



**Culture and Marketing:**

**A cross-national study of culture's effects on Dutch and Greek consumers' brand  
attitude and purchase intention**

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### **Abstract**

Globalization has engendered flourishing global brands and the subsequent notion of a global marketplace. Economic sectors, such as marketing, strive to understand consumer behavior to facilitate the most effective approach to communication. Understanding culture is the cornerstone of consumer behavior. To the best of the researcher's knowledge, little research has focused on the cross-national investigation of the Europeans' cultural background referring to marketing and advertising. Hence, the present study aims to provide insight into the effects of the advertisement's cultural fit to Greek and Dutch consumers' backgrounds on their brand attitude and purchase intention. Consumers' identification with their national in-group is considered a mediator in the relationship above. A mixed-method research design was used to understand the study's research question better. Therefore, two studies were conducted in the presented sequence; first, Study 1 presented quantitative data on the thesis subject, while Study 2 followed and provided qualitative data, facilitating a more in-depth exploration of the research subject. Results from Study 1 indicated that the cultural fit between the advertisements and consumers' cultural background significantly impacted consumers' brand attitude and purchase intention. Mediation analysis indicated no significant mediating effect of consumers' group identification. Results from Study 2 provide further insights regarding the results yielded from Study 1. The results are discussed in light of the theories of cosmopolitanism and TPB to understand the dynamics of consumer identity and behavior nowadays. Insights and observations from the present study can contribute to further empirical research on culture's effect on consumer behavior and on the field of tailored advertising.

*Keywords:* culture, brand attitude, purchase intention, group identification,  
advertisement's cultural fit

## **Culture and Marketing:**

### **A cross-national study of culture's effects on Dutch and Greek consumers' brand attitude and purchase intention**

The prevailing and ever-increasing use of technology, especially the Internet and social media, in the marketing and advertising sector has allowed organizations to expand their activities and influence globally, constituting the emergence of today's globalized marketplace. A study by Song et al. (2017) underlines that targeting international markets should be determined by strategic choices based on a cultural axis since consumers react and interact with marketing strategies concerning their own cultural orientation. The acknowledgment that the global market consists of multiple cultural markets and is indeed a culturally heterogeneous market itself might render the marketing efforts of businesses more fruitful.

As indicated, understanding culture and its subsequent impact is crucial in advertising. According to Ahmad et al. (2012), understanding the cultural dimensions of the target markets' consumers is crucial in communication and advertising decision-making. Consumers' cultural values appear to impact their expectations and perceptions of products and services communicated to them, which subsequently affect their purchase intentions and behaviors (Pookulangara & Koesler, 2011). Consumer research has indicated that "tailored marketing" regarding specific national-cultural markets is beneficial to "fit the brand into the culture" by leading consumers to identify "the uniqueness of [their] cultural heritage" (Banerjee, 2007, p.314).

Culture, however, is considered a multidimensional phenomenon that is hard to define and understand. Under a pragmatic light, culture is defined by its different

components, such as language, religion, and historically rooted shared cultural values, which usually correlate with the geographical borders of a nation (Foscht et al., 2008; Seric et al., 2016; Bonvillian & Nowlin, 1994). On the other hand, Hofstede characterizes it as a "collective phenomenon" shared by people within the same social environment and defines cultural dimensions that render cultures distinguishable (Welzer et al., 2011, p.4; Sabiote-Ortiz et al., 2016).

The coexistence of cultures within the European market and the subsequent immigration within European borders perplexes the comprehension of a nation's population's cultural orientation. The study by Verkuyten and Pouliasi (2006) discusses and brings to the forefront the importance of consumer group identification to their nation's culture as a determining factor for culturally tailored marketing efforts. This thesis aims to understand culture and its influence on consumers' brand attitudes and purchase intentions. The investigation of culture is centered explicitly on Hofstede's dimension of Individualism/ Collectivism (Hofstede & Bond, 1984), which refers to the extent to which a culture cultivates and sustains its members' independence or interdependence (Jakubanecs et al., 2022). This cultural dimension provides the axis around which the study revolves. Two different cultures, defined as nations within the European market, will be examined in relation to the cultural dimension of Individualism/Collectivism. The nations discussed in this study are the Netherlands and Greece, two countries within the European Union and the European Market, which differ culturally. Consumers' group identification with their national culture serves as a mediating factor.

Therefore, the research question is formulated as follows:



*How does culture, conveyed by the cultural fit between the advertisement and the consumers' cultural background, affect Greek and Dutch consumers' brand attitudes and purchase intention, mediated by consumers' group identification?*

### **Societal and Scientific Relevance**

Research has shown that Europe is considered culturally homogeneous despite its multiple distinct nations (Seric et al., 2016). Seric et al. (2016) underline that despite the comparatively minor differences, European nations have different cultural value systems that do not correlate with the marketing notion of a single European market. Therefore, the distinction of different European markets is essential for effectively planning and implementing online marketing and advertising.

The European markets' cultural distinction in terms of national markets and the cultural meanings and associations embedded in those markets is still an underinvestigated issue in the (online) marketing and advertising research field. Sufficient cross-national research focused on the cultural differences between European nations and the subsequent distinction of their cultural orientations would provide fruitful insights to marketing professionals on how to communicate products and services more efficiently to their target markets, possibly leading to enhanced brand perceptions and elevated purchase intentions (Copus & Carnohursky, 2017).

Implementations of such insightful findings on understanding the effect of culture on people's perceptions and behaviors can possibly apply to the social interaction of people living in multicultural landscapes and facilitate a more sensitive and perceptive approach to people with different cultural backgrounds and values.

## **Theoretical Framework**

The following section thoroughly delineates the terms culture and cultural fit, brand attitude, and purchase intention, components of the present thesis' research. The theories framing the terms' interactions and the subsequent hypotheses this thesis investigates are delineated below.

### **Culture**

Jakubanečs et al. (2023) define "culture" as a set of tangibles and intangibles entailing symbols, food, values, norms, and attitudes. Additional studies have illustrated consumers' cultural background in the form of the instilled values, norms, and beliefs that appear in their language, aesthetics, religion, politics, symbols, and history (Jansson, 2013; Foscht et al., 2008; Copus & Carnogursky, 2017; Seric et al., 2016).

Research by Seric et al. (2016) indicates that marketing often frames culture within national borders. Skepticism regarding this framing follows as additional research indicates that "country" and "culture" are not interchangeable, and their relationship should be carefully considered. According to Steenkamp (2001), a country does not necessarily have a culturally homogeneous population. The same study, however, suggests that culture within the nation's framework can posit a valid conceptualization for cross-cultural research if the nation presents some meaningful within-country similarities and between-country differences (Steenkamp, 2001). Following these findings, the present thesis investigates consumers' culture within a national framework.

According to this national conceptualization, Hofstede classifies four main cultural dimensions into which cultures can be divided and categorized: the relationship between the individual and the group, the inequality of the social layers, the social

implications of gender, and the handling of social and economic uncertainty (Steenkamp, 2001; Hofstede, 1983).

The present thesis focuses on the relationship between the individual and group and investigates the relation through the prism of Individualism and Collectivism. The main drive of these different cultural dimensions is the relation of the self regarding the social context. As Fischer et al. (1999) and Azevedo et al. (2002) indicate, the self is highlighted and defined separately from its social context in individualist cultures. Independence, self-autonomy, privacy, and self-development are the cornerstones of such cultural frameworks. On the other hand, in collectivist cultures, the self is defined in relation to its social context, often leading to the overlapping image of the self and its group (Hofstede & Bond, 1984). Interdependence, in-group conformity and harmony, and social norms are the basis of collectivistic cultures (Triandis et al., 1990). Alternatively defined, Individualism is the dimension of cultures that prefer a "loosely knit social framework," while collectivism refers to cultures that tend to have a "tightly knit social framework" (Hofstede, 1983, pp.295-96).

Previous research has indicated that eastern and agricultural cultures tend to be more collectivist, while countries belonging to the "Anglo cluster" tend to be more individualist (Triandis et al., 1990; Georgas, 1989; Hofstede, 1983). Cross-national research conducted by Hofstede (1983) shows that the Netherlands is ranked high on Individualism. On the other hand, according to Georgas (1989) and Hofstede (1983) research, Greece is in the middle of Hofstede's scale on Individualism/Collectivism. It might prove insightful to consider the present classification of Greece carefully. Greece has been illustrated as a collectivist society where the in-group is more valuable than the

individual, and the in-group's success and harmony are considered more important than the personal one. However, as Georgas (1989) notes, the migration of the Greek population from rural to urban landscapes in the 1980s has led to societal changes, which may have rendered Greece a slightly more individualistic approach. People may consider different values essential (the individual or the social self) within the same nation and culture. Globalization nowadays and the emergence of multicultural societies might also be relevant to this phenomenon and a possible explanation.

### **Cultural Fit**

In the present study, culture is operationally defined through the cultural fit of the advertisement and the consumers' cultural background. Research by Bartikowski et al. (2023) explains the term "cultural fit" and indicates that marketing communication attempts to achieve a cultural alignment between its content and the consumers' cultural background. The study focuses on culture-laden communication and its alignment with consumers' perceptions and suggests that consumer behavior is influenced by "the mental categorizations of cultural content and category fit" (Bartikowski et al., 2023, p.2). Similarly, research by Banerjee (2007) highlights the role of "brand-culture fit," arguing that target consumers more easily accept marketing efforts focusing on the relationship above. In this framework, advertising is considered to have assimilation or contrast effects on consumers depending on the advertisement's cultural fit to their cultural values.

### **Brand Attitude**

Brand attitude depicts consumers' personal perceptions and feelings toward a particular brand (Haryanto et al., 2022). A previous study by Benneke and Rozum (2018)

insightfully conveys that the reasoned or emotional perceptions the consumers attach to brands can formulate their attitudes toward the brand and their behavior.

The influence of culture on consumers' brand attitudes has been a significant area of research. Previous studies have consistently shown that consumers' cultural backgrounds, norms, values, and beliefs significantly influence their attitudes and behaviors (Pookulngara & Koesler, 2011; Steenkamp, 2001). In line with this, the congruence effect, as demonstrated in research by Foscht et al. (2008), suggests that consumers' brand attitudes are more positive when the brand aligns with their cultural values.

Therefore, the following hypothesis is formulated related to the present research:

H1: The advertisement's cultural fit to the consumers' cultural background positively affects their brand attitude.

### ***Group Identification***

In-group identification refers to individuals' perceived similarities with the group (self-definition) and the perceived positive and bonding feelings individuals have for the in-group (self-investment) (Leach et al., 2018).

Research on social and behavioral sciences, marketing, and consumer behavior has investigated the role of group identification. In particular, a study by Choi and Winterich (2013) on in-group and out-group brands investigates the relationship between group and brand attitude. According to their study, consumers tend to find brands associated with the group they belong to as more favorable (Choi & Winterich, 2013). In a similar light, Verkuyten and Pouliasi's (2006) research on the relationship between cultural frames and behaviors has indicated the possibly mediating role of group

identification. Within the self-categorization theory (SCT) framework, the researchers point out that different self-categorizations lead to different behaviors. Coupled with the social identity theory, Verkuyten and Pouliasi (2006) discuss that the individuals' sense of self is partially constructed depending on their groups, indicating the mediating role of group identification. In a similar light, a study conducted by Moriuchi and Jackson (2006) suggests that consumers' felt ethnicity refers to how strongly individuals identify with their ethnic group, which is a determining factor for consumer behavior. Driven by the studies mentioned above, group identification will be considered to mediate the relationship between culture and brand attitude.

Building on the aforementioned relationship, studies by Verkuyten and Pouliasi (2006) and Zong et al. (2013) underscore the importance of cultural symbols, such as language and iconic images (national flags, buildings), in activating cultural knowledge and in-group identification processes. In the current study, it is postulated that brand advertisements that align with the consumers' cultural background, incorporating cultural symbols like national language, flags, icons, and colors, will trigger the in-group identification processes of the consumers. This hypothesis is formulated with the aim of further understanding the role of group identification in the relationship between culture and brand attitude.

H2: The relationship between the advertisement's cultural fit to the consumers' culture and brand attitude is mediated by group identification.

### ***Cultural Congruence***

In a departure from previous research, the present study delves into the role of cultural congruence in shaping consumers' brand attitudes, particularly their brand

evaluations. The focus is on the “cultural (mis)match between the specific product and the consumer’s country” (Song et al., 2018, p.385). Research by Song et al. (2018) confirms that cultural congruence between a product and the consumers’ culture positively impacts consumers’ product evaluations.

Borrowing the theoretical framework of the elaboration likelihood model, a study by Moriuchi and Jackson (2016) further discusses that the presence of ethnic cues activates the peripheral route where no or limited cognitive elaboration is present, resulting in more favorable attitudes towards a product. Sela et al. (2012) provide additional insight into this view and indicate that individuals process self-relevant information much more easily than self-irrelevant information.

The present study builds on research by Song et al. (2018) which links the cultural congruence effect with Hofstede’s cultural dimension of Individualism and Collectivism. In particular, it is suggested that in collectivist cultures, where the in-group is more significant, consumers value more culturally-congruent products, constituting a stronger effect. On the other hand, in individualist cultures, where the in-group is not as significant, a culturally congruent product will be evaluated less favorably, constituting a weaker effect. Therefore, the following hypothesis is formulated:

H3: The effect of the advertisement’s cultural fit on consumers’ brand attitude is stronger in a collectivist culture than in an individualist culture.

### **Purchase Intention**

Purchase intention is a cornerstone in consumer psychology and signifies the probability that consumers intend to commit to a purchasing act based on their own personal preference toward a product and form a purchase behavior (Zong et al., 2013).

### ***Theory of Planned Behavior***

The theory of planned behavior (TPB) is the most widely used in the investigation of human behavior, and it describes the factors that determine human behavior.

According to the model, human behavioral intentions are determined by attitude toward the behavior, subjective norms (SNs), and perceived behavioral control (PBC).

Specifically, attitude toward the behavior refers to the subjective positive or negative evaluation of the behavior, while subjective norms signify the perceptions influential "others" have for this behavior (Al-Jubari et al., 2019; Zong et al., 2013).

Linking the theoretical framework of TPB with culture, a study conducted by Broeder and Schouten (2022) underscores the significant role that consumers' cultural background plays a significant role in their consumer behavior. Research by Moriuchi and Jackson (2017) provides further insights and states that consumers' ethnic and cultural background positively correlates with their purchase intentions. In the same light, culture has been proven to affect subjective norms, defined as the perceived social pressures consumers might face when intending to behave in a certain way (Pookulangara & Koesler, 2011).

Research by Fekadu and Kraft (2002) reveals that subjective norms have a relatively weak predictive effect on consumer behavior. However, when the 'collective self' is salient, there are more robust associations between subjective norms and intentions. This is particularly evident in collectivist cultures with a heightened sense of 'collective self.' For instance, in Greek culture, where a heightened evaluation of the social self is prevalent, subjective norms are assumed to have a higher predictive power on consumer behavior (Verkuyten & Pouliasi, 2006). On the other hand, in the



Netherlands, an individualist culture, where the private self is more prominent than the social self, subjective norms are assumed to have a weaker predictive power on behavior, potentially diluting the cultural effect on behavior.

Therefore, it is hypothesized:

H4a: There is a positive relation between the advertisement's cultural fit to the consumers' cultural background and purchase intention.

H4b: The effect of the advertisement's cultural fit to consumers' culture on purchase intention will be higher in the context of collectivist cultures than in the context of individualist cultures.

Furthermore, the behavior-intention model suggests that attitudes and subjective norms have a positive relationship with behavior intention. Notably, it is indicated that the more positive the attitude toward a behavior, the stronger the behavior intention (Zong et al., 2013). Research by Adis et al. (2015) further elaborates on this relationship and investigates brand attitude as a mediator of the relationship between advertising and purchase intention. As a result, it is hypothesized that:

H5: Brand attitude explains the relationship between the advertisement's cultural fit to the consumers' background and their purchase intention.

### ***Group Identification***

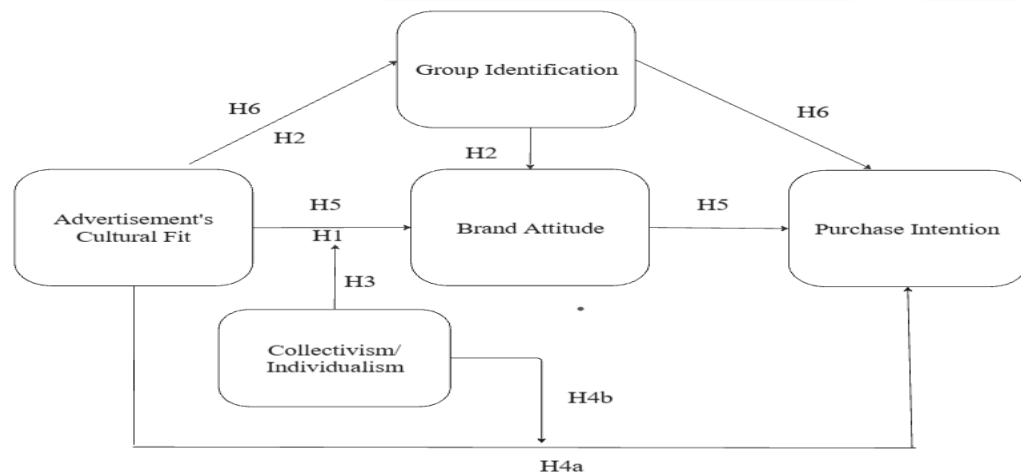
A study conducted by Smith et al. (2006) on attitude-behavior consistency critically reflects on TPB and indicates that subjective norms show less predictive power as determinants of intention. Investigating the subject through the social identity approach, Smith et al. (2006) highlight that belonging to a social category, such as a nation, entails the individual's self-definition regarding the group norms. Group

identification is considered a mediator since a salient group's norms affect the willingness to engage in attitude-consistent behavior (Smith et al., 2006). In a similar light, Carrus et al. (2009) investigate consumers' purchase intention of ethnic products and refer to empirical evidence on the importance of self and social identity as significant determinants that increase TPB's predictive power. Specifically, ethnic identity, as a social identity, influences individuals' perceptions of people and objects and, subsequently, their intentions (Carrus et al., 2009). Therefore, the present paper hypothesizes that group identification acts as a mediator in the relationship between the advertisement's cultural fit with the consumers' cultural background and purchase intention. The formulated hypothesis can be seen below:

H6: Group identification has a mediating effect on the relationship of advertisement's cultural fit and the consumers' purchase intention.

### Figure 1

*Conceptual framework of the hypotheses*



## **Methodology**

The present paper examined how culture affected Dutch and Greek consumers' brand attitudes and purchase intentions, mediated by the consumers' group identification. The cross-national research tackled multifaceted concepts such as culture, attitudes, and behavioral intentions. The complexity of the concepts determined that a mixed-method research was most suitable. Two studies were conducted to facilitate the research: Study 1 referred to the quantitative research method, and Study 2 referred to the qualitative. An explanatory research design was chosen, where Study 1 occurred and was analyzed first. Study 2 followed based on the findings of Study 1, aiming to expand the researcher's understanding further and explain the existing results (Harrison & Reilly, 2011).

### **Study 1**

#### ***Experimental Design and Stimuli***

The present study examined how culture affected consumers' brand attitudes and purchase intentions, mediated by group identification. A between-subject design was opted for the online survey-embedded experiment. Participants were exposed to either a Greek or Dutch, and Control condition according to their nationality. There were four groups of participants in this experiment: Greek participants exposed to the Greek advertisement, Greek participants exposed to the Control condition, Dutch participants exposed to the Dutch advertisement, and Dutch participants exposed to the Control condition.

