2016 9:40 PM
37	Norge	4/29/2016 6:03 PM
38	norsk	4/29/2016 4:53 PM
39	Norsk	4/29/2016 2:41 PM
40	Norskå	4/29/2016 2:41 PM
41	Norge	4/29/2016 1:40 PM
42	Norsk	4/29/2016 12:55 PM
43	Norsk	4/29/2016 12:35 PM
44	Norge	4/29/2016 10:10 AM
45	Norsk	4/29/2016 9:00 AM
46	Norge	4/29/2016 8:30 AM
47	Norsk	4/29/2016 7:43 AM
48	Norsk	4/29/2016 3:22 AM
49	Norsk	4/29/2016 12:41 AM
50	Norsk	4/28/2016 10:35 PM
51	Dansk	4/28/2016 10:26 PM
52	Norge	4/28/2016 10:21 PM
53	Norsk	4/28/2016 10:16 PM
54	Norsk, opprinnelig fra Georgia, bodde i Russland i 15 år	4/28/2016 10:05 PM
55	Norsk	4/28/2016 9:38 PM
56	Finnish	4/28/2016 9:07 PM
57	Norge	4/28/2016 8:57 PM
58	Norge	4/28/2016 8:31 PM
59	Norsk	4/28/2016 8:07 PM
60	Norsk	4/28/2016 7:57 PM
61	Russisk	4/28/2016 7:42 PM
62	Norsk	4/28/2016 7:39 PM
63	Norsk	4/28/2016 7:22 PM
64	norsk	4/28/2016 7:19 PM
65	Norsk	4/28/2016 7:19 PM
66	Norsk	4/28/2016 7:14 PM
67	Norge	4/28/2016 7:09 PM
68	Norsk	4/27/2016 8:51 PM
69	Norsk	4/27/2016 8:13 PM
70	Norsk	4/27/2016 7:49 PM
71	Norsk	4/27/2016 6:48 PM
72	Norsk	4/27/2016 6:45 PM
73	Norsk	4/27/2016 6:38 PM
74	Norsk	4/27/2016 6:37 PM
75	Norsk	4/27/2016 6:36 PM
76	????	4/27/2016 6:28 PM

77	Norge	4/27/2016 6:14 PM
78	Norsk	4/27/2016 6:06 PM
79	Norsk	4/27/2016 6:04 PM
80	Norsk	4/27/2016 2:46 PM
81	norge	4/27/2016 1:10 PM
82	Norsk	4/27/2016 5:24 AM
83	Norsk	4/27/2016 1:24 AM
84	Norge	4/26/2016 11:59 PM
85	Norge	4/26/2016 11:20 PM
86	Norsk	4/26/2016 11:14 PM
87	norsk	4/26/2016 9:27 PM
88	Norsk	4/26/2016 4:17 PM
89	Norsk	4/25/2016 9:57 PM
90	Norge	4/24/2016 8:02 PM
91	Norge	4/24/2016 6:12 PM
92	Norsk	4/22/2016 2:31 PM
93	Norsk	4/21/2016 4:25 PM
94	Norsk	4/21/2016 1:54 PM
95	NORGE	4/21/2016 12:33 PM
96	norsk	4/21/2016 11:58 AM
97	Norsk	4/21/2016 11:25 AM
98	Norsk	4/21/2016 10:57 AM
99	norsk	4/21/2016 10:29 AM
100	Norsk	4/21/2016 9:15 AM
101	Norsk	4/21/2016 12:31 AM
102	Norsk	4/20/2016 11:52 PM
103	russisk	4/20/2016 11:34 PM
104	Norsk	4/20/2016 10:38 PM
105	Norsk	4/20/2016 10:10 PM
106	Norsk	4/20/2016 9:56 PM
107	Ukrainsk	4/20/2016 8:01 PM
108	Norsk	4/20/2016 7:24 PM
109	norsk	4/20/2016 7:14 PM
110	Norsk	4/20/2016 7:02 PM
111	Norsk	4/20/2016 6:33 PM
112	Norsk	4/20/2016 5:31 PM
113	Norge	4/20/2016 5:25 PM
114	Ukrainsk	4/20/2016 5:23 PM
115	Fransk	4/20/2016 5:22 PM
116	norsk	4/20/2016 5:15 PM
117	Norsk	4/20/2016 4:59 PM

| 118 | Norsk | 4/20/2016 4:57 PM |

Q29 Occupation?