Three different advertisements were created for this research. The advertised product was beer. Beer was opted for as both Dutch and Greek populations consume it. The researcher created the beer's brand name. The brand product was chosen to be

fictional to avoid previously existent consumer brand attitudes. The different appeals of the advertisements were manipulated in terms of their background, choice of language, and the presence or absence of the national flags.

The first advertisement was the Greek condition (see Figure 2) and consisted of the beer in the foreground, while the background depicted a sunny landscape and the sea. The brand's logo was illustrated on the right of the advertisement, while the product was positioned on the left. The logo was in the Greek language and linguistically manipulated as to appeal to the collectivist cultural character of the Greek consumer. The first-person plural pronoun (“our”) was utilized to convey shared identity and closeness (Sela et al., 2012). In the Dutch condition, the second advertisement preserves the same format regarding the product and logo position (see Figure 3). Still, the background depicted a series of typical Dutch houses, and the logo was in the Dutch language. The logo was linguistically manipulated, opting for the second-person singular pronoun (“jouw”) as an indication of referring to the consumer as an individual. The linguistic manipulation was appealing to the individualist cultural character of the Dutch consumer. The third advertisement, the Control condition, appeared to have the same product and logo positions. At the same time, the background was a wall, and the logo was written in English (see Figure 4 as a reference). The possessive pronoun entailed in the logo, in this case, was “you,” which in English can correlate with both the second-person singular (referring to the consumer as an individual) and second-person plural (referring to the consumer as part of a group).

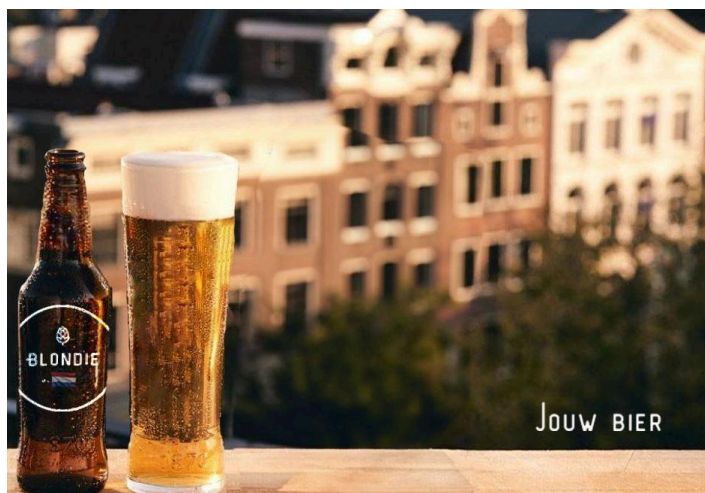
**Figure 2**

*The image depicts the Greek condition.*



**Figure 3**

*The image depicts the Dutch condition.*



**Figure 4**

*The image shows the control condition.*



### *Sampling*

Data collection was conducted through two sampling methods: convenience and snowball sampling. In particular, the researcher recruited participants from her immediate social environment via Facebook, Instagram, Messenger, and LinkedIn social media platforms. Subsequently, participants were informed that they could share the survey on their social networks without revealing the subject of the experiment. The sample size consisted of 141 participants, 71 Dutch and 70 Greek participants.

**Participants.** Participants were recruited according to their age and nationality. To participate in the present survey, participants should have identified as Greek or Dutch. This prerequisite entailed that Greek and Dutch participants should have been raised in Greece and the Netherlands accordingly. Secondly, participants must have completed their 18th year, which is regarded as the legal drinking age in both countries. Demographic elements such as the participants' gender, education, and current residence were also considered.

## *Measures*

**Independent Variable.** The independent variable in this study was culture, a nominal variable, which was manipulated at three levels: Greek, Dutch, and Control condition. According to Bonvillian and Nowlin (1994), culture consists of cultural elements such as language and aesthetics, which can be depicted in the brand name, logo, color, and symbols. For this research, culture was conveyed through the advertisement's cultural fit with the participants' national background. The advertisement's cultural fit was first manipulated in terms of the language chosen for the advertisement logo, which was linguistically depicted according to the participants' nationality. For the Control condition, English was opted for the advertisement's linguistic elements since it serves as the "lingua franca."

Secondly, culture was manipulated regarding the aesthetics illustrated in the advertisements. In particular, for the Greek condition, the sea and the sun were depicted as symbolic references to the Greek nation. Additionally, the color of the sea, blue, is highly associated with Greek culture (Kouris, 2009). On the other hand, in the Dutch condition, the aesthetic manipulation consisted of the conveyance of the Dutch architecture in the background, while darker colors were also preferred in accordance to the background chosen. For the Control condition, there is a neutral background and no symbolic reference to any nationality and culture.

## **Dependent Variables**

***Consumers' attitude towards the brand.*** According to Sallam and Wahid (2012), attitude toward the brand is the tendency to respond favorably or unfavorably to a product after exposure to the advertising stimulus. Consumers' attitude towards the brand was

considered an interval variable—the measurement scale derived from research conducted by Spears and N.Singh (2004) and adjusted. To achieve format consistency in the survey, participants were asked to rate eight items on a 7-point Likert scale ranging from “Strongly Disagree” to “Strongly Agree” (Appendix F). To ensure the participants responded according to the items’ content, both positively and negatively worded items were included, which were recoded afterwards for the data analysis (Baumgartner & Steenkamp, 2001). Reliability and validity were ensured by opting for an existing reliable and validated measurement scale.

***Purchase Intention.*** Purchase intention, which depicts individuals’ conscious plan to purchase a product or a brand, was an interval variable measured with eight items. Research conducted by Nasermodeli et al. (2013) and Barber et al. (2012) contributed to the measurement of the dependent variable and established validity. Participants were asked to choose the most appropriate answer on a 7-point Likert scale ranging from “Strongly Disagree” to “Strongly Agree.” (See Appendix F for an overview of the items). A 7-point Likert scale was preferred instead of a 5-point for format consistency purposes. The 7-point Likert scale was preferred since it contained a midpoint, while every point was labeled to ensure the reliability and validity of the ratings (Krosnick & Presser, 2010). Additionally, Cronbach’s  $\alpha$  was used as a reliability index. Items with a score  $>.7$  were considered high in reliability.

### **Mediator**

***Group Identification.*** According to Verkuyten and Pouliasi (2006), group identification can be recognized through self-stereotyping, attributions, and attitudes. Self-stereotyping is consumers’ tendency to bias their perception and behavior as to align



with the in-group characteristics and norms (Verkuyten & Pouliasi, 2006). Research conducted by Leach et al. (2008) contributed to the measurement scale of the variable. 16 items measured the different facets of group identification and could be answered on a 7-point Likert scale ranging from “Strongly Disagree” to “Strongly Agree.” The items were adapted to the participants’ nationality and presented as in the example: “I feel a bond with Greek/Dutch people” (See Appendix F for an overview). The inclusion of two excluded items from the research of Leach et al. occurred as they were considered helpful for the study. Item number 16 was adjusted to “I identify with the [in-group] people” since the study investigated the participants’ possible identification either with the Dutch or Greek people solely.

### *Procedure*

**Questionnaire.** The questionnaire was distributed via social media platforms, such as Facebook, Messenger, Instagram, WhatsApp or H&M One Team App, to Greek and Dutch participants who had completed their 18 years of age. Confirmation of their voluntary participation and providing their agreed consent initiated the survey.

The questionnaire consisted of four parts displayed in a specific order, serving the study's aim. Specifically, a filtering question at the beginning of the questionnaire ensured that the participants were above 18. If this was not the case, proceeding with the online survey was impossible. Demographic questions about participants' gender, education, and current residence followed. Questions about group identification, attitudes toward the brand, and purchase intention followed in this order after the participants’ exposure to the stimuli. Participants were randomly assigned to one of the four conditions, according to their nationality, and were instructed to answer the questions after their exposure to the

advertisement. The questionnaire ended with a brief “thank you” note to those who invested the time to participate in the study. The online questionnaire took approximately 10 minutes and was executed in English (See Appendix H)

**Pretesting.** Pretesting was conducted before the distribution of the online experiment and the execution of Study 2. A sample of 15 people was gathered and exposed to the experiment's conditions, including seven reflective open questions (Appendix F). The open questions served as the participants’ reflections on the experiment’s design, points of further improvements, or occurring errors.

### ***Data Analysis***

**Online Survey.** Data resulting from the online experiment was input and processed using the Jamovi software program. A one-way ANOVA test was conducted to compare the means of the three cultural groups (Greek, Dutch, and Condition). A mediation analysis was conducted using the “medmod” module in Jamovi.

## **Study 2**

### ***Design***

Interviews were conducted following the distribution of the online survey and the analysis of its results. The focus was on understanding the multiple aspects of consumers’ attitudes and behaviors and how they related to their cultural background. As mentioned above, an explanatory sequential design facilitated such an understanding. In particular, the interviewees participated in Study 1 first. After 2-3 weeks, they were provided their informed consent and participated in Study 2.

Interviews followed after data analysis from Study 1 to provide the narrative and experiential data on research points that needed further investigation (Halcomb & Hickman, 2015). Notably, the interviews focused on eliciting the reason (s) participants provided such answers on the survey and further understanding their culture's influence on their attitudes and intentions. Therefore, the interviews were structured to resemble the experiment of Study 1. First, participants were guided to answer questions regarding their brand attitude and purchase intention with reference to an imaginary new beer brand. Finally, according to the interviewees' nationality, the Dutch or Greek, and Control conditions were revealed. Participants' perceptions on the advertisements and their attitude and purchase intention toward the brand were requested.

### ***Sampling***

Data collection was conducted via convenience and snowballing sampling. The researcher recruited participants from her immediate environment using WhatsApp. As mentioned below, participants from the researcher's convenience sampling attempted to introduce others who were fit to participate in the study, but due to time limitations such attempts were not fruitful.

**Participants.** Participants' recruitment occurred according to the inclusion criteria stated in Study 1. For the present study, ten interviews were conducted. All participants were above 18 years of age. Five participants were of Greek nationality and upbringing, while five were Dutch. During the first two interviews, the participant's country of current residence was deemed critical. Therefore, the study aimed to interview Greek people who lived in Greece and abroad. The same applied for Dutch interviewees.

However, recruiting Dutch participants who lived outside the Netherlands was not possible.

### ***Measures***

The interviews were semi-structured, as the study aimed to better understand the participants' perceptions (Arksey & Knight, 1999). The researcher predetermined the main questions. However, the interviewees' perceptions could generate more follow-up questions on the researcher's side. Follow-up questions were based on improvisation and aimed at a deeper understanding of the study's research (Arksey & Knight, 1999).

The interview guide (Appendix C) was structured according to the item categories included in the online survey. The interview questions comprised four categories: background, group identification, brand attitude, and purchase intention questions.

As seen in the Results section, Study 1 indicated that group identification did not mediate the relationship between cultural fit and brand attitude or purchase intention, contrary to the hypotheses. However, the direct effect of group identification on both dependent variables was revealed. Interview questions (14,15, and 20) aimed at eliciting participants' opinions on the cultural fit between the advertisement and their cultural background and its possible effect on their brand attitude and purchase intention. Questions 16 and 17 aimed to tackle the collectivist/individualist aspect of the participants' culture and explore the importance of subjective norms in participants' behaviors. Question 21 aimed to make the advertisement's cultural elements noticeable to the participants, while questions 22 to 24 explored the participants' brand attitude and purchase intention once the conditions were revealed. Follow-up questions were included

in the interview guide, but their inclusion or exclusion in the interview process depended on each interview.

### ***Procedure***

Ten interviews were conducted. Participants had been exposed to the online questionnaire of Study 1. After 2-3 weeks, participants consented to participate in the interviews. The information letter (see Appendix A) and the informed consent form (Appendix B) were sent via email or through WhatsApp to all participants. Participants read and signed the informed consent form before the interview and sent it to the researcher.

Seven online and three offline interviews were conducted between May 28th and June 6th. The Zoom and WhatsApp platforms were utilized for the online interviews. The interviews lasted 25 to 35 minutes and were conducted in English. Upon the participants' permission, the interviews were recorded. The recordings were utilized only for the study and stored digitally in Tilburg University's Google drive.

**Pretesting.** The first two interviews were considered a pretest. The researcher evaluated whether the interview questions were comprehensible to the participants of both nationalities and adjusted the length of the interview guide appropriately.

### ***Data Analysis***

The interviews were transcribed verbatim through Microsoft 365 under the license of Tilburg University. Manual adjustments were made to the transcripts in case of program errors. All final transcriptions were in English (Appendix D). Anonymity was ensured throughout the interview and the transcription process. Data analysis was

conducted and a coding scheme containing four levels was created, and data was interpreted with the thematic analysis method (See coding scheme in Appendix E).

## Results

### Study 1

#### *Data preparation*

The study's raw data were exported from Qualtrics to Jamovi. Data screening occurred to identify irregularities and outliers. Missing data were eliminated; responses that did not answer the questionnaire either completely or partially were not considered. Therefore, 141 of the 183 recorded responses remained in the data set. No outliers were detected for all variables.

**Coding.** Categorical variables were coded to facilitate the study's execution. The 7-point Likert scale items were also coded for the same purpose, as illustrated in Table 1.

**Table 1**

#### *Coding of variables*

Variable	Element	Code
Nationality	Dutch	1
	Greek	2
Gender	Male	1
	Female	2
	Non-binary/third gender	3
	Prefer not to say	4
Education	Highschool diploma	1
	Bachelor's degree	2
	Master's degree	3
	Other	4

Residence	Greece	1
	Netherlands	2
	Belgium	3
	Germany	4
	Cyprus	5
	Switzerland	6
Conditions	Greek Condition	1
	Dutch Condition	2
	Control Condition	3
Likert-scale items	Strongly disagree	1
	Disagree	2
	Somewhat disagree	3
	Neither agree nor disagree	4
	Somewhat agree	5
	Agree	6
	Strongly agree	7

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### ***Normality of Data***

The data's normality was assessed by exploring the independent and dependent variables. The variables were not normally distributed when explored (see Table 2). The dependent variables were further explored and were split by Conditions (independent variable). In the Greek and Dutch condition, z-scores of skewness and kurtosis were within the interval of  $\{-1.96, 1.96\}$ , indicating normality of distribution. In the case of the control condition, however, skewness was observed regarding brand attitude ( $z$  score of  $-2.48$ ) and kurtosis referring to purchase intention ( $z$  score of  $-2.07$ ) (See Table 3 below). As confirmation, the Shapiro-Wilk test of normality was executed. The results indicated that the data of the variables brand attitude ( $p < .001$ ) and purchase intention ( $p < .001$ ) was not normally distributed.

### **Table 2**

*Means, Standard Deviations, z scores of Skewness and Kurtosis of variables Conditions, Brand Attitude\_Mean, Purchase Intention\_Mean, GI\_Dutch\_Mean, GI\_Greek\_Mean*

<b>Variable</b>	<b>M</b>	<b>SD</b>	<b>Skewness</b>	<b>Kurtosis</b>
Conditions	2.25	.829	-2.42	-3.37
Brand Attitude_Mean	4.75	1.14	-2.92	-0.29
Purchase Intention_Mean	4.06	1.34	-2.01	-1.58
GI_Dutch_Mean	4.91	1.51	-4.31	-3.32
GI_Greek_Mean	5.10	0.94	-1.48	-0.34

**Table 3**

*Means, Standard Deviations, z scores of Skewness, and Kurtosis of variables Brand Attitude\_Mean and Purchase Intention\_Mean split by Conditions.*

Conditions	<b>Brand Attitude</b>				<b>Purchase Intention</b>			
	<b>M</b>	<b>SD</b>	<b>Skewness</b>	<b>Kurtosis</b>	<b>M</b>	<b>SD</b>	<b>Skewness</b>	<b>Kurtosis</b>
Greek	2.51	.93	-1.75	1.93	4.69	.99	.16	-1.51
Dutch	4.57	1.06	0.19	-1.32	3.58	1.37	.48	-1.45
Control	4.62	1.23	-2.48	-0.40	4.00	1.36	-.91	-2.07

***Reliability analysis and mean calculation***

**Means' calculation.** Calculation of the means BA\_Mean, PI\_Mean, GI\_Dutch\_Mean, and GI\_Greek\_Mean was necessary for the study's conduct. Recoding



of items BA\_2, BA\_4, BA\_6, and BA\_8 occurred for the successful calculation of the aforementioned mean.

**Reliability.** The measurement scales in the present study were adapted from established studies, ensuring their reliability and validity. The scales' internal consistency reliability was measured and indicated through Cronbach's Alpha. High levels of reliability were indicated for the variables of brand attitude, purchase intention, and group identification, as seen in Table 4.

**Table 4**

*Scale Reliability*

Variables	Cronbach's Alpha
Brand Attitude (BA_Mean)	0.941
Purchase Intention (PI_Mean)	0.930
Group Identification (GI_Dutch_Mean)	0.953
Group Identification (GI_Greek_Mean)	0.919

*Hypothesis testing*

Testing the hypotheses presented in the present study entailed the conduct of two statistical tests, One-way ANOVA and mediation analysis. H1, H3, H4a, H4b were statistically explored through One-way ANOVA, while H2, H5, H6 through mediation analysis.

Hypothesis 1 claimed that the cultural fit between the advertisement and the consumers' cultural background positively relates to their brand attitude. A One-Way ANOVA was conducted to explore whether three different conditions (Greek, Dutch, and Control) affected consumers' brand attitudes. Homogeneity of variances was assumed

since  $VR=1.72$ , which is below 2. The normality assumption was not met, and the Kruskal-Wallis non-parametric test was conducted ( $\chi^2(2)=7.34$ ,  $p=.025$ ). Since the p-value was less than .05, the null hypothesis was rejected and assumed that there was a difference between the conditions, confirming Hypothesis 1. Particularly, respondents who viewed the Greek condition ( $N=35$ ) had a median score of 5.25 ( $M=5.21$ ,  $SD=0.93$ ), while those who viewed the Dutch condition ( $N=36$ ) had a median score of 4.69 ( $M=4.57$ ,  $SD=1.06$ ). Respondents viewing the control condition ( $N=70$ ) had a median score of 4.94 ( $M=4.62$ ,  $SD=1.23$ )

The overall ANOVA was significant ( $F(2)=3.91$ ,  $p=.02$ ,  $\eta^2=.054$ ), indicating that there are differences in consumers' brand attitudes depending on the condition they witnessed. A post hoc test was conducted. However, due to the unmet normality assumption, the non-parametric DSCF pairwise comparisons test was preferred, which indicated that the only significant difference lies between the Greek and Dutch conditions ( $p=.026$ ). Moreover, planned contrasts were conducted to test Hypothesis 3 which expected a stronger effect of the advertisement's cultural fit to brand attitude in collectivist cultures. Results revealed that there was a difference between the Greek and Dutch conditions,  $t(2)=2.42$ ,  $p=.017$ ,  $r=0.86$  (large effect), indicating that the effect of cultural fit on brand attitudes in collectivist cultures (Greek condition) is stronger than in individualist cultures (Dutch condition). Subsequently, H3 was accepted.

To test H4a, stating that there was a positive relation between the advertisement's cultural fit to the participants' cultural background and their purchase intention, a One-Way ANOVA test was executed. Homogeneity of variances was assumed ( $VR=1.88 < 2$ ). The normality assumption was violated, and the Kruskal-Wallis

non-parametric test was conducted ( $\chi^2(2)=11.1, p=.004$ ). Specifically, respondents who viewed the Greek condition ( $N=35$ ) had a median score of 4.43 ( $M=4.69, SD=0.99$ ), while those who viewed the Dutch condition ( $N=36$ ) had a median score of 3.50 ( $M=3.58, SD=1.37$ ). Respondents viewing the control condition ( $N=70$ ) had a median score of 4.29 ( $M=4.00, SD=1.36$ )

The overall ANOVA was significant ( $F(2)=6.80, p=.002, \eta^2=.090$ ), indicating that there are differences in consumers' purchase intention depending on the condition they witnessed, which confirms H4a. A post hoc test was conducted, but the non-parametric DSCF pairwise comparisons test was preferred due to the unmet normality assumption. Results indicated significant differences in consumers' purchase intention when they viewed the Greek and Dutch conditions ( $p=.003$ ). A planned contrast was conducted to test H4b which stated that the effect of the relationship between the cultural fit and consumers' purchase intention was higher in collectivist than in individualist cultures. The planned contrast revealed that there was a difference between the Greek and Dutch conditions,  $t(2)=-3.65, p<.001, r=0.93$ (large effect), further indicating that H4b was accepted.

**Mediation Effects.** To investigate the effect of group identification on brand attitude and purchase intention, the Jamovi module "medmod," a tool that facilitates mediation analysis, was used. Hypotheses 2 and 6 claimed that group identification explained the relationship between cultural fit and brand attitude or purchase intention, respectively. Similarly, Hypothesis 5 stated that brand attitude explained the relationship between the advertisement's cultural fit and purchase intention. The results regarding H2 were presented first, while results referring to H5 and H6 followed.

Mediation analysis revealed that there was no mediation effect of group identification on the relationship between the advertisement's cultural fit and consumers' cultural background (see overview in the Tables 5 and 6 below). Subsequently, hypothesis 2 was not accepted. However, path estimates revealed that there was a direct effect of the Greek group identification on brand attitude,  $\beta=.25$  (95%CI:-.025,.478),  $z=2.18$ ,  $p=.029$ .

**Table 5**

*Results of Mediation Analysis on the relationship between cultural fit, Dutch group identification, and brand attitude.*

Effect	$\beta$	SE	95% CI		z	p
			Lower	Upper		
Indirect	-.009	.054	-.117	.097	-.117	.86
Direct	-.306	.282	-.859	.246	-1.08	.278
Total	-.315	.287	-.879	.247	-1.10	.271

**Table 6**

*Results of Mediation Analysis on the relationship between cultural fit, Greek group identification, and brand attitude.*

Effect	$\beta$	SE	95% CI		z	p
			Lower	Upper		
Indirect	-.007	.028	-.063	.048	-.262	.793
Direct	-.105	.108	-.316	.106	-.973	.330
Total	-.112	.111	-.331	.106	-1.009	.313

In a similar light, mediation analysis was conducted to investigate the mediating effect of brand attitude on the relationship between cultural fit and purchase intention. Results yielded indicated a full mediation (see Table 7 below). Path estimates revealed that cultural fit positively correlates with brand attitude,  $\beta = -.264$  (95%CI: -.488, -.040),  $z = -2.31$ ,  $p = .021$ , and brand attitude also positively relates to purchase intention,  $\beta = .826$  (95%CI: .688, .963),  $z = 11.77$ ,  $p < .001$ . It can be concluded that hypothesis 5 was accepted.

**Table 7**

*Results of Mediation Analysis on the relationship between cultural fit, brand attitude, and purchase intention.*

Effect	$\beta$	SE	95% CI		z	p
			Lower	Upper		
Indirect	-.218	.096	-.407	-.029	-2.26	.023
Direct	-.053	.097	-.243	.137	-.547	.584
Total	-.271	.134	-.534	-.008	-2.02	.043

Mediation analysis also revealed that group identification did not mediate the relationship between cultural fit and purchase intention, neither in the Dutch nor the Greek context (see Tables 8 and 9). Hypothesis 6 was not accepted respectively. However, direct effects between group identification and purchase intention were

yielded; in the Dutch condition,  $\beta=.28$  (95%CI:.018,.554),  $z=2.09$ ,  $p=.036$  and in the Greek condition,  $\beta=.29$  (95%CI:.053,.541),  $z=2.39$ ,  $p=.017$ .

**Table 8**

*Results of Mediation Analysis on the relationship between cultural fit, Dutch group identification, and purchase intention.*

Effect	$\beta$	SE	95% CI		z	p
			Lower	Upper		
Indirect	-.013	.077	-.166	.139	-.117	.859
Direct	-.177	.312	-.790	.434	-.569	.569
Total	-.191	.321	-.823	.439	-.596	.551

**Table 9**

*Results of Mediation Analysis on the relationship between cultural fit, Greek group identification, and purchase intention.*

Effect	$\beta$	SE	95% CI		z	p
			Lower	Upper		
Indirect	-.008	.033	-.074	.056	-.262	.793
Direct	-.023	.116	-.251	.203	-.206	.837
Total	-.032	.120	-.269	.204	-.270	.787

**Table 10***Overview of hypotheses' results*

Hypotheses	Results
H1: The advertisement's cultural fit to the consumers' cultural background positively affects their brand attitude.	Accepted
H2: The relationship between the advertisement's cultural fit to the consumers' culture and brand attitude is mediated by group identification.	Not accepted
H3: The effect of the advertisement's cultural fit on consumers' brand attitude is stronger in a collectivist culture than in an individualist culture.	Accepted
H4a: The advertisement's cultural fit to consumers' cultural background positively relates to their purchase intention.	Accepted
H4b: The effect of the advertisement's cultural fit on consumers' purchase intention is stronger in a collectivist culture than in an individualist culture.	Accepted
H5: Brand attitude explains the relationship between the advertisement's cultural fit to the consumers' background and their purchase intention.	Accepted
H6: Group identification has a mediating effect on the relationship of the advertisement's cultural fit to consumers' culture and the consumers' purchase intention.	Not accepted

**Study 2**

According to results yielded from Study 1, the present study investigated the reasons for the hypotheses' non-acceptance and presented additional findings that were extracted from the participants. The results regarding the non-accepted hypotheses were presented first. Additional findings were presented later.

***H2: Group identification as a mediator in the relationship between advertisement's cultural fit and brand attitude***

**Group identification.** Study 1 results indicated that H2 was not accepted. Interviews conducted in Study 2 revealed that all participants ( $N=10$ ) identified with their national in-group but the robustness of their identification varied. Participant 3 (21 y.o, female, Dutch) stated she identified as a Dutch person referring to her appearance as “a common Dutch person” but “[she didn't] necessarily feel very strong about it though”. Participant 1 (25 y.o, female, Greek) expressed a similar view. Self-stereotyping herself as a Greek person in terms of appearance (eg. dark hair) and character (smiley, generous, hospitable, loud) and recognizing that her Greek background is her cultural heritage did not appear to be enough to strongly identify with the Greek in-group. Gender-identity, personal accomplishments and social identities constituted the identification as a Greek person less central to her view of self. Therefore, the co-existence of different identities within the same person and the identification to different in-groups might explain the absence of the national group identification's mediating effect.

Generational differences appeared to be a divisional factor within the in-group and possibly an explanation for the in-group identification's presentation of no mediating effect. Participant 9 (26 y.o, female, Greek) and Participant 10 (26 y.o, female, Greek) marked the distinction between the new and the “stereotypical” old generation. As Participant 9 stated, she identified as a “new generation” Greek person and highlighted the influence from abroad on the generation's traits (eg. open-mindedness) and possibly on the devaluation of tradition in her perception. Participant 4 (26 y.o, female, Dutch)



expressed a similar opinion underlining the racist tendencies of the older generation and loss of Dutch tradition due to the international population living in the country.

Sentiments of not belonging in the national in-group might have also resulted in participants' perception of in-group identification as less influential. Participant 10 (26 y.o, female, Greek) pointed out that identifying as a Greek did not erase the "times that I feel that I don't belong here. For example, I don't like the way Greeks have fun. I don't listen to Greek music, Greek TV series so. Both yes and no." This opinion indicated that not sharing many cultural norms with the in-group could lead to less self-stereotyping as Greek, less satisfaction with the Greek in-group, positioning in-group identification as a less central factor to the individual's perspectives. Participant 4 (26 y.o, female, Dutch) similarly expressed her dislike for typical Dutch traits, such as loudness, and her subsequent non-identification with the Dutch in-group and stated "I think I'm very international. I don't think I'm, I'm just Dutch if that makes sense." Participant 3 (21 y.o, female, Dutch) revealed her need for inclusion in Dutch cultural norms, since "obviously you don't want to miss out" as she stated, hinting an uncertainty to whether she liked the particular Dutch norms. Both interviewees underlined that their cultural background shaped them but did not define them anymore, which led to their need to either live abroad or to blend with other cultures.

**Relationship between advertisement's cultural fit and brand attitude.** All participants ( $N=10$ ) revealed that their cultural background affects their perceptions and behaviors. Questions regarding the advertisements' cultural fit to their cultural background and exposure to such instances (Dutch, Greek and Control condition of study 1) provided various insights. Participant 7 (25 y.o, male, Dutch) and Participant 6 (25 y.o,

male, Dutch) showed a positive inclination towards brands which present culturally fit advertisements to Dutch culture, acknowledging that the brand might not be Dutch. Recognizing, understanding and respecting the local market were mentioned as positive traits of the advertisement's cultural fit. Opposing opinions brought to the forefront the origin of the brand as a crucial factor. Participant 5 (26 y.o, female, Greek) characterized the marketing approach of "tailoring" the advertisement to culturally fit the consumer, as a scam, unless the advertisement's cultural fit correlates with the brand's country of origin. Participant 8 (31 y.o, female, Greek) similarly commented that "Yeah, as a consumer because at the point you know you're being manipulated" while Participant 2 (22 y.o, female, Dutch) stated that such marketing efforts undermine the personality and uniqueness of the brand. Finally, Participant 3 (21 y.o, female, Dutch) commented that curating advertisements to culturally fit the market was not an associative factor to influence her brand attitude.

Interviewees' exposure to the images used in Study 1 provided concrete examples and more focused insights. All participants ( $N=10$ ) indicated that the brand presented in the Dutch/Greek condition was more favorable due to the cultural elements presented. The advertisements that culturally fitted to the participants' cultural background provided sentimental value. In particular, most participants ( $N=6$ ) associated the brand with summer and the social aspects of outgoingness and friendship. Reminiscing sentiments might also have been a crucial affective response. Migration, as indicated by some Greek participants' experience ( $N=4$ ) caused additional nostalgic feelings for their home country which have affected their brand attitude. Participant 8 (31 y.o, female, Greek) revealed that the Greek advertisement "made me miss summer in Greece and it made me feel like I

really want to be there, like laying next to the sea with a beer in my hand, even though I'm not a beer person yeah. So yeah, only positive things like me being carefree. Yeah, enjoying life in general.” Such affective responses might explain the direct effect of group identification on Greek consumers’ brand attitude.

At the same time, all participants ( $N=10$ ) revealed that the Control advertisement was neutral, while Dutch/Greek advertisements provided more information about the brand’s personality. Participant 2 (22 y.o, female, Dutch) stated that she preferred brands with personality even if it was not the Dutch personality, while Participant 3 (21 y.o, female, Dutch) stated that found the brand in the Dutch advertisement was perceived as more favorable because it provided more for the consumer in comparison to the brand in the Control advertisement. Participant 6 (25 y.o, male, Dutch), however, indicated that despite the Control advertisement’s neutrality, there was not a significant change in his brand attitude. Participant 7 (25 y.o, male, Dutch) further noted that he found the Control advertisement even more favorable than the Dutch advertisement, indicating that personal idiosyncrasies might be a considerable factor of consumer behavior. The aforementioned factors might explain the absence of group identification’s mediating effect between the advertisement’s cultural fit and consumers’ brand attitude.

***H6: Group identification as a mediator in the relationship between advertisement’s cultural fit and purchase intention.***

Interviews provided insights on the reasons H6 was not accepted. The reasons for the absence of group identification’s mediating effect have been discussed under the subsection “Group identification” in Study 2 results and can be considered here too.

**Cultural Fit.** Further evidence on the interviewees' perceptions indicated that the majority of participants ( $N=8$ ) would purchase the brand presented to them both in Greek/Dutch advertisement and in Control condition. As indicated by Participant 10 (26 y.o, female, Greek) and Participant 6 (25 y.o, male, Dutch), their purchase intention would be slightly higher in the Greek/Dutch advertisement, but not significantly. The presented national flag in the Greek/Dutch advertisement might provide a possible explanation for such an occurrence. Participants ( $N= 5$ ) characterized the national flag on the logo as tacky or unattractive which might have led to a less favorable brand attitude and lower purchase intention. Participant 3 (21 y.o, female, Dutch) stated that national symbols did not appeal to her, while Participant 1(25 y.o, female, Greek) indicated that living outside Greece and her nostalgic sentiment would be considered the only factor for purchasing a brand with a Greek flag.

### **Additional Factors**

**Price.** Insights from the interviews revealed that among the most important factors influencing participants' purchase intention were the brand's price and quality of taste. The majority of the participants named the brand's price a determining factor for its purchase. In correlation to the brand's personality, Participant 1 (25 y.o, female, Greek) stated that purchasing a brand without personality would depend solely on its price. Participant 6 (25 y.o, male, Dutch) commented similarly, while Participant 8 (31 y.o, female, Greek) declared that her purchasing intention was mostly on the correlation between its value and price, while culture was characterized as a less important factor.

***Encountering the brand (place).*** The context of the brand's presentation also appeared to be significant. Participant 7 (25 y.o, male, Dutch) and Participant 3 (21 y.o, female, Dutch) notably indicated that the presented brand's consumption or purchase was dependent on its presentation. Either due to product preferences ( eg. being a non-beer drinker) or to individual ones, participants would purchase the beer solely within a social context like a festival or a social outing with their friends. On another note, the place of encountering the brand was also found to be significant. Greek participants who lived abroad expressed that they would buy the brand in the Greek advertisement due to sentimental value. Participant 1 (25 y.o, female, Greek) indicated: "I don't think I would buy it in Greece because I've had enough of Greece, you know, like I want to try something else. But for example, in the Netherlands, I will definitely go for it, even if it's more expensive." Similar views were shared by Dutch participants ( $N=5$ ) too, when were suggested to imagine encountering the brand outside the Netherlands. Dutch participants revealed that it would be more likely to buy the brand in the Dutch advertisement if they were outside their country.

***Country of origin.*** The brand's country of origin appeared to be a determinant for some participants' purchase intention and behavior. Participant 5 (26 y.o, female, Greek) and Participant 7 (25 y.o, male, Dutch) expressed similar opinions, often correlating brand's country of origin to its quality. As Participant 7 stated: "There's a certain, you know, trustworthiness, which comes from something being Dutch, so that that that influences my choice. And I think, yeah, I think maybe you know being in a western country, I would trust Western brands more. And I would buy a Western brand before I would buy non Western brand." Participant 1 (25 y.o, female, Greek) also stated:

“Because yeah, I want to support Greek products. Why wouldn't I? And I, I believe I'm going to like the taste for sure. And I'm going to repurchase it.”, associating the brand's value with its origin.

## **Discussion**

This study sought to add to existing literature by investigating the role of consumers' culture to their brand attitude and purchase intention. Two European nations were opted for this research, the Netherlands and Greece. The examination of the aforementioned relationships rendered the investigation of the consumers' group identification necessary. Particularly, the mediating role of participants' group identification was analyzed.

## **Findings**

The findings of Study 1 and Study 2 are discussed intertwined regarding the present thesis hypotheses. The hypotheses are mostly discussed in pairs since they tackle with similar assumptions. Therefore, the hypotheses are not presented with a linear order, but in the order indicated below:

Hypotheses 1 and 4a are discussed first, while discussion of hypotheses 2 and 6 follows. Discussion of hypotheses 3 and 4b is presented next. Finally, hypothesis 5 is discussed.

### ***The relations between advertisement's cultural fit, brand attitude and purchase intention***

Hypothesis 1 and hypothesis 4a which stated that the advertisement's cultural fit to the consumers' culture positively correlated with their brand attitude, and purchase intention respectively, are supported. Insights from Study 2 provide further evidence

since most participants ( $N=9$ ) appear to have a higher brand attitude and purchase intention toward the brand presented in the Greek and Dutch advertisements, compared to the advertisement presented in the Control condition. The results are in line with research stating that people tend to favor culturally congruent phenomena, or in the present case brands (Czarnecka et al., 2020). Particularly, culturally congruent brands offer consumers a “cognitive balance” between their pre-existing values, avoiding inner cognitive conflict and leading to better brand evaluations and behaviors (Song et al., 2017).

### ***The mediating role of group identification***

Hypotheses 2 and 6, stating that group identification has a mediating effect between the advertisement’s cultural fit and consumers’ brand attitude and between purchase intention, respectively, are not supported. Contrary to a previous study by Verkuyten and Pouliasi (2006), which considered group identification a mediator in the relationship between cultural identity priming and cultural frame switching, the results of Study 1 indicated that group identification has no mediating effect. Results yielded from Study 2 provide further evidence on participants’ group identification. In particular, all participants ( $N=10$ ) identify with their national (cultural) identity, but the robustness of their identification with their nation and the subsequent emotional attachment appears to vary.

Reflecting on the results of both studies, a notable observation arises: Participants identify as their national in-group, but group identification appears to have no mediating effect. Statistical analysis conducted in Study 1 reveals that both Dutch ( $M=4.91$ ,  $SD=1.51$ ) and Greek ( $M=5.10$ ,  $SD=0.94$ ) participants seem to identify with their cultural background. The mean scores of both variables (measured on a 7-point Likert scale)

convey that most participants identify with their in-group (Greek or Dutch). The standard deviation scores ( $SD=1.51$ ,  $SD=0.94$ ) indicate that the data observations lie mainly around the mean, providing further evidence that most participants identify with their national in-group. However, this identification does not appear to be high. Such findings do not explain the absence of group identification's mediating effect and posit the need for further elaboration. Specifically, as seen in the Results section (Table 2), the variable group identification concerning the Dutch participants is not normally distributed. Skewness and kurtosis of data distribution are indicated and can render the mean a less reliable indicator of central tendency. However, this does not appear to be the case for the group identification of Greek participants, where a normal data distribution appears.

The findings of Study 2 pose further points of consideration regarding the present issue. Participants appear to identify with their national in-group but indicate that their emotional response to this in-group varies. As stated in the Results section of Study 2, participants ( $N=4$ ) acknowledge their cultural heritage as a subsequent result of their place of birth and upbringing. However, the sentimental value provided by their in-group does not appear to be highly influential or important, especially in some Dutch participants' cases ( $N=2$ ). The participants' observations on their affective response on group identification lead to the careful reconsideration of the variable's measurement scale used in Study 1. In particular, the measurement scale is re-examined to determine if it properly measures the affective dimension of group identification. The scale appears to measure group identification's affective dimension, but the researchers underline a possible limitation to their measurement scale, which might be relevant to the presented issue. Specifically, Leach et al. (2008) developed the scale by examining intergroup



relations and the subsequent sense of threat the in-groups faced, which posited in-group identification as more important to participants. The researchers, therefore, highlight that less or non-threatening circumstances might render in-group identification less significant (Leach et al., 2008).

The aforementioned argument might be relevant to the results of Study 1 and 2. The advertisements presented to the participants in both studies depict a brand advertisement that culturally fits their cultural background. No sense of in-group threat is conveyed. This explanation aligns with the findings of both studies, where participants identify with their in-group but not as highly as rendering group identification a mediating factor.

**Cosmopolitanism.** Research by Douglas and Craig (1997) illustrates the dynamic consumer behavior. It indicates that the increasing exposure to different cultures through consumers' mobility and mass media change consumers' "traditional" behavior patterns (Douglas & Craig, 1997, p.380). Cosmopolitanism is of relevance here. Skovgaard-Smith and Poulfelt (2018) indicate the term "practiced cosmopolitanism" as a phenomenon experienced within geographical and social contexts where various cultural exchanges arise. The ease of physical mobility is named as a central factor for individuals' cosmopolitan identity, which implies an open-minded and appreciative orientation towards other cultures. Results yielded by Study 2 are in line with the theory of cosmopolitanism. Dutch and Greek participants ( $N=3$ ) indicated that the new generation of Greek and Dutch people correlates more with values of open-mindedness and non-traditional perceptions. According to Participant 9 (26 y.o, female, Greek) and

Participant 1 (25 y.o, female, Greek), the reason behind this is the new generation's influences from abroad through traveling.