Answered: 131   Skipped: 62
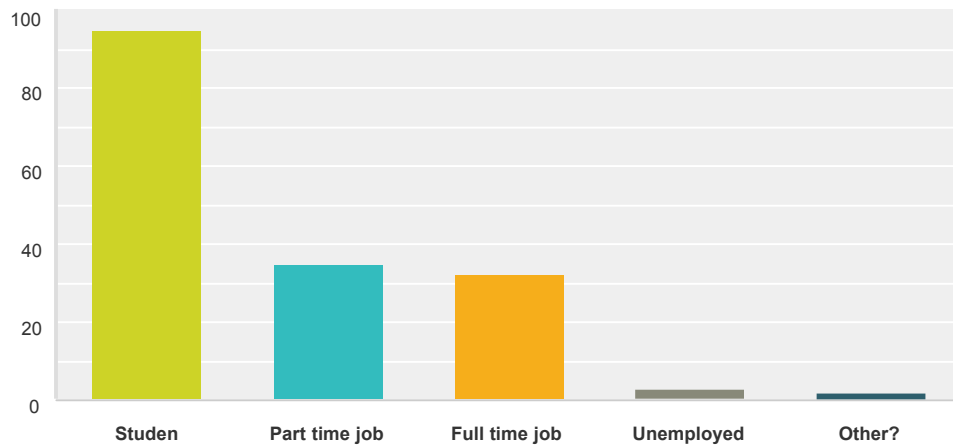
Answer Choices	Responses	
Studen	**72.52%**	95
Part time job	**26.72%**	35
Full time job	**24.43%**	32
Unemployed	**2.29%**	3
Other?	**1.53%**	2
Total Respondents: 131		

Basic Statistics				
Minimum 1.00	**Maximum** 5.00	**Median** 1.00	**Mean** 1.69	**Standard Deviation** 0.92

| #	Annet (vennligst spesifiser)	Date
1	Fulltidsannsatt med permisjon for å studere	5/1/2016 4:24 PM
2	Fisker og økonomistudent	4/28/2016 8:57 PM

Q30 Social Status

Answered: 131   Skipped: 62
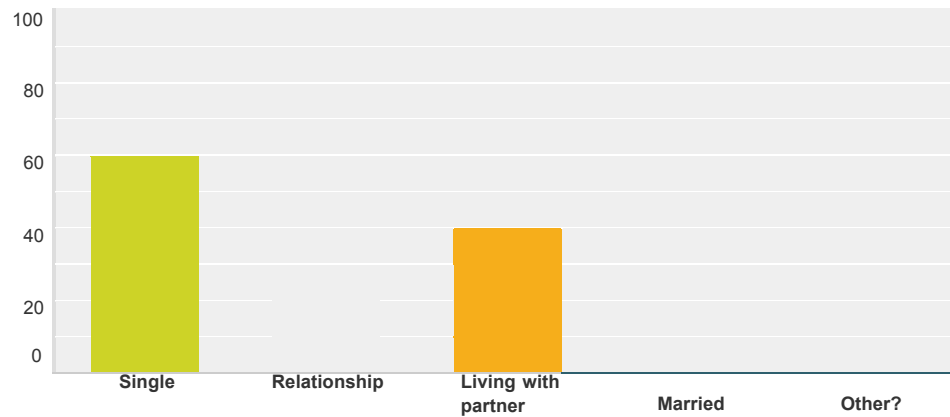
Answer Choices	Responses	
Single	**45.04%**	59
Relationship	**20.61%**	27
Living with partner	**29.77%**	39
Married	**3.82%**	5
Other?	**0.76%**	1
Total		**131**

Basic Statistics				
Minimum 1.00	**Maximum** 5.00	**Median** 2.00	**Mean** 1.95	**Standard Deviation** 0.98

#	Annet (vennligst spesifiser)	Date
1	O	4/28/2016 7:38 PM

Q31 Yearly Income

Answered: 131   Skipped: 62
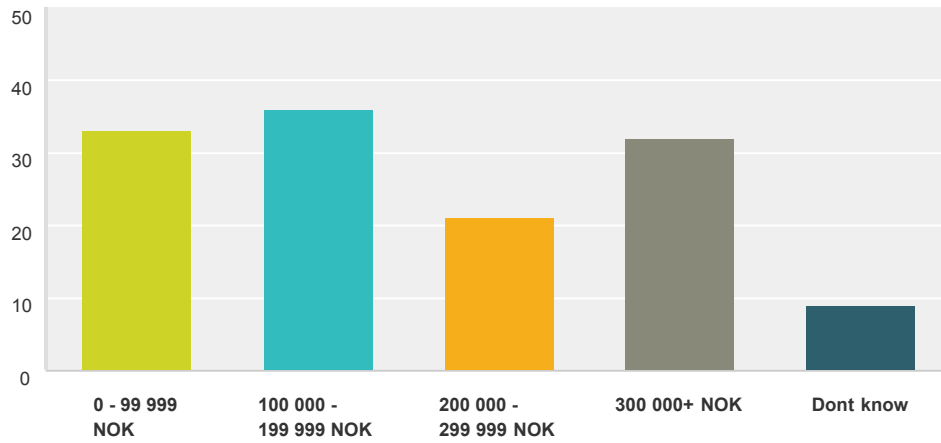
Answer Choices	Responses	
0 - 99 999 NOK	**25.19%**	33
100 000 - 199 999 NOK	**27.48%**	36
200 000 - 299 999 NOK	**16.03%**	21
300 000+ NOK	**24.43%**	32
Dont know	**6.87%**	9
Total		**131**