A study by Cleveland et al. (2016) introduces individuals' acculturation to globalization as an indicator of cultural change. Specifically, the dynamics of cultural identities are discussed, as national identity is altered through intercultural contact, either through individuals' practical encounters with different cultures or through their reception of international content through media. In a similar light, a study by Yegenoglu (2005) reveals that cosmopolitanism and cultural globalization render national identities more fluid and less attached to the nation and its values. Research by Wang (2015) further elaborates and links the positive stance of cosmopolitanism toward different cultures to the increasing flexibility of the traditional cultural identity. However, it is essential to note that cosmopolitan individuals pertain to their attachment to locality, or in this case to the nation, but with a "certain reflective distance" (Riefler et al., 2012, p. 296).

The aforementioned studies align with the findings of Study 2. Notably, participants ( $N=5$ ) appear to identify with their national in-group while acknowledging in-group norms and perspectives they disagree with (eg. traditions, racism, politics, religion). Greek participants ( $N=2$ ) bring migration to the forefront as a possible reason for their fluid identification with their national in-group. Participant 1 (25 y.o, female, Greek) reveals that living abroad twice so far has changed her perception and has led to her not identifying as a typical Greek person.

**Migration.** At the same time, most participants ( $N=9$ ) revealed that their social environment entails people from different cultures than their own. Migration, traveling,

and the co-existence of multiple cultures within a country explain such statements. In particular, most Greek interviewees ( $N=4$ ) have migrated to the Netherlands for educational purposes. Similarly, results from Study 1 indicated that 13 out of 70 Greek participants have migrated to other EU-state members, while the majority of those appear to reside in the Netherlands. Statistical data presented by Statista indicate that 78.275 (sum amount) students of the top 10 universities in the Netherlands in 2022/2023 were international students (Statista Search Department, 2024). Furthermore, a study by the Dutch National Students' Union investigates the student population of Dutch universities, where Greek students appear to be one of the most dominant groups of international students. The subsequent interaction of the Greek participants with different cultures within the Netherlands might attribute to traits of open mindedness and appreciation toward other cultures, in line with the phenomenon of cosmopolitanism. This possibly explains the absence of the Greek group identification's mediating effect.

Cardenas et al. (2019) research investigates cultural groups and the identification of globalization. It offers a plausible explanation for the absence of the mediating effect of the Greek and Dutch group identification. In particular, the study claims that globalization provides individuals the opportunity to gain an understanding of new cultural groups through the sharing of tangible and intangible cultural resources. This familiarization with new cultural groups (other than the individuals' own group) can influence individuals' cultural identities even if they still physically reside within their culture of origin (Cardenas et al., 2019). The incoming international students in the Netherlands might have allowed Dutch participants to gain different cultural perspectives within their own country and might have influenced their cultural identity. Greek

participants might have experienced the same effect on their cultural identity due to the globalization of media or traveling, even if they still reside in Greece. For Greek participants who have migrated to another country, the changes or influences on their cultural identity can be explained more easily.

**Age.** The age of the participants in Study 1 and Study 2 might be considered a determining factor in the studies' results. Results of Study 1 revealed that most participants' ages ranged from 21 to 32 years old, while in Study 2, participants' ages ranged from 21 to 26 years old. As observed, the sample of both studies was comprised mainly of young people. A study by Pendenza and Verderame (2019) investigates the relationship between age and cosmopolitan attitudes toward the EU and presents relevance to the present research. Specifically, the study indicates a strong positive correlation between youth and cosmopolitanism. This correlation results from age's interrelation with other socio-demographic variables, such as high education, being a student, and a higher family income (Pendenza & Verderame, 2019). A thorough examination of the sampling method (convenience and snowball sampling method) used in both studies and the sample comprised indicates that most participants were students or recent graduates of universities. Coupled with the aforementioned research, it can be claimed that cosmopolitanism is a possible explanation for the absence of group identification's mediation effect.

**Conclusion.** Results of Study 1 and Study 2 indicated no mediating effect of group identification, and subsequently, Hypotheses 2 and 6 are not supported. Findings of both Study 1 and Study 2 are discussed. Observations from both studies revealed that participants identified with their national in-group, but no mediating effect of the variable

was detected. Examination of the variables' (GI\_Greek\_Mean, GI\_Dutch\_Mean) descriptive statistics and the measurement scale used provided insights that possibly explain the absence of the mediating effect. A discussion of the phenomenon of "cosmopolitanism," as a possible further explanation, follows. Insights from Study 2 relating to cosmopolitanism, such as migration, education, and age, are also explored.

### ***Cultural Dimensions: The effect of Collectivism/Individualism***

Results yielded from Study 1 supported H3 and H4b. Both hypotheses entailed the cultural dimension of collectivism/individualism. They state that the effect of the advertisement's cultural fit on brand attitude and purchase intention is more significant in collectivist contexts. The present thesis' findings align with the Social Identity and Congruence theories as discussed in research by Seric et al. (2017) and Smith et al. (2006). According to the Social Identity Theory, individuals define themselves according to the social category (nation) they belong to. The cultural dimension of collectivism/individualism indicates that collectivist cultures value the social self and group conformity, leading individuals to construct their sense of self according to societal norms, compared to individualist cultures which value the individuals self more(Son & George, 2013).

Seric et al. (2016) link the cultural orientation of individualism/collectivism to congruence theory. Specifically, the study indicates that congruence between a product and consumers' cultural background leads to more favorable brand evaluations in collectivist than individualist cultures (Seric et al., 2016). In line with social identity theory, people tend to define themselves by referring to the groups they belong to

(Verkuyten & Pouliasi, 2006). Consumers of collectivist cultures define themselves according to their social framework, constituting cultural norms and cues more significantly. On the other hand, consumers in individualist cultures define themselves based on their own judgments or personal accomplishments (Fischer et al., 1999), which renders the effect of cultural norms and elements, and subsequently, cultural congruence, weaker.

### ***The mediating role of brand attitude***

Hypothesis 5 states that brand attitude mediates the relationship between the advertisement's cultural fit and purchase intention. The results are in line with the Theory of Planned Behavior. The TPB suggests attitudes and subjective norms as two predicting factors of behavior. Notably, research by Vidyanata and Hadiwidjojo (2018) discusses the determinants of purchase intention according to the theory and names brand attitudes as its most significant determinant. A study by Adis et al. (2015) further indicates the mediating role of brand attitude in the relationship between consumers' attitudes towards advertisement and purchase intention, which agrees with the present study's findings.

## **Research Implications**

### ***Theoretical contributions***

The present study contributes to understanding culture in the marketing field within the European framework. Research on existing literature indicates that culture and marketing are primarily investigated in cross-national studies between the US and Asia or between Europe and the US or Asia. To the best of the researcher's knowledge, this thesis

is one of the few cross-national studies investigating two European nations, specifically the Dutch and Greek. Aiming to understand the cultural differences between these two nations and their subsequent impact on consumers, the study utilizes Hofstede's Cultural Dimensions Theory. The cultural dimension of Individualism/Collectivism is the main focus of this study. The findings of Study 1 reveal that culture significantly impacts consumers' brand attitude and purchase intention. The results align with the cultural congruence effect and TPB. Specifically, products that align with the consumers' self (congruence) activate cultural knowledge and are perceived as better (Verkyuten & Pouliasi, 2006; Song et al., 2018). Linking culture's relation to TPB, research by Czarnecka et al. (2020) and Mooij (2016) highlights that cultural values, if salient, influence consumer perception and behavior.

Furthermore, this research examines the role of group identification in consumer behavior. Group identification was operationally defined as consumers' identification with their national in-group. Previous research underlines the mediating role of group identification (alternatively defined as cultural identification) on peoples' behavior (Verkyuten & Pouliasi, 2006; Zong et al., 2023). Moreover, Udall et al. (2019) discuss the predictive effect of group identity on behavior. However, the results yielded from Study 1 do not align with such studies since group identification appears to have no mediating effect on the relationship between the advertisement's cultural fit to consumers, brand attitude, and purchase intention. Results from Study 2 indicated the emergence of cosmopolitanism as a possible reason. Cross-border interactions engender globalization and consumers who strive to maintain a balance between neutralizing and embracing

their national identities, potentially explaining the non-mediating effect of group identification in the present study.

Finally, this thesis entails two studies with different research approaches. Utilizing both quantitative and qualitative studies within a mixed-method design has provided valuable insights that might have not been gained by solely one study.

### ***Managerial Contributions***

Culture and its impact have been widely studied in marketing to understand consumer behavior. Subsequently, the emergence of globalization and international brands has brought the investigation of culture more urgently to the forefront. Specifically, international brands face a dilemma regarding the cultural orientation of their marketing efforts. Should their marketing efforts be internationally oriented, considering an acculturated target market, or locally oriented, considering the market's cultural identity?

The current study conveys the substantial role of culture, which is in line with previous research by Song et al. (2018), which indicates that consumers' cultural orientation predicts a brand's success. This study's findings correspond to the importance of tailored marketing. In particular, tailored advertising is a marketing strategy where persuasive messages are tailored to the individuals' characteristics, such as their demographics, values, and beliefs (Maslowska et al., 2013). The present research has provided evidence on the effectiveness of the advertisement's cultural fit, which can be considered a form of tailored advertising, on consumers' brand attitude and purchase intention.



### **Limitations and future research**

Acknowledging the contributions of this research also entails the recognition of its limitations.

The present research investigated the advertisement's cultural fit and its effects on consumers' brand attitude and purchase intention. Due to time limitations, two European national frames with different cultural orientations were opted for: the Dutch and the Greek ones. The focus on solely two nations potentially limits the generalizability of the results. Future research could broaden the investigation and include more nations in its sampling.

Secondly, the sampling of both Study 1 and Study 2 has limitations. Due to time constraints, a sample size of thirty participants per condition was opted, which might have affected the generability of the results. Furthermore, forty-two participants dropped out of the survey and were subsequently eliminated. This might be due to the use of the English language in the survey. Such an occurrence might influence the results' generability. Future research could include a larger sample size and conduct the survey and the interviews in the participants' native language.

Thirdly, the present research results conveyed that participants' age group, level of education, and place of residence (referring to their residence in their country of origin or another country) are relevant. The sample mainly comprised of young people (21-32), and most of them had obtained at least a Bachelor's degree. At the same time, observations of immigrant Greek participants bring the issue of immigration to the forefront. Future research could include people from varying age groups with various

educational backgrounds to obtain a more representative sample of the general population. Furthermore, future research could include more immigrant participants to strengthen the sample's representativeness and better understand their identification with their national in-group.

Remarks from Study 2 also indicate the role of brand personality in participants' brand attitudes and purchase intentions, even if this personality does not correlate with their cultural background. Future research could possibly demonstrate advertisements that fit cultural backgrounds different than the ones of the participants. The aim of such a study would be to investigate the role of brand personality, its relation to consumers' cultural background and to consumers' behavior.

Moreover, the omission of an item poses a limitation. An item was excluded from the brand attitude scale due to oversight. Despite this incident, non-parametric tests of Cronbach's  $\alpha$  and factor analysis appear high in the score (see Appendix G), indicating that the remaining items adequately represent the construct of brand attitude. Acknowledging this omission as a limitation poses a suggestion for future research to incorporate this item to validate further and refine the scale.

Furthermore, this study's focus solely on the cultural dimension of Collectivism/Individualism might have affected the results of the study. Collectivism/Individualism is the most widely used cultural dimension in marketing research as it is considered to be the most fundamental cultural value (Czarnecka et al., 2020). However, research suggests that culture's investigation through this dimension alone cannot explain the multidimensional nature of cultural and individual differences

(Czarnecka et al., 2020). Future investigations could also consider the three remaining dimensions of Hofstede's Cultural Dimension Theory to strengthen the value of the study.

Finally, this study investigated consumers' attitudes and purchase intentions towards the brand. While both are considered determinants of consumer behavior, intentions appear to be the most significant (Azjen, 2015). Future research could further explore such factors and investigate actual purchase behaviors.

### **Conclusion**

The current study suggests that consumers' cultural background affects their brand attitude and purchase intention. Specifically, the advertisement's cultural fit to consumers' national culture appears to invoke cultural knowledge and feelings of familiarity, positively influencing their attitudes and intentions. However, the aforementioned cultural fit does not significantly affect consumers' identification with their nation (group identification). The emergence of globalization and the acculturation of consumers might provide reasonings for such a result, as consumers' identification with their nation seems to be changing. The elements contributing to the dynamic process of individual and group identification could be further examined to understand consumer identity and behavior better.

Finally, the multicultural character of the European market should be considered but further investigated. The present investigation provided evidence of the consumers' differences and similarities between the Netherlands and Greece. Acknowledging the nations' different cultural orientations indicates significant results in consumer behavior and highlights the role of tailoring marketing strategies as effective. Further research on

more European nations could provide insights into the European market and possibly a better comprehension of its consumers.

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## **Appendix A**

### **Informational Letter**

Dear Participant,

Thank you so much for participating. This is an interview study conducted for researcher Argyro Dermitzaki's thesis research as part of Tilburg University's master's program "Business Communication and Digital Media." The present interview study comprises the secondary research method alongside survey research. The study aims to gain more knowledge and a deeper understanding of how consumers' culture impacts their brand attitudes and purchase intentions and investigate how group identification can affect the aforementioned relationship.

Both online and offline interviews are conducted. You are being asked to participate in an interview. The duration of the interview is approximately 30 minutes. During this interview, I will ask you about your cultural background, personal opinion, and experiences on how this affects your consumer behavior and intention. Please take enough time to consider the information in this letter. You are free to ask me any questions that might arise about the research now or later on. It is of utmost importance for you to understand fully the questions during the interview. Please do not hesitate to ask any additional questions if needed. During the interview, you will be asked to sign a form to give your consent for your participation in the interview. However, if you do not wish to continue the interview process, you may state it to the researcher, and adjustments will be made, or the interview will stop.

The information you provide will be kept confidential. Any information that might indicate your personal information, such as your name, will be coded. Your

personal information will not be shared with anyone and cannot be traced back. For security reasons, your anonymous data will only be stored for 10 years on Tilburg's University server solely for research purposes.

If you agree to participate in this study, you also consent to use your data for this study. You may review the information that will be requested from you and make any necessary adjustments. The results are processed with well-secured computer systems that unauthorized persons cannot access. Your data will be stored at the Tilburg University server for research purposes only. You can always contact the researcher if you have any doubts about your participation afterward. You can find the contact details at the bottom of this letter.

Thank you very much for your participation.

Argyro Dermitzaki

[a.dermitzaki@tilburguniversity.edu](mailto:a.dermitzaki@tilburguniversity.edu)



## Appendix B

### Informed Consent

#### Informed Consent

**Description of research:** You are being asked to participate in a study conducted by researcher Argyro Dermitzaki as part of her thesis research. The study investigates the effects of culture on Greek and Dutch consumers' brand attitudes and purchase intentions. The present research thesis is conducted within the master's program "Business Communication and Digital Media" at Tilburg University.

**Your participation:** You are being asked to participate in an interview. The duration of the interview is approximately 30 minutes. A series of questions will be asked, and you may or may not answer according to your personal judgment. If you feel uncomfortable answering a question, you may notify the researcher. According to your wishes, the researcher may skip the question or stop the interview process and your participation in the study. If you choose to stop, your participation will be withdrawn, and any information provided will be erased.

**Procedure:** The researcher will record the interview using an audiotape device and take notes only if you give permission. The recording takes place to accurately record the information you provide and will only be used for transcription. Please state that you do not wish to be recorded by the researcher. The researcher will take hand notes instead. If you give permission for the recording but feel uncomfortable at any given time, please state it, and the researcher will switch off the recording.

**Privacy and confidentiality:** The information you provide will be kept confidential. Any information that might indicate your personal information, such as your name, will

be coded. Your personal information will not be shared with anyone and cannot be traced back. For security reasons, your anonymous data will be stored for 10 years on Tilburg's University server.

**Questions:** Please read the present consent form thoroughly and discuss with the researcher any questions or concerns you may have about the interview process. In case you have unknown words, please address the subject to the researcher. You may take as much time as you need to read the consent form carefully and decide about participating in this study. If additional questions arise after the completion of the interview, please contact the researcher, Argyro Dermitzaki, at [a.dermitzaki@tilburguniversity.edu](mailto:a.dermitzaki@tilburguniversity.edu)

Sign this consent form only if you have fully understood the terms of this study and your questions have been adequately considered and answered by the researcher.

Consent I have read and understood the consent form of this study. My questions have been answered sufficiently and have provided me with a better understanding of the research. I am willing to participate in the study described in the consent form. I will receive a copy of this consent form after I sign it. If you wish to participate in this study, please sign and provide the date below.

Participant's Name \_\_\_\_\_ Participant's Signature \_\_\_\_\_

Date \_\_\_\_\_

Researcher's Signature \_\_\_\_\_ Date \_\_\_\_\_

## **Appendix C**

### **Interview Guide**

#### **Introduction**

##### **Greeting and personal introduction**

[Greeting toward the interviewee],

[Question establishing that the interviewer cares how the participant is doing, how is she/he feeling on the day of the interview]

Thank you so much for agreeing to have a conversation with me. My name is Argyro Dermitzaki, and I am pursuing my master's program at Tilburg University in the Netherlands. As a part of my thesis, I conduct research in two countries, Greece and the Netherlands investigating the effects of culture on consumers' brand attitude and purchase intention. I am very grateful that you are part of this study and thankful for the time you invest for this cause.

##### **Interview topic and procedure**

The present study concerns culture and its effects on Dutch and Greek consumers' attitudes towards the brand and purchase intention. During this conversation, I will ask you several questions regarding the topic, and I would like to hear your thoughts, opinions, and experiences regarding this issue. You may express yourself freely in this conversation. The interview will last around 30 minutes, and it is utterly voluntary. If you feel uncomfortable at any given time, the interview will cease.

The questions of the interview aim at hearing and understanding your perceptions. You will be asked to give examples or provide your opinion. Some questions may seem

repetitive, but I want to make sure that all aspects of the topic are covered. If you do not understand a question or if it is unclear, please let me know, and I will clarify. You are not obliged to answer any question if you do not wish to. If you feel uncomfortable, I will skip the question or cease the interview in its entirety. Any information you have provided so far will be deleted.

Your information is anonymous and confidential. You cannot be traced back from any given information. The interview and the information you provide will be used for research purposes only. The information given will be erased if you decide to refrain from participating.

### **Recording**

For research purposes solely, I would like to record our interview. Recording our interview will provide a more detailed outlook of the information you give. I will erase the recording after I have transcribed our interview. I can keep hand notes during the interview if you do not wish this conversation to be recorded. Can I record this interview? Please let me know if you feel uncomfortable, and I will stop the recording immediately. [Wait for the interviewee's answer. If he/she responds yes, you can start the recording]

### **Consent**

[Ask for the consent of the participant in offline situations.]

Are you comfortable with the interview procedure? If so, can I ask for your consent?

Please read this document carefully and sign your consent only if you fully understand

and agree to the terms.

[Ask for the consent of the participant in online situations]

Are you comfortable with the interview procedure? If so, can I ask for your verbal consent? Please read the document sent to you carefully. If you fully understand and agree to the terms of this study, please say the following phrase: “ I [first and last name] have read the consent form, and I agree to participate in this research.”

### **Background Questions**

#### **Goal:**

Introductory questions to learn about the participant’s personal background. This part also acts as an ice-breaker

1. How are you today?
2. How may I call you during this interview?
3. Is this your first time participating in an interview/study?  
→ If not, for what purposes did you participate in an interview/study?  
[Ok, now I would like to ask you some further questions about you. Is that alright with you?]
4. How old are you?
5. Where do you come from?
6. In which country do you live?

<p><b>Cultural Background</b></p> <p><b>Goal:</b></p> <p>Introductory questions regarding the participant's cultural background will also provide the link with the following questions.</p>	<p>7. How long have you lived in (Greece/ the Netherlands, or anywhere else)? Have you ever lived somewhere else, maybe in another country?</p> <p>→ If yes, can you indicate to me where?</p> <p><i>[Okay, I see. Now, we are going to move to the main set of questions. I would like to have your honest opinion, positive or negative. Shall we move on then? Is that okay with you?]</i></p>
<p><b>Group identification</b></p> <p><b>Goal:</b></p> <p>Questions to explore the participant's sentiment of group identification.</p>	<p>8. Would you say that you identify as a Dutch/Greek person?</p> <p>9. How important is being (Dutch/Greek) to how you see yourself?</p>

10. Do you believe that there are similarities among Dutch/Greek people?

→ Do you feel proud of those possible similarities?

11. Do you feel a bond, a form of solidarity, when you are among Dutch/Greek people?

→ If so, please elaborate.

→ If not, please elaborate.

12. How much do you believe your culture (or being a Dutch/Greek) affect your perception and opinions (people, products, situations in general)?

*[Thank you for your insight; it was very resourceful. Now, we are going to proceed to the questions regarding your brand attitude and purchase intention. Is that*

	<i>okay with you?]</i>
<p><b>Brand Attitude</b></p> <p><b>Goal:</b></p> <p>Questions aiming to explore the relationship between the participant's culture and their attitude towards brand</p>	<p><i>[Let's assume that you are being introduced to a brand, let's say a beer brand for example, that is new to you, okay?]</i></p> <p>13. How do you believe your cultural background affects your perceptions of the brand?</p> <p><i>[Let's say that the new beer brand is culturally aligned with you as a consumer]</i></p> <p>14. Would you perceive a brand that aligns with your cultural background as better or more favorable?</p> <p>(alignment with the interviewee's cultural background in the sense of cultural values, cultural icons</p>



presented in the ads possibly)

→ Are there any such brands that come to mind?

(brands that you feel that align with your cultural values)

15. How do you feel about brands incorporating cultural elements (eg. icons, aesthetics, traditions etc.) in their advertising?

→ Would a cultural alignment between the brand's ad and your culture affect your perception and attitude toward the brand?

16. *[Since you have lived in... would it be reasonable to ask you]* how do cultural norms in the Netherlands/Greece influence your expectations of brands?

17. How does your family or

	<p>community (significant others) influence your attitude towards brands?</p> <p>→ Conversely, how do you react to brands that fail to understand or misrepresent your culture in their marketing efforts?</p> <p>Eg. Dutch people- stingy or Greek- lazy)</p>
<p><b>Purchase Intention</b></p> <p><b>Goal:</b></p> <p>Questions aiming to explore the relationship between the participant's culture and their brand purchase intention.</p>	<p><i>[Now, let's assume that you would consider whether you would purchase the new beer brand]</i></p> <p>18. How do traditional values, traditions, and norms might influence</p>

	<p>your purchase behavior?</p> <p>19. Do you believe a cultural fit (icons, symbols, sentiments) between the brand's ad and your culture would increase your purchase intention?</p>
<p><b>Conditions of the survey experiment</b></p> <p><b>Goal:</b></p> <p>Exposing the participant to the survey conditions (Dutch or Greek condition and Control condition) in order to gather more in-depth insights.</p>	<p><i>[Now, I am going to show you two pictures. Keep in mind that both pictures advertise the exact same product. ]</i></p> <ul style="list-style-type: none"> <li>● Dutch participants are being exposed to the Dutch and Control conditions.</li> <li>● Greek participants are being exposed to the Greek and Control conditions.</li> </ul> <p>20. In the advertisement you have in front of you, do you notice</p>

	<p>any cultural elements?</p> <p>→ If yes, do you believe they are in alignment with your cultural identity?</p> <p>→ How do you feel about them?</p> <p>→ Do they invoke any feelings (positive or negative ones)?</p> <p>21. How do you perceive the brand presented in the advertisement?</p> <p>→ Would you find it likable or maybe unlikeable, favorable or unfavorable etc.?</p> <p>(in case the control condition was shown first)</p> <p>22. If cultural elements were presented in the ad, would you perceive the brand as more favorable?</p> <p>23. Would you purchase this brand/product? (ask that question in both conditions)</p>
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<p><b>Final Question</b></p> <p><b>Goal:</b></p> <p>Clarify any questions participants might have about the research.</p>	<p><i>Are there any points we failed to discuss or any more feelings or thoughts you would like to share?</i></p>
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### Rounding off the interview

Closing:

That was my last question, which brings us to the end of this interview. I would like to thank you for this interview sincerely. Your contribution is highly valued. I would like to check once more if you have any questions for me. [Answer any possible questions that may arise.] If there is no question, then I would wrap up this interview.

Again, thank you for participating and for the time to talk with me today. If you have any questions or would like to know the report of this study, you may contact me, and I would be happy to provide you with such information.

Have a nice day!

[Stop recording]

[There is no manipulation, so no need to debrief the participant]

**Appendix D**  
**Interview Transcriptions**

**Interview 1**

**Date: 28/05/2024**

**Interview number: 1**

**Interviewer: I**

**Participant 1: P1**

I: OK. So are you comfortable with the interview procedure as explained above? If so, can I ask for your consent? You can read the document carefully and send your consent only if you fully understand and agree to the terms.

P1: I fully understand. I fully agree. I mean.

I: OK, perfect. So.

P1: We're going to start with some some questions about your background. They are a bit personal, but. Feel free to answer whichever you want. OK, first of all, I'm sorry, but how are you today? Are you good?

P1: I'm doing well. It's it's a good it's been a good day so far. And I feel it's gonna get even better with this interview.

I: OK, so you told me your full name before, but may I call you some, some somehow else?

P1: No. You can call me [X]. I don't mind.

I: OK. Perfect. Is this your first time participating in the interview study?

P1: No, I've participated. In a bunch of interviews before, also for like, you know, academic reasons. And I've also been a part of a focus group before.

I: OK, perfect. OK. So I would like to ask you some further questions about You. Is that alright with you?

P1: Yeah, sure.

I: OK, I would like to know your age. How old are you?

P1: I'm 25 years old.

I: And where do you come from?

P1: I come from Greece.

I: And in which country do you live now? Do you live in Greece or somewhere else?

P1: No, I've been living in the Netherlands for the past two years.

I: OK. Perfect. But before you lived in Greece, right?

P1: Yes, I mean, I was born in a different country and I I stayed in, in this country for four years and then from 4 till two years ago, I was living in Greece, yes.

I: OK, perfect. That's a substantial amount. OK, so now we're going to move to the main set of questions.

P1: Yes, sure.

I: I would like to have your honest opinion, positive or negative. They might seem a bit repetitive to you, but it's normal. It is for the purpose of the study. Okay?

P1: Yeah, sure.

I: I would like to know if you would say that you identify as a Greek person.

P1: Oh, my God. OK, that's a really interesting question. OK. I hope I'll give you the answer that you want, I mean. Now that you asked me have two approaches. For example, you know how I think about it is whether I look like a Greek person, like on the outside, or whether like I feel like a Greek person on the inside. I do think that I look like a typical Greek person. If someone sees me at the street, they're like, oh, she's

Greek. But whenever I tell them I'm Greek. They're like, oh, yeah, that makes sense. You have dark hair, but. Now when it comes to deeper stuff and I assume you know beliefs and. I think so. I think so. And if you if I haven't been living abroad for the past two years, maybe I wouldn't know how to answer because I would be, like too involved into like the Greek culture. But now that I stepped out of it and I can see it from, like, a different perspective. Yeah, I I do think so and especially if you take it from a stereotypical perspective like, yeah, the Greek people are smiley. Greek people are like they're, they're hospitality is great. Greek people are generous. I I think I have those traits, but Greek people are also loud. I am loud Greek people interrupt others. Greek people do this do that. I think that I will identify myself as not the average Greek person. But yeah, I think I'm pretty Greek.

I: I see. So you talked about the stereotypical traits of a Greek person.

P1: Yeah, which is not bad, by the way. It's not that it's definitely bad, but yeah.

I: So you do perceive the Greek Greek people as having similarities.

P1: With each other, you mean. Yeah. Yeah, for sure.

I: So there is an average weak person.

P1: Yeah. Yes, which in my opinion the average Greekon is not perfect in my opinion, when I say the average weak person, yeah, I don't really see it as a compliment, yeah. However, yeah, there are some similarities within the Greek population, for sure. I mean like for example, there are some similarities for Greek people living abroad. There are some similarities with Greek people living in Athens living in. Yeah, for sure for sure.

I: OK. Yeah, definitely see that. That was very interesting. So would you say that when you are among Greek people, being a person who identifies sort of as a Greek person. Yeah. Do you feel a bond with them? Do you feel a form of solidarity positively?

P1: Yeah. Totally. Absolutely. I mean, I believe I've gotten lucky so far, to be honest, because I mean, you mean abroad?



I: In general

P1: Especially abroad, for example, I I gotta really like you with the Greek people that I am, you know, I I I'm happy enough to call my friends, I do feel 100% myself because unfortunately I do have like a Greek personality and like a foreign personality and my Greek personality can only shine among Greek people because some things cannot be translated in other languages. This but yeah, I am fully myself and what's the best is that you know, I'm pretty confident, I was going to be myself anyway. But the thing is that the way that I'm perceived and the way that my reactions, my jokes, my thoughts, my opinions are perceived with other Greek people, yeah, they make me feel like really safe. And I feel really confident in myself. When I'm around like Greek people also in Greece, by the way, for sure, but in Greece is a bit different, I guess because in Greece you have more options like you, you choose your friends in a different way than abroad. But I'm a very lucky girl. And I I hope my Greek friends feel as comfortable around me as I do around them.

I: But is that only when those people are your friends or if you encounter a Greek person. I don't know, in the restaurant.

P1: Oh, that's a good one.

I: Do you feel the same form of bonding experience or not?

P1: Yeah. I think so. I think so, because I'm always like, I'm always positive. Whenever I meet a Greek person, you know, like someone, like a serving as at a restaurant or like, I don't know at my work, like, you know, a Greek person approaches me or something. I am always willing to be nice. And usually, that's what I receive as well. Which is really nice. I don't know if it's the language, I don't know. If it's. Our personalities. So I don't know, but usually, yeah, I do feel the solidarity for sure, like in my mind, I believe that we're going to have some similarities and I'm going to be understood by default if that makes sense without putting a lot of effort, they will just. Know me without trying that much.

I: Yeah, I got it. So my next, my next question, I don't know if it's easy to answer, but you're free to express how you feel about it.

P1: Yeah

I: I would like to know how important it is to you being Greek to how you see yourself as a person. Does your cultural identity define how you see yourself?

P1: No, I don't think so. I mean, I guess it does play a role even if I don't think it does. It does of course because like I was raised in a Greek context in a Greek environment. Of course it plays a role in who I am and of course, it defines me in a way. And to be honest, being surrounded by foreigners for the past two years, I do see that people will say "ohh, you're really nice. Oh, I guess it's because you're Greek." Like I do understand that other people will connect some of my usually positive characteristics with my culture, but to be honest I really don't think so. I think other things define me more other aspects of myself. For example being a woman, I don't know, being the good at my studies, for example, I think that other traits like being a student, working, being a friend, being a woman, I think they define me a bit more, I guess. But even if being Greek defines me, I don't mind it, actually it's, I think, it's only positive in my case. Why not? But whenever like someone asked me to talk about myself, I don't think I will focus that much on my culture and my cultural background and my heritage. I think I'll focus on other things and achievements, if you will, things that they're not, I wasn't born with maybe. Maybe that that these things are more important.

I: That's very interesting. So, I would like to ask you, I suppose it will be true in.. sort of but do you believe that your culture being a Greek person? Yes, it is something that you're born with, but you've lived it also. Do you believe that it affects how you see the world, how you perceive people, how you perceive products, how you perceive situations in general?

P1: Yeah. Do you? Yeah. I guess so, I guess so for sure, but. I, as I told you, don't really identify myself with a typical Greek person. Maybe because I've traveled abroad. Maybe because I've lived abroad like for two times already. Maybe without me even

knowing I have adopted some traits from like other people from other countries. And maybe that has affected like big time of how I perceive the world, and I think it's good and it's not clear to me. I don't know. I guess I guess that being Greek and being raised in a Greek environment affects me in the way that I see the world for sure, but not in a way that I can describe. I don't think it's conscious. I think it's more subconscious, to be honest. But I guess the fact that I've travelled around and I live in abroad now, maybe this has changed a little bit, but I think for the best, I think has broadened my mind and my horizons and the way that I see things and I think that's only positive.

I: That's very nice. It was very insightful.

P1: I'm glad to see that so.

I: Now we're going to proceed to the questions regarding your brand attitude and your purchase intention as a consumer.

P1: Okay. Sure, sure, sure.

I: So we're going to assume that you're being introduced to a brand, let's say, a beer brand, for example, that is new to you. You haven't seen it before. You're not familiar with it, something completely new.

P1: OK. I love beer, so that would be nice. That sounds nice.

I: So. Let's say that you see a new beer brand that you want about. Do you believe that your cultural background would affect your perception of the brand?

P1: Yeah, it depends on other things as well, like where am I going to, where am I going to be like I'm a Greek person living in the Netherlands. Am I going to see? Am I going to see in the Netherlands?

I: Maybe in social media, maybe through social media.

P1: Social media, OK. I guess I guess it depends on what the ad includes. Like for example, if it if it has like Greek elements, I don't know like a person drinking beer by the beach? Yeah, I guess I'm gonna be like, yeah, I could do that. I'm Greek. I guess I

will connect it. But yeah, if it's like someone in a snowy mountain. Yeah, what will I say? I'm sorry, I don't know. Is that OK? I don't. I guess. I guess it will.

I: Fine, fine.

P1: For sure, because as we said before, I'll call the way that we were raised in the context that we were raised and especially our culture affects the way that we perceive the world. But in such a subconscious way that I really cannot put my finger on it. So yeah, I guess it will, depending on the context of the ad. I assume that's my final answer.

I: Let's say that you view a brand that is culturally aligned with your culture. For example, you you you do see on the beach with two people hanging out, sunny. Would you perceive this brand as more favorable as less favorable as neutral like?

P1: Yeah. Yeah, yeah, I guess.

I: Would it make an impression on you?

P1: I guess I guess so and that's good. I mean, especially now it's like a perfect timing because you know summer is right around the corner. And of course, like if I see someone drinking beer by the beach. I'm going to think of Greece, obviously, and I think that non-Greek people are going to think that as well as they should by the way, but yeah for sure. And to be honest, especially if you compare it like let's say, I see someone drinking beer or restaurant eating Dutch food? Let's say Oh yeah, of course I'm gonna if I have to buy one of those two beers, I would opt for the Beachy one. Of course. Like, why not? Yeah, yeah, yeah, for sure. Especially now that I'm living abroad, like feeling this kind of like Greek vibe and trying this beer that uh, who knows like could be Greek owned. It could be, I don't know. Yeah, of course. I think I would choose the Greek one. The Greek. You know what I mean? Like the Greek one.

I: Yeah, so now let's assume that the beer brand, the new beer brand, wants to launch the beer in the Greek market, OK?

P1: Yeah.

I: Let's assume that you are in Greece for vacation. I don't know how would you feel about the brand....

P1: OK, that sounds nice. Alright.

I: ...incorporating cultural elements such as national icons or culturally loaded icons, the aesthetics, the traditions of the of the country in their ad, in their marketing efforts.

P1: That's nice. I mean, it can get a bit tacky, like for example, the beach people listening to Greek music, like a Greek island showing in the background for example. That's nice, but like showing, I don't know, a flag... it can be a bit tacky. I mean, it doesn't have. You don't have to shove Greece down other people's throats, you know, it's it's redundant I guess. But I think it's a nice move. I think it's a nice move. Like if you want to launch your beer in Greece, showing showing like the Greek experience, no matter what that means. Like showing like Greek food, showing people talking in Greek, showing people that look like. A typical Greek person. I think it's smart. I don't think it's super original. I'm not gonna lie to you. We've seen that before. But I mean, I love like most beer ads, I really, really like them because that's what they show. They show Greece, they show the islands, show the average week person, they show the center of Athens, which I love. So yeah, I think it's not super original, but it's it's definitely smart and it will work. And. Yeah, I would buy it.

I: Very interesting. So you told me that you've lived in the Netherlands for like two years now?

P1: Yes. Exactly.

I: So I think that it's reasonable to ask you the following questions. How do your cultural norms stemming from the Greek culture...

P1: Yeah.

I: ..influence your expectations of brands and in general, now that you have experience in other culture.

P1: Yeah, they do. They do like for example, like my Greek background. And what I know from Greece, like food, drinks, brands, hospitality, whatever it does affect, but it shouldn't. It shouldn't, because I don't think that the Netherlands is better than Greece or Greece is better than the Netherlands. It's kind of stupid to compare, but in my head I always do that like I'm like, "Oh my God, why are they doing this in the Netherlands and Greece." We do it differently? Yeah, that doesn't mean that it's better. Or even if I think it's better. It's just my personal opinion. It shouldn't be considered worse or better. You were like, that happens every day like when I go to the supermarket, for example, I'll be like, yeah, in Greece, this is cheaper. In Greece is is different. Well, no one cares and it shouldn't matter, and it's irrelevant. But it happens all the time. And maybe I need to let go of it, to be honest. But yeah, I'm fully aware that I do that. And I shouldn't. Because there's no right or wrong, there's no, I do have to accept that everything is different, like things and products and lifestyle in the Netherlands is different than Greece, and that's OK. And of course, it's also OK for me to have preferences for me to say that, yeah, I prefer, let's say in Greece compared to the Netherlands. It's OK. It doesn't have like a specific tone against like any country or in favor of any country. It's just my personal opinion. But overall, I don't think we should compare and I don't think we really need to let go and we really need to immerse in the Dutch experience, if you want to be happy.

I: I hadn't thought of that. So one final question, I don't know if you've experienced this however. But do you believe that your family, your friends, your community, that as far as you said the closest ones possibly, or maybe it's an assumption that I made, are Greek. If your significant, significant others are great, do you believe that they influence your attitude towards the brands? For example, towards the new beer brand, would they your significant others influence your perception of it?

P1: Yeah, completely. But I don't think it's because they're Greek. I'm really easily influenced by my friends and like my the people that are around me because I really identify with them in so many things and I trust their opinion and their taste in so many things. So if like a Greek friend of mine, even if we're in Greece or if we're in the

Netherlands, are going to be like “Hmm, I've tried this beer. I really like it. I will go buy this beer. I'm really really easily influenced by my friends, but I guess if they're Greek, even more. But why? I guess because in my head we had a similar upbringing, so I guess our taste is similar. But even if it isn't, I will trust my Greek friend because, you know, I think they have taste anyway. Good taste anyway. So, yeah, I will give it a shot for sure, but. Maybe that will happen with my international friends as well, because I guess I really trust the opinion of the people that surround me. But yeah, maybe my Greek friends will influence me a bit more. I don't know why, maybe they shouldn't, but I know it's again. It's something subconscious, I assume. And my assumption that you know, we are similar by default, so I guess I will trust their opinion. Because it's probably going to be the same as mine, which is not bad by the way. Necessarily, it's not bad. I'm like positively biased, I assume so. That's OK, but yeah, for sure. My Greek friends influenced me in a good way, I believe. For sure.

I: OK. So now let's assume that it's not only that you see the new beer brands somewhere, yeah. You see it and you would like to purchase it or you would you would think about purchasing it. OK, whether you would purchase it or not.