Basic Statistics				
Minimum	**Maximum**	**Median**	**Mean**	**Standard Deviation**
1.00	5.00	2.00	2.60	1.28

Q32 Ethnocentricity: Do you agree with the following statements?

Answered: 130   Skipped: 63
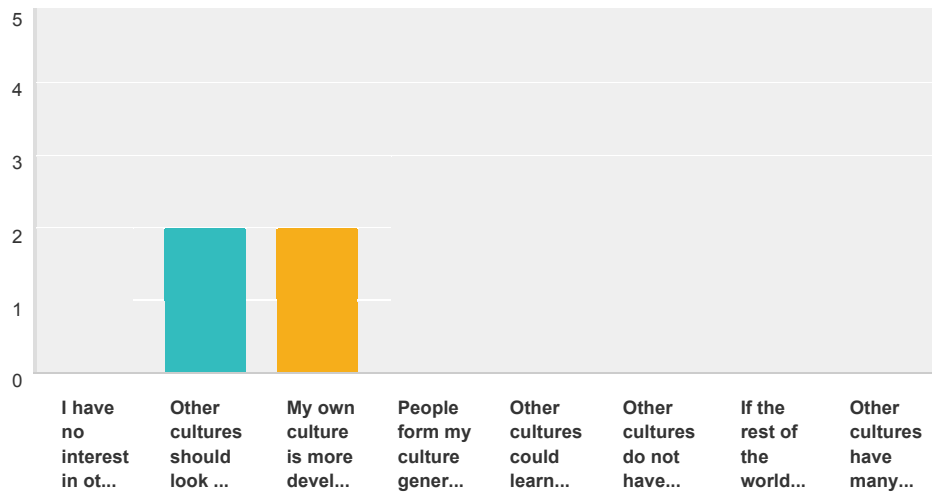
	Greatly disagree	Disagree	Neutral	Agree	Greatly agree	Total	Weighted Average
I have no interest in other cultures	54.62% 71	33.85% 44	7.69% 10	3.08% 4	0.77% 1	130	1.62
Other cultures should look up to mine	40.00% 52	34.62% 45	20.00% 26	3.85% 5	1.54% 2	130	1.92
My own culture is more developed than others	33.08% 43	34.62% 45	23.08% 30	8.46% 11	0.77% 1	130	2.09
People form my culture generally has a better way of life than those from other cultures	29.13% 37	34.65% 44	23.62% 30	10.24% 13	2.36% 3	127	2.22
Other cultures could learn a lot from my culture	12.50% 16	23.44% 30	46.09% 59	15.63% 20	2.34% 3	128	2.72
Other cultures do not have much to add to my own culture	46.09% 59	46.88% 60	3.91% 5	1.56% 2	1.56% 2	128	1.66
If the rest of the world shared my culture, the world would be a better place	30.71% 39	31.50% 40	25.98% 33	8.66% 11	3.15% 4	127	2.22
Other cultures have many strange values and norms	14.17% 18	27.56% 35	41.73% 53	13.39% 17	3.15% 4	127	2.64

Basic Statistics					
	Minimum	Maximum	Median	Mean	Standard Deviation
I have no interest in other cultures	1.00	5.00	1.00	1.62	0.82
Other cultures should look up to mine	1.00	5.00	2.00	1.92	0.94
My own culture is more developed than others	1.00	5.00	2.00	2.09	0.98
People form my culture generally has a better way of life than those from other cultures	1.00	5.00	2.00	2.22	1.05

Other cultures could learn a lot from my culture	1.00	5.00	3.00	2.72	0.95
Other cultures do not have much to add to my own culture	1.00	5.00	2.00	1.66	0.76
If the rest of the world shared my culture, the world would be a better place	1.00	5.00	2.00	2.22	1.07
Other cultures have many strange values and norms	1.00	5.00	3.00	2.64	0.99