P1: OK, OK. So it's not an ad anymore. You mean I see it to the supermarket, let's say

I: Yes or it is an ad or it's an online purchase, for example.

P1: OK, OK, OK. OK.

I: How do the the traditional values, the traditions, and the norms in general of your culture influence your purchase behavior. Do you think that they are related?

P1: I don't know. I guess I guess my answer will be similar like as before that yeah, of course it will be affected in a subconscious way, but I don't know. I guess now we have other things to think about. For example, the price. Because I'm going to see this, let's say in person, I'm going to see. This beer among other beers my Greek self will be like, well, that's super expensive. I'm going to stick to my usual beer and buy the other beer. That's like €2.00 less than this one, or online. Like, if I see that their shipping costs, Oh yeah, I'm not gonna. I'm not gonna pay for shipping cost for a beer. Again, I don't know

if this is my Greek self. I say that it's my Greek self. Maybe I would have had this trait if I was, I don't know if Bulgaria, I don't know, like from any other place in the world. But I guess they will and the way that they will. They'll make me like, compare it with other products. I assume because I guess that Greek people do, so they can get the cheapest. I don't know is that is that a stereotype? Again, maybe it could be.

I: So. What would you think maybe the a cultural fit between the The the icons on the tag of the beer, the symbols, the the sentiments that this beer might excude you between the brand, the brand or the brands add and your culture would increase your purchase intention as a consumer.

P1: Oh. OK. Yeah, it depends on the context. Again, like if I'm in Greece, a beer that has like some Greek, other elements in it? Yeah. I don't think I would buy it in Greece because I've had enough of Greece, you know, like I want to try something else. But for example, in the Netherlands, I will definitely go for it, even if it's more expensive. Because yeah, I want to support Greek products. Why wouldn't I? And I, I believe I'm going to like the taste for sure. And I'm going to repurchase it. So, yeah, I guess depends on the context. If I'm in the Netherlands, where I'm, I think, almost always looking for like Greek element in my everyday life, I think that will make me happy, even if it's tacky. Like even if I say for example like a huge Greek flag on a beer bottle, I will laugh at it. But maybe I will still go for it and buy it because. Yeah, I'm abroad and a little piece of Greece no matter what it is, it it could brighten up my day for sure. But in Greece now, I would never go for a beer that has a greek flag on it, for example. No. Oh my God, no.

I: I see. OK, I see. So now I'm going to show you 2 pictures. We are moving towards the end of this interview. I promise you

P1: No, no worries.

I: Keep in mind that both pictures advertise the exact same product. OK, I'm going to show you first the...This one. Let's assume that we see this ad, OK?

P1: OK.



I: Memorize it.

P1: OK, I I memorized it.

I: In the advertisement you just saw.

P1: Yeah.

I: Did you notice any cultural element?

P1: No.

I: Do you remember what it had?

P1: Yeah, it was a wooden table with like, a pretty neutral background on the bottom right. There was a slogan, which was your beer. And on the left of the table, it was a glass of beer and a bottle of beer with a logo on it. I don't remember, but I remember like there was cultural elements on it.

I: Did you feel a specific way about the beer ad did it invoke any feelings?

P1: No, no, really. I mean, it looked cold. I would have tried it for. Sure. But yeah, not really.

I: So seeing this ad, how would you perceive the brand presented with the advertisement? Would you find it likable, unlikable, favorable, unfavorable.

P1: That's OK. I mean, there's nothing wrong with it. There's nothing repulsive about it. It's super neutral, I guess. It's OK, not bad, not horrible. Not perfect. It's OK.

I: Do you believe that if cultural elements were presented in the I don't know, icons or like your language, your native language? In terms of color, like bright colors and refer to blue, maybe would you perceive the brand as more favorable?

P1: Yeah. Yeah, I guess, yeah, for sure. Especially now that I'm living abroad. I guess I would like it more. Yeah, for sure.

I: So you think it would be because you live outside Greece now? Yeah. And it strikes in on a sentimental bonding?

P1: Yeah. Yeah, I think so. Because, yeah. I told you, like Greek symbols can be tacky and especially in Greece, that will be so redundant. But now, yeah, I guess it would be nice and like, I would definitely opt for it compared to the neutral one that I just saw, of course.

I: Would you purchase the product that you just saw? the the brand was last product.

P1: Well, the price, if it's like if it has the price of an average beer. Yeah, sure. Why not? It was a blonde beer. Can I ask that? Can you reply or is that?

I: Yeah. Yeah, it was.

P1: I like, yeah. I would OK, of course. Especially if it's not super expensive.

I: So I'm going to show you the second picture now, which is this one.

P1: OK. Yeah, that's nicer. I mean, come on and like, what am I, a psychic? Like, is there a beach? In the background. I called it.

I: OK, having seen the 2nd advertisement now. Did you notice any cultural elements?

P1: Yeah. I did. I mean, come on the flag again. It was tiny. Nice touch. Within, like the Dutch context, for sure, I would go for it. But yeah, like the slogan. It was in Greek. It it feels closer to me for sure, and the beach, especially now that summer is coming up. That that product automatically looks more appealing. I don't think only for Greek. People. I think it's automatically more appealing for sure because it has a character, it has something in it. It has like something special, something that differentiates it from like other neutral brands, I guess.

I: I. So how would you perceive the branding advertisement? Would you perceive it differently in terms of the previous ad?

P1: I think I would like it more, I think it's, I think it's a bit better. I think it's more. Yeah. More favorable for sure.

I: Would you purchase it?

P1: Yeah. Yeah, yeah, yeah, that I'm almost certain, especially if I start in Dutch supermarket. Yeah, I'm almost certain.

I: Are there any points that we fail to discuss or any more feelings or thoughts you would like to share regarding everything that we just said?

P1: I don't think so. Do you believe that? You think that like, some questions are probably not sufficiently because I can, I can still answer them. I don't mind it.

I: No, no, no, I'm perfectly fine. It's just I'm asking for your opinion. Are you good?

P1: As far as I remember. Yeah, I I'm sorry if I was like vague at some points, but it this feels like a really intangible subject and something that I haven't really reflected on before. So yeah, I'm. I'm good if you're good. I'm good as well.

I: Fine, so this was the interview we are rounding off. That was my very last question.

P1: OK.

I: I would like to thank you sincerely for this interview, for your time. Your contribution is highly valued. I would like to check once more if we are OK. If you don't have any questions for me. If you do, you're free to ask me or e-mail me. Hmm. Uh. And again, thank you so much for participating and for the time to talk with me today.

P1: Of course, no. It was really fun and interesting and it's always nice to talk about your country, I guess. When you live abroad, it's always nice and it was really fun and interesting.

I: I would like to inform you that if you have any any questions or you would like to know what information we got from this study, you're free to contact me.

P1: OK, that would be nice. Actually I'm I'm really I'm curious.

I: So have a very nice day. Thank you so so much thank you so much.

P1: You too.

## Interview 2

**Date: 28/05/2024**

**Interview number: 2**

**Interviewer: I**

**Participant 2: P2**

I: OK so. After having said all those things, are you comfortable with the interview procedure, and if so, can I ask for your verbal consent?

P2: Yes, I agree to participate.

I: Perfect. Can you please state that if you fully understand and agree to the terms of the study, you can say the following phrase so, it would be appropriate, "I [your first and last name] have read the consent form and I agree to participate in this research.

P2: Yes, I have read the consent form and agree to participate in the research.

I: Perfect. Thank you so so much. So how are you today? Are you good?

P2: I'm good.

I: Perfect. So, at first, we're going to, I'm going to ask you some background questions about yourself. If you feel uncomfortable at any point of the interview, you may, you may feel free to stop me and I will rephrase the question or I will, I will stop and cease the interview. So your name was [X]. Do you have any other preferred names? Do you prefer me to call you somehow else?

P2: No, [X] is okay.

I: OK. And is this your first time participating in an interview or in a study in general?

P2: Yes.

I: Does it seem strange?

P2: Well, I don't know what to expect, but we'll see.

I: OK, I hope it's a good experience. OK, now. So, I would like to ask you some further questions about you. Is that alright with you?

P2: Yes, that's OK.

I: May I know your age? How old are you?

P2: I am 22 years old.

I: And where do you come from?

P2: I originally come from Rotterdam, but I live in Tilburg now.

I: So you come from the Netherlands, right? Yes. OK. So. Do you live in the Netherlands right now?

P2: Yes, I do. I live in Tilburg.

I: Mm-hmm. And how long have you lived in the Netherlands?

P2: I've lived in the Netherlands my whole life.

I: Oh, nice. So you haven't moved into any other country or so?

P2: No, no, it's always been. I've moved around the Netherlands, but it's always been in the Netherlands.

I: Perfect. Now we're going to move to the main set of questions, so you feel free to share your honest opinion, positive or negative, or you can say that simply, I'm neutral. I don't know. I haven't thought about it. Whatever feels natural to you. Shall we move on? Are you OK with that?

P2: Yes, let's do it.

I: Perfect. My first question is if you would say that you identify as a Dutch person?

P2: I think so, yes. Mostly because, like I'm fully Dutch, like my parents are both Dutch, so I've always grown up with like the most, like Dutch things, I guess. So I would say I would identify as a Dutch person, yes.

I: So I'm curious, do you believe that Dutch people share commonalities? Like you said, that you were doing the most Dutch things. What are those? Are they shared among other Dutch people? Do you think that Dutch people in general have similarities with each other? Or are they doing similar things?

P2: I think in some way yes. Not like there's a lot of difference within the Netherlands, but I think in general most Dutch people are very proud to be Dutch and I think one of the most common things that a lot of people have is that they're we Dutch people are very direct and very straightforward. And I think that's one of the like general things that a lot of people have. That can be, I guess considered very Dutch. If people are very direct.

I: I can see that. And would you say that being Dutch is important to you? to to how you see your your own self?

P2: I think it's important to me, however, on a daily basis, I don't think about it that much. But when people ask me or when I'm on vacation and people ask where I'm from, I am always very proud to say I'm Dutch because I do think it's a very nice country to be from.

I: So you are proud of your norms, your traditions, your, the, the possible similarities that you might have with Dutch people around you, right?

P2: Yes, mostly. So. Of course there's always downside. I think culture has its downside, but I think in general most stuff you can be proud of.

I: I see. And do you feel a sort of bond or a form of solidarity when you're when you're among Dutch people or or not.

P2: In general, not maybe on a daily basis, but I think there's definitely days in the year if you take like our King's Day, I think on days like this it's very. Like push forward that we are like kind of similar because it's one of those days, the whole country is kind of comes together. And I think on those days you definitely do feel a bond with pretty much everyone that does also celebrate the day.

I: And what if I don't know, for example, because I know that the Netherlands do have many internationals, the so-called expats living in the country. If you talked to a Dutch person and if you talk to, I don't know, a Romanian person, regardless of how they are as characters and as personalities. Would you feel a bond with the Dutch person just because he or she is Dutch or is that irrelevant?

P2: I think like maybe in an instant connection it could play a part, but then it can be people who can also be very, very different. And I do also get along with international people very well. So I think in general it doesn't matter. But of course if you speak to a Dutch person and they speak Dutch, it's always gonna be different than either talking in English with an international or even an international that does speak Dutch. It's always, it's gonna be different than someone that is really from here.

I: I see. And I'm curious about something else regarding all the previous questions. Do you believe that possibly your culture affect your perceptions and opinions in in every sort of way? I mean in how you view other people, how you interact with them? How you view products, brands and and and situations in general. Do you believe that the Dutch culture has an effect on that?

P2: I do in some way of course. If you directly think about it, maybe nothing really comes to mind, but I think if you for example take like the legalization of, for example, gay marriage, it has been like that in the Netherlands since I've been born. So something like this is very normal to me and. This is why, like being gay, people in the street, for example, it's very normal to me. I've been used to it. It's been legal here forever. And I think if you for example, come from a country where this is not normalized or it hasn't been normalized as as much, I think that doesn't definitely change your perception on it, even though if you don't personally think the same way

your country does, it does affect the way you interact with these people and I think something like this does, like, it does make me like Dutch and connect to that part of being Dutch.

I: Thank you for your insight. It was very thoughtful and interesting. Now we're going to proceed to the questions regarding your brand attitude and purchase intention as a consumer. Is that OK?

P2: Yes, of course.

I: OK. So let's assume that you're being introduced to a brand, let's say a beer brand, for example, that is completely new to you. OK? You haven't seen it before. You're not familiar with it. You haven't heard about it? It's completely new. If you just saw it, I don't know in, let's say, social media or in a supermarket, it's up. You to imagine the situation. How do you believe that your cultural background would affect your perception of the brand?

P2: Well, I think, in general with beer, I would be possibly associate with it because we Dutch people, we do love beer are very much. But I yeah, I don't know. I think it really depends on the brands and seeing what it looks like and stuff. I think, especially if it's like correlated to being Dutch, I would be like something to go for it, I guess.

I: So if the beer brand was culturally aligned with your culture or with you as a consumer, you would most likely pick it up just to try it.

P2: Yeah, I think so. Especially with there being so many like different brands already on the market here, I think if I see something new and it like, speaks to me by, for example, being correlated to like Dutch or our culture, I'd definitely be tempted to give it a try.

I: And would you say that, assuming and that it is culturally aligned with your background that you would view the brand as more favorable or a bit better or or would you perceive it as neutral and as interesting and let's buy it to try it out.



P2: Yeah, I think more neutral because I would have to try to actually you know, decide if I think it's better, but I definitely curious and interested to give it a try at least.

I: I understand. Let's say that a brand or the specific beer brand incorporates cultural elements as in the form of the your national icons or the aesthetics that you have more or less in the Netherlands or your traditions, how would you feel about this brand?

P2: I'd definitely be interested to try try it for sure and I think, it's, I think it's nice if a brand it's like correlated to where it comes from because that also shows that a brand is, you know proud to be Dutch cause. Of course if you start a brand or whatever, your main goal would be to sell as much as possible which, usually means selling in different countries, and I think if you're planning on do so to do so, but you still make the product in a way that it shows, it will be Dutch. I think that does like show that you're proud of your country. And I think that's a good thing.

I: So I'm curious if it was an international beer brand and it was launching the product in many different markets, one of them was a Dutch market, and this this brand was incorporating cultural Dutch cultural elements in their advertising. The product is not Dutch, it's just a global company that is launching the product into the Dutch market. Would the product be be still interesting to you?

P2: I think in first sight it would be just as interesting as if it was a Dutch brand because you probably cannot see from the outside. You know that it's not a Dutch brand. And I get that they would do that for like marketing reasons. But I think when she gets to know more about the brand and the brand making a different choice for every country would also have a downside because then it doesn't feel as unique or as like personal because then it's like they use the same trick in every country, like tried to correlate to the Dutch people, even though it's not.

I: I see. So as far as I understand, the country of origin and the cultural correlation are important to you. Like if it was a Dutch product and it had Dutch elements in the cultural elements in terms of like how the logos created and how the beers shown. You would find the product more favorable. Do you understand correctly?

P2: Yes, but I also think it's like if it's like for many other countries, I know it's like a Spanish brands and they use Spanish like signs or whatever in their product and they would sell it here, but they would keep their Spanish branding, you know they have one type of branding that they use everywhere that does all those, it doesn't necessarily speak me that it's a Dutch brand, but it's, you know, the loyalty from a brand that they are proud of their country. I think that does play a part in general.

I: Very interesting. I see that. So, since you have lived in the Netherlands for 23 years. It is very reasonable to ask you. Do you believe that the cultural norms in the Netherlands influence your expectations of brands, and if so, how do they do that? Have you ever thought about it?

P2: I never thought about me. I I think in a way. Without necessarily thinking about it actively, it will always influence you in a way you know, cause the Dutch norms is what I've been brought up with, so even without actively thinking I'm taking them into account when looking at brands. I assume I always kind of am because it's just the way I've been brought up but. I'm not like actively thinking. You know, this is like Dutch norm, so let's take.

I: I understand that. Another thing that comes to mind is that maybe, possibly, I don't know how you view it, our significant others affect how we view things. For example, does your family or your community, your Dutch friends, your boyfriends, brothers, sisters, whatever. Do they influence your perception of brands? Would they influence your perception of this new beer brand? Would you listen to them?

P2: Well, if they would like recommend it to me, I think I definitely listen to them. And I do think that they would affect my choices in it, especially I think more so in a positive way than necessarily in a negative way, like if my family has good stuff to say about assertive brands, I definitely be influenced positively, but I think if they have like bad stuff to say about it like depending on how bad the stuff is of course. But I think if they're like, oh, I don't, I don't like it personally, there wouldn't be a reason for me to

not give it a try myself. But if they tell me ohh, it's really, really good , you should try it, then I definitely be tempted to for sure try it.

I: I see that and let's say that one of your significant others significant other is a person who who is important to you in any sort of form. And is not Dutch. He comes, he or she comes from another country. Would you value their opinion this much? Would the influence influence you at the same manner? Or not.

P2: I think they are on the same level of importance. You know as my other significant others. Then I would value their opinion just as much as anyone else because they are important to me for a reason. So I'll definitely value their opinion and take their opinion also.

I: OK, I see. One Moment. So, having discussed the marketing approaches to launching products into that market and how your cultural background influences you. Would you? How would you react to possibly a marketing effort that would not consider the Dutch culture, like being completely neutral, or in the case that they would misrepresent the Dutch, the Dutch culture. Like for example, I've heard the stereotype that Dutch people are stingy, they're not good with giving money, which is, of course the stereotype. Would you be OK with that? Would? You prefer it?

P2: I well, I wouldn't prefer it, but I do think because it's true, we are saying it's just a fact. And I think if they can get it jokingly way without actually being rude about it, if they can use it as a market getting technique like "ohh if you're so cheap, even though people are gonna buy it." Like I think that be like funny marketing. And I definitely fall for it more than anything else, I think. But they have to be you know it can be jokingly, but it has to be, still like a positive twist on it because I think you're actually being kind of rude about it and like maybe be offended a little bit, but if you can put it in a light and flowy, funny manner, then I think it would definitely work on me for sure.

I: I see that I see that. So, now let's assume that you would consider whether you would actually purchase the new product. The new beer brand you're in this indecisive mode.

And I would like to ask you, how do traditional values, traditions, stereotypes, norms of your culture might influence your purchase behavior?

P2: I think like the price is definitely going to be a big influence for me because yes, we are a little bit stingy and if it's a new product and I'm not sure if I'm gonna like it if it's crazy expensive, I'm just not gonna try it. It's not gonna be worth it. So I think that's one of the things that also my parents did teach me, like if it's too expensive and you feel like it's not worth the money, then it's probably not worth the money. So I think that that's definitely influenced my decision on buying stuff. Uh, and then I also do in general, just love like a bargain. So yeah, I think. If they offer some kind of promotion on it, then also. Feels like I'm saving money, so it's definitely I think. My first behavior is definitely most influenced by us people being kind of cheap than any other way really.

I: Totally understandable but I would like to make a very hypothetical question. I don't know if you can answer it because you've lived in the Netherlands for many, many years, but let's assume that you live in another country for let's say, a year. And you saw this new beer brand being launched in this other other country and having cultural elements on the logo. So it's very obvious that it's Dutch or that it refers to a Dutch market. Would you buy it then? Can you think of that?

P2: I think I would, yes the like then maybe I would buy it like regardless because. I am very, you know, even when I leave the country for a vacation, there's, like, very different Dutch things that I'm always going to miss if I'm away. So I think if I would live in a different country and walk into the supermarket and see something directly like advertised or mark like that, it would be interesting to. People then I would for sure just because like. Not even homesickness, but this the feeling of it being kind of that it feels like the product is connected to me. You know? So then I definitely be tempted to try it for sure.

I: I understand. And like in general, do you believe that a cultural fear in terms of icons, symbols, sentiments between the brand and your culture? Would increase your purchase intention like in a general way.

P2: I think I I think especially the sentimental stuff like a lot of brands are going to be sentimentally like even especially Dutch brands of course. And if it's from my youth, it's always gonna be kind of gonna influence my choice. Cause always gonna be like, oh, you know, I just want because I haven't had it in so long or anything like this.

I: I understand.OK.So now we're going to do something a bit different. I'm going to show. You 2 pictures. Keep in mind that both pictures advertise advertise the exact same product, and you're going to tell me again your honest opinion, either positive or negative, OK?

P2: OK.

I: OK, so this is the first picture. Do you in the advertisement you have in front of you? Do you notice any cultural elements on it?

P2: Yes, a bunch of it.

I: Can you describe them to me?

P2: Yes. Well, I love that the bottle has like a little Dutch flag. I think that's already, it clearly shows like the heritage of the brand. And then I think the Dutch like... What's it called in English, canal houses? I guess they are also, I think very typically Dutch, even though not all the cities have them. I think especially Dutch, people are always gonna relate them to our country. And then of course, there's Dutch texts. So that also kind of shows.

P2: It's that.

I: Having those cultural elements that you just refer to, do you believe that this advertisement is an alignment with your cultural identity?

P2: I think so. Yes, it does show. It's the canal house, of course, a little bit stereotypical. The Dutch say that people will think about it; they think about our country, but I think that does. Immediately, very late, then immediately if you see it, even if you didn't look at the bottle yet, just by the overall view with the houses, you immediately think of the Netherlands, in my opinion.

I: And how do you perceive the brand presenting the advertisement after you've seen this ad? Do you find it likable, unlikable, favorable, unfavorable?

P2: I do on first sight think the brand is likable, maybe also because it sounds like it's a blonde beer, like a light white beer. And I do like light beer, so maybe that also does, but I think in first sight it does look faithful, yes.

I: Now we're going to. Move on to the..I'm sorry, my... Yeah. I'm sorry, would you purchase the brand/the product that is presented in the advertisement?

P2: I think I would, yeah, yes. To give it a try for sure, I think, I would give it a shot.

I: OK, perfect. I'm going to show you the second picture. Can you see it in your screen? OK, perfect. In the advertisement, again you have that you have in front of you, do you notice any cultural elements?

P2: Not in like first sight necessarily. I think the name of the brand. You like Dutch people are usually blonde, so I think. That's the only thing that you could, but then you do have to think about it on first sight, I wouldn't necessarily relate it to Dutch.

I: OK. Very interesting point of view. I hadn't thought about it. Does this advertisement make you feel some somehow other positive feelings or negative ones?

P2: I think it doesn't make me feel much just because like I think for just a beer it should be a fine advertisement. But it doesn't. The advertisement says literally nothing about the brand. It just says, it's a beer basically, and and it shows like nothing. I was and I was like, even if it wasn't like a Dutch brand, it shows nothing about the brand in general.

I: I can see that. So how would you perceive the brand presenting the advertisement? Would it be again, likeable? Neutral?

P2: I think in this case it's fairly neutral since the advertiser doesn't really show me anything about the brand. So I would say I feel pretty neutral about this.

I: So in comparison to the previous advertisement, which had some cultural elements, which one would you perceive as more favorable?

P2: I think I would definitely perceive the like, the first one, the more Dutch one, as more favorable, partly because of course it's Dutch related, but I think in general the second one, the brand has kind of no identity at all, and then the first one, the brand actually does show identity, in this case it's Dutch identity. But even if it was a different identity, it shows something about the brand.

I: I understand. Would you purchase product that you see in front of you right now in this advertisement in this context?

P2: I mean, if someone would recommend it to me, I think I might give it a try, but I think if I just saw this I wouldn't necessarily be tempted to get it just based on the advertisements, but if someone would recommend it to me or it would be on a very good deal then.

I: OK, I understand. Are like are there any points that we fail to discuss or any more feelings or thoughts that you would like to share? And I didn't give you the appropriate amount of time?

P2: No, I don't think so.

I: OK. So we are we are led to the ending of our interview. And somehow my computer is failing me, so we're going to do the rounding off because that was indeed my last question. Which brings us to the end of the interview. I would like to thank you so, so much for this interview. Your contribution is highly valued. And I would like to check once more if you do have any questions for me. And if they don't come up now, you can e-mail me. Do you?

P2: I don't, I don't have any questions. No thank you.

I: Again, thank you for participating and for the time that you spent to talk with me today. Again, if you have any questions or you would like to know the report of the study, you may contact me via e-mail. I will give you my contact details and I would be very happy to provide you with that information. Have a nice day.

I: You, too, have a nice day.

### **Interview 3**

**Date: 29/05/2024**

**Interview number: 3**

**Interviewer: I**

**Participant 3: P3**

I: OK, so after having informed you about the procedure of the interview, I want to ask you if you are comfortable with the interview procedure as being explained. If so, can I ask for your verbal consent? Please read it carefully the document carefully and if you fully understand and agree to the terms of this study, please say the following phrase: “ I [your first and last name] have read the consent form and I agreed to participate in this research. “

P3: Hi. I'm [X] and I have read the informed consent form and I agree to participate in the study.

I: Perfect. Thank you. So in the beginning of the interview, I'm going to ask you some background questions about yourself and if you feel uncomfortable with any sort of question, you may feel free to express it to me. First of all, you told me that your



name is[X]. Do you have preferred name? Do I have to call you some somehow else during this interview?

P3: No. Whatever suits you is fine.

I: OK, perfect. Is this your first time participating in an interview study?

P3: Uh, no. I've done interviews for other people before, and I definitely know how it works, but if you have anything that's irregular, let me know.

I: I don't know. It would be very, very regular, I suppose. OK, perfect. So now I would like to ask you some further questions about you. Is that alright with you?

P3: Of course, no problem.

I: Umm, can you tell me your age? How old are you?

P3: I'm 21, just turned 21 finally.

I: And where do you come from?

P3: Uh, I was born in Utrecht in the Netherlands, and now I live in Tilburg.

I: And in which country do you currently live?

P3: In the Netherlands.

I: You live in the Netherlands. How long have you have you lived in the Netherlands?

P3: All my life.

I: Have you ever moved to another?

P3: I haven't and would love to.

I: I see. So now we're going to move on to the main set of questions. So I would like to have your honest opinion either positive or negative. It doesn't matter as long as it is honest. Shall we move on? Is that okay?

P3: Sure, no problem.

I: So certainly in the view, the main part I would like to ask you if you identify as a Dutch person, you would say. Have you ever thought about it?

P3: Not specifically, but yes, I think so. I do have like the more common look of a Dutch person, so I would probably identify myself as a Dutch person. I don't necessarily feel very strong about it though.

I: Do you feel like a Dutch person?

P3: Yes, I do, because I am another fairly proud of it. But like I I was raised here. And I do. Generally agree with the stuff that goes on here I'm very happy to be in the position that I am.

I: So you mentioned that you look like a typical Dutch person, so I perceive that you believe the Dutch people do have similarities or not.

P3: Ohh, for sure, yes.

I: Only in terms of their appearance or even in like the norms.

P3: No, I think in behavior as well for sure. Just like I don't want to be like general generally you know. Saying that everyone is the same, because that's not true because. But I do think that there's a lot of people who are similar in the way that. They feel like a connection in the way that they do things or like, feel things, and they definitely look similar. There's a lot of people in in Holland that are like very similar in terms of their appearance.

I: I understand that. Do you feel proud of those similarities between you and Dutch people or among Dutch people in general in terms of appearance, in terms of characters or traditions in general?

P3: Not all the time, because I do think some people are kind of insane, but there's like things that I think they should be proud of, like just the fact that we have we can, you know exist in such a nice, comfortable environment and you get all the possibilities that you want, in terms of if you want to go to school. You can if you want to work

somewhere? That's usually there's there's a lot of opportunities, that's probably what that's something that I would be proud of that we have. It's not for everyone, you know.

I: Yeah, nothing is for everyone.

P3: No, but that's also something that I'm like, that's you should be happy to live here because it's just it's a well, let's be real. It's a rich country and we can just have many opportunities that not everyone in every country can have.

I: Very interesting. UM. And would you say that you feel a bond or a form of solidarity when you're among Dutch people?

P3: For sure, it's definitely I feel like more notable when there's like it. When you're on like an event or like when there is a national holiday, people that generally feel a little bit more connected in those days, they feel like or if you're you know on holiday in like the foreign country and you see Dutch people, you know you can always just talk to them and like, Oh yeah, we're the same haha. But like I do feel like. OK. So yeah, I feel like we're kind of the same in that way. We connect to other people if we see our own kind.

I: And what determines your own kind like in quotation marks? The language? The fact that you come from the Netherlands, how you think, how you perceive things.

P3: Yeah, it's it's the the Dutch people are generally I feel like a little bit more direct and blunt and also obviously can hear that they're Dutch even if they're speaking English. I feel like it's very easy to determine if someone is Dutch because you can hear it in their English pronunciation. And then the the way that we act sometimes, if you feel like there is a general connection in that.

I: Very interesting. And would you say that being Dutch is an important part of how you see your own self? And if so, how important is it?

P3: No, for me, not specifically I would love to just move somewhere abroad and you know, blend in there. But I do think that the fact that I am Dutch is contributing to the fact that you know, the things that I like and then the the people that I have around me

are definitely more because I love something that is like part of my personality. It's just, you know, how funny it is to be around people and just like. I I like people and I think that people are usually a bit more outgoing and like social, I think that is something that probably. You know you like to go and do things together. I feel like the social culture is sort of a bigger part of who I am. But other than that, I'm not necessarily, I feel like I could blend in anywhere just because I'm a little bit more outgoing or would say a part of it is that just my nationality. Do you understand what I'm trying to say?

I: Yeah. Yeah, yeah, yeah, yeah.

P3: Is maybe I'm trying to think it a little bit, yeah.

I: Don't worry, don't you worry.

P3: OK.

I: So however, I'm thinking that our culture, possibly affect how we perceive things?

P3: Of course I agree. Yeah.

I: Do you believe that your Dutch, the Dutch culture, your cultural background in general has affected how you perceive things, products, people, situations in general?

P3: Yeah, for sure. Because you know you got raised with certain uh. What is the word? Ohh I don't know the English word. There are sure beliefs in like ways that are like normal here generally to like fit into the society and I do believe that if you when you when you interact with like other people that are from other countries or that the people who are like, you know, raised differently than you. That does obviously affect the way that you see those things and perceive it. And also in general, I do believe that everyone has like a background that influences them and how they make decisions or how they perceive things.

I: Thank you for your insight. It was indeed very resourceful. Now we're going to move to the questions regarding your brand attitude and purchase intention as a consumer. Is that OK?

P3: Of course.

I: OK, so for the next part, we're going to assume that you are being introduced as a consumer to a brand, a completely new brand, let's say, a beer brand that you haven't seen before. You're not familiar with. You just encounter it somewhere for the first time. Either it's social media or in the supermarket, it's up to your imagination. If you see such a product, how do you believe that your cultural background would affect how you would perceive the product? Would it? Do you think?

P3: Well. It depends, I think, because if you're seeing an advertisement or you're seeing a product. It usually means that it depends, like if you're seeing a product that's like already in a supermarket, then it's probably already sort of defined and like on the market, but if it's just an advertisement, I think it would be different, but I don't necessarily think that has a connection because anyone could see your product and just have an opinion about it. It just might change depending on how much you like the product. I don't. I don't really think there's a connection there, but I do think I get what you're trying to say, but I don't really believe that strongly.

I: And it is fine, it's fine. I just want your opinion. It's perfectly good. If let's say that this new beer brand either if it's advertisement or if it's in the supermarket again, you fit the situation in. If the ad has some characteristics that culturally align with your cultural background, like, for example, it has a Dutch name or it has a Dutch logo. Would you perceive it more favorably or not?

P3: I think I would just sort of assume that it was something that they brought on the market to maybe. Make like a product for a specific day. Like sometimes you see advertisements who are like more like, what is the word when you're like very proud about the fact that you're nationality?

I: Ethnicism.

P3: No, I don't think sometimes they make stuff that is more. Patriotic patriot, no.

I: Patriotism.

P3: Yes, that's what I meant. That's maybe something I feel like there's some advertisements we're using, like Dutch colors or like the orange when it's like Kings Day. I feel like those kind of advertisement would definitely make some kind of feeling. And some people here think that's might be something to consider when you're seeing these particular products.

I: Would you feel any differently or not?

P3: I think sometimes it's it's more totally like celebrated to do things together. And I do think that if it's something that like plays into the like, natural. Whatever day it is then or like maybe football or people are very passionate about something that I would think it's more I would be more inclined to also participate because obviously you don't want to miss out?

I: Mm-hmm. I understand that, but how would you feel about the brands or the advertisements that incorporate such elements into their brand marketing efforts?

P3: Anytime or just like for a campaign? Because I feel like that's different.

I: Yeah, but the the campaigns choose their timing, I mean like it maybe it depends.

P3: Yeah, but if it's, you know, it's different because if it's just a brand that is like using this particular like these elements as a normal like way of like marketing like in their brands like what is the word when you have called it [Dutch word] I don't know the Dutch word. The English word is like "brand book" or whatever, you know, something like that. But they have, like, there's some people have a brand where they just have their styles in there, which is like, OK, we use this color on this page and we use this color.

I: Ohh there was such a thing? I didn't know.

P3: There's a word for it in Dutch there, but I don't know the English word, but it's when you have like a particular set of how you can like express yourself online.

I: Ohh like a like a textbook?

P3: But I feel like if you choose those elements in your like normal style then I think it would be a way to sort of set yourself apart from other brands and I don't know if it was in a campaign it would be different, I feel like.

I: So if it was for a campaign for a special event or a tradition in the Netherlands, you wouldn't mind. But if it was like in general, that way you would find them. I don't know, tacky or unnecessary.

P3: No, I don't think tacky I think it's just different, you know, I mean, if it was for a campaign, I feel like everyone does that and it's not super special or anything, but I think it works when you just choose choosing a campaign. But if it's used in a, you know, general marketing rules that they have to follow them. I feel like it's just a very particular choice. I don't know if it's gonna affect. It's gonna come, probably not going to give the same effects. I don't think it's that it does not. I just think it's going to give a different effect that you're just going to set yourself up for a different audience. I don't think I participate, particularly fit into that audience.

I: Very insightful. I think that I understand what you're saying.

P3: Yeah, I hope so. I'm sorry, but I thought a little bit.

I: No, no, no, no. I totally get it. Don't you worry. But I'm wondering because you have lived in the Netherlands for 21 years, which is your entire life? Do you think that your the Dutch cultural norms affect or influence your expectations of the brands that you encounter? Maybe it won't have to be this new beer brand that we imagine, but in general.

P3: I mean, I think so because I feel like as those people were also a little bit more skeptical sometimes if things, if we're like, not sure if it's like real or like genuine, you know and I do think that influences my decision making just based on the fact that have this experience more common with like stuff that is, we're a little bit cautious I feel like how we're spending our money, and I do feel like that if you're not sure about something, they would rather just keep the money and skip all the products. I do think that's something like that is definitely kind of in the back of my mind somewhere

influencing a decision that I could make, whether it's for a beer or a makeup brand or whatever company I fight or counter.

I: It's very interesting and in relation to this this question, I'm wondering how would you, your and and if and how your significant others would influence your expectations towards the product or your attitude towards brands and by significant others and like your family, your close friends, I don't know your boyfriend, who I suppose that for the most part they are Dutch. I do know, however, that in the Netherlands you do have many international experts living there, so I suppose that you might have friends who are not Dutch, but , in a general sense, do they influence you?

P3: I think more so than my background, because if you're just looking at if you know I I sometimes when I have a question about something you know I'll just text my mom and be like, hey, have you got, do you have any experience with this? I want to buy this and then she's like, oh, yeah, I do. It's good. You know, I've been better be more inclined to trust that or I would text maybe your friend and be like "hey ohh I just got this new, I don't know whatever it is and they're like, oh, that's so cool" I might order it as. Well, I should like it's for sure in this consumerism behavior. It's more like it's a consumer is so much more inclined to trust like a friend or any other significant other based on the experience that they had, and then to also do that themselves. I think that something is generally. Well, not know, but like in, if you're just in marketing what communications, it's generally known that consumers are more likely to believe a friend or a close family member or something like that. Yeah. I study communications. Is that is that real? No way.

I: It is quite obvious. It is quite obvious, I would say.

P3: I've had consumerism behavior in my like, what is the word again when in four years? I've had it so like, I feel like I know most of the theories.

I: So my next question, the proof I may ask that it was, I had a very interesting answer. I wasn't expecting that, but let's see so conversely, in this new beer brand, there is a marketing effort where the the advertisement misrepresents your culture. For example,



they say they they represent the Dutch plus thingy. How would you? How? Would you consider the product then?

P3: I think it also kind of depends the way that they like use it. If it's like sort of an intentional picking at something that we all are like familiar with that I think it could be considered kind of funny because sometimes there are brands who do that well, but they sort of have what, like A twist on something. But if it's like intentionally or like, well, not intentionally, if they're like, it's bad and you're. They don't know, but they're, like, confused. It's not, but we know it's bad and they're like, ohh, no, it's just great like this. Then I would probably definitely not be buying anything because then it's just it's bad. You know, I would rather not buy something like that if it's, like, ohh, like offensive or like, sort of wrong. Mm-hmm. But if it's like an intentional marketing choice, I feel like it could be good. But it really depends on the thought behind it. I feel like you can tell if friends are joking or not. Sometimes with stuff like that.

I: Very interesting. OK, so. Now let's assume that you have this new beer brand. You saw it somewhere and you are considering it or whether you would buy it or not. Uh. How do you believe that your traditional values your, the traditions of the country in general, the norms might influence your purchase purchase behavior? Would they or would they not?

P3: I don't really know, I guess, and my head is a little bit far from each other, but maybe I just haven't thought about it that much. I don't necessarily think so, but I, like I said before, I do think that there is some kind of culture here that we are like, if if it was beer then it it's generally more like accepted to drink beer and just like have it and whatever. So that's probably a big reason that. People would buy it. But I don't necessarily think that is my culture, that is, decide like making me change my decision.

I: Mm-hmm. If there was a cultural fit in terms of its icons, symbols, the sentiments that it would create you as a consumer between the brands ad and your culture. As a consumer, would would be to increase your purchase intention. Would you think that?

P3: No, no for me. Not if they're using like I don't know orange or like red and white and blue flags or something. I'm sorry it's getting dark like anything that is like particularly considered as like Dutch that I wouldn't necessarily be more inclined to buy it, I think, but maybe it would be different depending on what type of stuff they would use in their advertisements or like their product just in general, because if it was focused on like that like that, it would be different. I think that's something that I would definitely be more inclined to consider. You know, I don't necessarily feel very strongly about, like the national tables or like colors or something like that, but if it was just more focused on, like the social aspect, then I would probably be more interested.

I: I'm wondering if let's assume again very hypothetical question that you live in another country. For yeah, not not forever. Let's say for six months. And you saw a a beer product that had those cultural icons on it and it was very typically Dutch. Would you consider it differently you think?

P3: No, I don't think. I think in your core, you're just still a Dutch person. Then I do think that the same thing still applies. You just have a little bit more experience about other cultures and like people, but that doesn't necessarily change your values, I think.

I: OK, perfect. We are finishing up. Yes, it's raining. Yeah. Yeah. This. We're moving towards the end, I promise you. The last thing that I want you to do is I'm going to show you 2 pictures you have to keep in mind that both pictures advertise the exact same product and I'm going to ask you two or three questions about both of them and. We will call. It a day, I promise you, I will share my. Queen. I think yes. Do you see it? I think it's weird it is loading.

P3: Loading. Yes, OK. Yeah, I can see it now. It's a picture. It's a png, right?

I: What?

P3: I said it's a png, right?

I: Yeah, it is a picture. It is a picture of.

P3: I can. It's beer.

I: OK, perfect. Any advertisement that you have in front of you, can you tell me what you see? And if you do notice any cultural elements on it?

P3: Well, it's the table. I'm assuming it's a table or some kind of shelf wood. And then there's a beer bottle. It says Blondie with a little logo on it. It. I don't know what exactly it's it's. I think it's a flower, but like not in bloom, like the flower. That's like small and it's like in the top and there's a glass of. Here, which is exactly how we like it with two fingers of hope. And it says your bear on the right bottom.

I: So do you see any cultural elements in the ad?

P3: No other than a great nice layer of foam. No.

I: How does the advertisement make you feel? Does it invoke any feelings?

P3: No, not specifically. It looks just like any other advertisement up here other than the fact that there's probably people, not people, on it.

I: How would you say that you perceive the brand presented in the advertisement if you can pinpoint on something?

P3: I think it's made with some kind of whatever the plant is that on the bottle? That's the only thing that I can.

I: Think about this right now, because other than that, it looks like any beer that we can see anywhere. Would you find it more likeable or more favorable if you had cultural elements in the ad? Like I don't know.

P3: Probably.

I: Yeah.

P3: Yeah, this is kind of blunt. This doesn't really speak to me in any sort of way it doesn't really make me feel anything. Marketing wise is not particularly great, I would say. You know, he testified that he wanted they did advertisement. But it's, you know, it's. Not going to do a lot, probably.

I: Would you purchase it? Based on just this.

P3: Yeah. I don't really drink a lot of beer, so no, but maybe if I was on the like the you know the worst.

I: Yeah.

P3: When we go, what is that word? Maybe if you were out on the terrace just like thirsty and I would like a beer that like, I would be inclined to try it with like a new beer on the menu or whatever, then yes, but not just specifically from this advertisement.

I: Uh, I suppose that the second picture is up. Or is it not?

P3: Yes, I see. It looks like a picture. It's the same, almost pretty much the same. It just has a flag now and it's it's in Dutch and I think I can see some kind of houses that are probably on the canal in Amsterdam or in whatever other kind of. It looked much more Dutch. I agree with that.

I: Does that make you very differently than the one shown before or not?

P3: Different in the sense that I'm familiar with this because a lot of brands will advertise if they, if you just think about in advertisement that is like any beer that we sell here, it's typically Dutch. Then yes, I It makes me feel a little bit better because it's more recognizable and it's more Generally, used vibrance. I do think this is also just speaking from a, you know marketing perspective. This is better because it's just more. There's more to see, and there's there's a better vibe, I would say.

I: So. How do you perceive the brand present the advertisement with like that? Like it has more identity with that?

P3: Yeah, for sure. Yeah. Definitely put itself in a spot now.

I: Would you find it more likable?

P3: Yeah, just based on the fact that they change their advertising to be more. What is it worth like? It's it's more for me because I'm like familiar with this. I feel like it's the

threshold is lower, so I'm like ohh yes, I'm familiar with this. It's easier to do to favor this.

I: So would you purchase the product now or again, you wouldn't be that interested?

P3: I don't think I still, don't drink a lot of beer, but I think I would be. If I would be considering beer based on just this, then yes, I would definitely think this advertisement is better.

I: OK, perfect. So we are in the at the end of the interview, but first I would like to ask you if there are any points that we fail to discuss or any more feelings or thoughts that you would like to share and I didn't give you the appropriate amount of time.

P3: I think it's fine, I think you did very well and I don't have any questions other than I. I don't know. I think you did well, no, I nothing comes to mind really.

I: OK, perfect.

P3: So I hope you can finish your thesis. I'm very wishing you good luck with them.

I: OK, I'm going to. I'm going to round up the interview and I'm going to say that this was indeed my last question. I would like to thank you for this interview sincerely and your contribution is highly valued. I would like to check once more if you have any questions for me.

P3: No. No, thank you.

I: OK, so if there is no questions then I would wrap up this interview again. Thank you for participating and for the time to talk to me today. If you have any questions or you would like the to know the report of the study, you may contact me via e-mail or and I would like and I would be very happy to provide you with the information. Have a nice day.

P3: Thank you. You too.

**Interview 4**

**Date: 31/05/2024**

**Interview number: 4**

**Interviewer: I**

**Participant 4: P4**

I: So having said that and having all the information that I believe you might need, I want to ask you if you're comfortable with this interview procedure. If so, can I ask for your verbal consent? Please read the document sent to you carefully and if you fully understand and agree to the terms of the study. Please say the following phrase I [your first and last name] have read the consent form and I agree to participate in this research.

P4: Alright. I [X] have agreed to the consent form and will participate in your research.

I: Thank you so, so much. OK. So for the first part, I'm gonna ask you some background questions regarding yourself and your background. First of all, are you OK today? Are you comfortable doing the interview?

P4: I am for sure.

I: OK, perfect. So I know your name is [X], but may I call you somehow else during this interview? Do you have a preferred name?

P4: You can just call me [X].

I: OK, perfect. Is this your first time participating in an interview study?

P4: I think so, yes.

I: OK, I hope I won't scare you now. I would like to ask you some further questions about here. Is that alright? OK, so first of. I would like to know your age. How old are you?

P4: I'm 26.

I: And where do you come from?

P4: I am from the Netherlands.

I: So you live in the Netherlands or anywhere else?

P4: I live in Netherlands, in Breda.

I: And may I know how long have you lived in the Netherlands? Have you ever lived somewhere else?

P4: No. I've always lived here.

I: OK, perfect. So we're going to move to the main set of our questions. I would like to have your honest opinion, positive or negative, you may say that. Ohh, I don't know the answer to that, it's all fine it is. Basically, your personal perception and things. There is nothing wrong or right. So, shall we move on? Is that OK?

P4: Yeah. OK.

I: That's perfect. So my first question to you, which I don't know if is it easy to answer or not is? If you would say that you identify as a Dutch person.

P4: Not really no. What? You know what is a Dutch person? No, I don't think I'm like, I think I'm very international. I don't think I'm, I'm just Dutch if that makes sense.

I: In what sense can you explain that to me?

P4: I I care about the Netherlands, but I'm not really that that attached to it. I am people I'm close with. I'm not attached to the to the country. I think if I if if the people I I'm close with like my family, for instance, they moved somewhere else, to France or to Spain or whatever, or to Italy, I would just be as happy as to be in Netherlands. I don't think I would I would miss the Netherlands. I just think if I were to go somewhere else, I would miss miss my family, not the country.

I: Very interesting so. You say that you don't fully identify as a Dutch person in terms of its people maybe? like you don't identify as the majority of people. If we do assume that Dutch people do have similarities. I don't know if it's true though. Do they?

P4: Yeah, I think that the people that are are they're fine. But I I think I could get along with people. There are a lot of things about Dutch people that I hate sometimes, like they can be very loud and I don't really identify as a loud person.

I: Totally understandable, but I'm curious. Do you believe that there are similarities among those people? In, in a general sense.

P4: There are, I think we have some. Some things that bring us together in a sense. I think that for instance, football, like the Dutch or like the what's it called the The the the World Cup or for, for instance, or the Europa Cup. I think that that, that, that brings us Dutch people together and then everybody's into football and and for instance, with King's Day, I think a lot of people are very attached to it, but I don't think they're very attached to the king if that makes any sense. They like, they don't like, most people don't really care about the king.

I: So it is like a tradition, like a norm among Dutch people.

P4: Yes, but I think that these traditions they are getting less and less. And I don't know it's it's kind of a pity that they're getting, that they're not as much anymore.

I: They were more before?

P4: Yeah, they they were. I think that you know, with everything being open and like the stores and everything they're opening during every holiday and that and I think that's a pity, but you know does that make sense?

I: It makes sense. Yeah, it does. It does, does. So I'm wondering two things first. Having said that, you identify as a Dutch person, but again not in the in the most traditional sense, which is, which makes sense to me, to be honest. Would you say that you feel proud of of being Dutch of your cultural background, regardless of your identification to it or not.



P4: Yeah, but I don't think that the Netherlands has that much culture, if you understand me? I mean there are some things that, I I wouldn't be ashamed to tell people that I'm Dutch. You know. But I don't think that I would just be... For instance, if I'm I'm abroad, I like, no, I I. OK if I am abroad, I just like to blend in with the locals and don't really, I I don't feel the need to say that I'm Dutch. I I just I I don't I I kind of think that if people can tell that I'm Dutch, I'm like "Ohh that's a pity" because I'm not ashamed, but I'm also like I I don't really care. I'm I'm Dutch, but I don't really. It's not that I'm like ohh yeah, I'm from the Netherlands. It's so cool here. It's so nice like. It's fine. There are. There are things that I don't know what we can be proud of. I think we can be proud of the cheeses that we have, and I think that we can be proud of like, Some cultural things, of course there are, are there are things that are very nice, but I think that a lot of younger people are just not paying attention to it anymore.

I: I understand. Having said that, would you say that? Is it important at some level being Dutch to how you see yourself? Or not?

P4: I mean, I am Dutch. That's something that is just that, that it's that is part of my identity and it's part of who, what shaped me as to the person that I am today. For instance, if I, you know, our classmates who are from India and Pakistan, I think that a lot of things are different and I think growing up in, in the Netherlands has brought me, I don't know, it has given me a lot of opportunities and I think that that is nice because I am able to go to school, I'm able to study, I'm able to work, I'm able to do everything. But I'm also... OK. I think that, I mean that the Netherlands has has some good things. I mean, I think that when things are going bad or things are not as good or you cannot work for for some reason, there are a lot of options and you won't be homeless because there are not many homeless people in the Netherlands because we have a security. But I think that that is something that is nice to have and opportunities that you have in the Netherlands. And honestly, I don't think I would leave. I don't think that I would go and live somewhere else because I know that we have it good here with there are a lot of things that are are are good. Ohh this is alright. There are a lot of things that are good and and I don't think that I would leave, but... Yeah. I I don't think that I strongly

identify as a Dutch person. No, I am, I'm living in the Netherlands, this is where I've been born this is where I've been raised and this is what has made me into the woman that I am today, but also a lot of it has to do with my parents. How they raised me, not just the country.

I: Totally understandable. I'm wondering... Let's say that you are abroad or you're in the Netherlands like it, it may not matter this much, but. Would you say that you feel a bond or a form of solidarity when you're among Dutch people? Is that a thing that you? Might feel.

P4: Yes, I think that that is a possibility for sure. I think that whenever you're abroad and you meet other Dutch people and you may just, you know, have a conversation with them and just share experience and everything. But it also it's not. Yeah. One Dutch person isn't the other. I mean, they're. There it is. It also depends on the person of course, but I think that when you were brought in. You don't know someone and and you. Or yeah, you. You're. Brought in and give me someone who's also Dutch of course. You You will strike up a conversation with them more easily than someone who is not from the Netherlands.

I: In relation to that, I know that the in the Netherlands you have a lot of international working or studying people, the expats.

P4: Sure.

I: I'm thinking that if you had an international person and then an in Dutch person and you strike, strike the conversation with both of them, would you feel a form form of solidarity or a bonding experience? Whatsoever with with the Dutch person. Just because they're Dutch, which you think that.

P4: No, I don't think it would matter to me, to be honest. The only thing sometimes is that communication is easier because Dutch is your native language and that sometimes makes it easier because English does cost a bit more energy to to talk to someone in English the whole time. But I don't think that it it would matter like. No, no.

I: Very nice. Moving on. I would like to know. How much would you say that your culture? Has affected your perception. And and opinions regarding, I don't know people regarding products that you would see regarding situations in general that you might encounter. Would you say that being Dutch and being raised in the Dutch culture affects all all of those perceptions?

P4: No, actually I don't think so. Because. This is something that I I've I've noticed as I'm I'm growing older but a lot of Dutch people, they're very into. I wouldn't say racist, but they can have racist tendencies and they're very. Holding on to their traditions. It's good. In some points it's I mean at some point it's it's good to hold on to traditions, Sinterklass is not one of them. And I think that those kinds of things are ver, that's like the older generation and I think that the newer generation, they're more. What's it called?

I: Open-minded?

P4: I don't think that they they don't really see color or or where people come from that much anymore. I think that a lot of older generations, they do, and they can, they tend to be a bit racist and I think that the younger generation isn't that much. Of course, there will still be racist people, but I think that we kind of...Once... Everybody's equal and I think that the older generation just has some issues with that still. Sometimes.

I: OK. So thank you for your insight. It was indeed very resourceful. Now we're going to move on to the questions regarding your brand attitude and your purchase intention as a consumer is that okay with you?

P4: OK for sure.

I: Perfect. So we're going to create a hypothesis. We're going to make it our own. We're going to assume that you're being introduced to a brand, let's say, if your brand, for example, that is completely new to you, you haven't been introduced to it before, you haven't seen it anywhere. UM. And I don't know it is up to you to imagine whatever you like. You might encounter this new beer brand on the Internet, on social media, in the supermarket. The the situation is yours to imagine. Would you say that if that would

you say that your cultural background would affect your perception of the brand? Just by seeing it.

P4: It could, I think if I'm thinking about it like I wouldn't care about buying beer from Amsterdam, buying beer from it's after wherever. But I think they're buying beer from the region like Zeeland, where I'm from, that would be, or especially like if I'm more like I'm from [X], which is like a bit more south if I were to encounter beer from there, I think that I would be intrigued to buy it and to try it and it would kind of make me proud, I think. I wouldn't be proud of a Dutch product that much, umm, also depends, but like I don't really have a lot of affinity with beer, so that really makes it difficult, but if it were to be like any other product that I could, yeah. But especially I think more the region where I'm from, if if I were to encounter beer from there specifically, I would be intrigued to buy it, yeah.

I: So. So from what you're saying, I get that the place of origin. Does play a role in how you would see a brand like if it came from from your hometown or from your home place, you might see the brand as more favorable than just..

P4: Yes or if there's like this..there is this restaurant in Breda, for instance, and they also sell their own beer. And I've been there. I would be like it would be like cute to have a beer that they from their place, I think it has to have a story behind it or it has to have like meaning for me to buy it. I don't think that if I were to buy a beer from Amsterdam that I would be like ohh this is Dutch, It's so good. But if I were to have a special connection with the brand or with the place then it would be different.

I: Umm, very interesting so. Let's say that you would see this new beer. I wouldn't place it with a special origin or something, but maybe you would see this new beer brand being advertised or having on its logo, icons or that that signify the Dutch culture or maybe the logo would be in the Dutch culture in the the Dutch language. Uh, do you think that you would perceive the brand as better or more favorable or? It wouldn't matter to you.

P4: I don't think that it would matter to me that much.

I: So it makes me think that maybe. You wouldn't feel very strongly about brands incorporating cultural elements in their advertising, am I right?

P4: No, but it's strange because I wouldn't think about it if I were to be in Netherlands, but for instance, if I would be in like a supermarket in Spain and they would have like a Dutch beer with like cultural things. I would be proud. I would be like "oh so cute"

I: No, it makes sense it it does. It really does make sense. So you you might have to contacts like in the Netherlands, the same beer brand wouldn't make any any impression with you, but being being abroad and seeing the same product might might do an impression of you.

P4: Yeah, I think that I'm very loyal to the brands that I buy and I didn't really think that I would just buy a new product based on what it looks like it could and then it must be I think that. I don't know. I I wouldn't be triggered if it were to have Dutch features or anything. I think that it would be more triggering if I had like a nice design that I really like a nice girly design I would. Buy it more quickly than that.

I: So, since you have lived in the Netherlands for the past 26 years, you said I think it would be reasonable to ask you. If in general speaking, if the cultural norms of the country I know you don't really pay attention to them or they're not of great importance to them, but to you. But do you believe that at some point, influence your expectations of brands? Like the cultural norms in the Netherlands.

P4: Yes, like could it be like kind of the ingredients that that are used in the products.

I: Yeah.

P4: Because I think that we have a lot of strict norms regarding, you know, consumer brands and and everything. And I think that that would make me comfortable to buy a brand because I'm like ohh yeah they it's it's gonna be healthy-ish for me, but they're not gonna be any chemicals that are not good for me.

I: I understand. So let's say that you have you do encounter this brand or any brand really. I would like to ask you if your significant others in terms of people who are close to you and they're important to you. And you value your opinion like your family or your friends or your community, which I I assume I don't know, but I assume they're mostly Dutch people. Would they influence? Would they influence your attitude towards brand towards this brand or any brand really?

P4: I mean, yes, I think that if people close to me would be really into a brand or into a product that that could influence me buying it. For sure. Yeah.

I: Would your like, I don't know, do you have international friends?

P4: I do.

I: Would they influence your opinion the same way? Would you value their opinion less because you come from different cultures? Maybe or not?

P4: No, no, I wouldn't valued their opinion less. No.

I: OK. So we're moving on, I promise you, we're getting to the end of this. Now. Let's assume that you you are you consider whether you would actually buy the brand the the beer brand or not. And I would like to ask you if you believe and if so, how do you the traditional values instilled in the the Dutch culture and the norms that come with it might might influence your purchase behavior?

P4: I don't know. I don't know actually.

I: That's perfectly fine. Maybe. Maybe it's a maybe it's a redundant question because I think you have already answered that to me. But I have to ask. So if you..., you can give the same answer. If there was a cultural fear in terms of the icons, the samples, the sentiments it evokes between the brand's ad and your culture. Would that increase your purchase intention and? The.

P4: It could be. Yeah. If I or I feel a connection, then yeah. Possibly.

I: So. As far as I understand, you base mostly your behavior and your attitude towards a brand based on its story and what sentiment that it evokes you evokes to you.

P4: Right. Yeah. Like if..I I mean that's more. What's it called? I if I were to buy something that I buy more often, I would just go to the supermarket and be like quick, quick, quick, quick, quick. But if I were to go to the supermarket and buy, like, make the conscious decision to buy a beer, I would just look at everything and I would. Just be like. Ohh yeah, I would just make I would make a conscious decision about my purchase.

I: Very nice. So for now I'm gonna... Give me a second. So. I suppose you see my screen. You see the picture. You see the picture?

P4: Yes.

I: Yeah. Or you see everything, do you? See everything? No, you don't.

P4: I see the condition.

I: OK, perfect.

P4: I see the ad.

I: OK, perfect. So. I'm gonna show you 2 advertisements. 2 pictures. Please keep in mind that they that both pictures advertise the exact same product. The first one is the one you have on your screen and I would like to ask you having seen this advertisement of the new beer brand. Do you notice any cultural elements on it?

P4: Yeah, I see. Of course, the houses I, the Dutch language on the ad and I see the Dutch language on the beer bottle. And I also see the Dutch flag.

I: Does that make you feel somehow? And if so, how like?

P4: It makes me feel fine. Like it could be Heineken and it would give me the same feeling you'd be like, oh, yeah, it's a Dutch beer. Of course.

I: How would you perceive the brand present with the advertisement. Would you say that..

P4: I think. Yeah, I think it's reliable. I think it's a beer that maybe a lot of people who live in Amsterdam would like to drink on their terrace. Yeah.

I: Would you buy it? You think?

P4: Probably not, no.

I: Understandable. So I'm going to show you the. Second picture now. Which is this one. And I really hope you see it. I think you do, right.

P4: I do.

I: Yeah. So in the second advertisement presented to you, do you notice any cultural elements on it?

P4: No, I don't.

I: How would you perceive the brand that you have in front of you now in a slightly different advertisement?

P4: Like it, would it still be in Dutch brand? Like a Dutch? Yeah, Dutch brand.

I: Ohh you are you're asking me. Yeah. Oh, no, no, you you cannot know that. It is just a beer.

P4: Oh.

I: I'm sorry, I thought it was a statement, but no, no, no. No, no, no

P4: It's not. It's just a beer but it's it. It isn't of Dutch origin?

I: You don't know. We don't know both. Both you and I.

P4: OK, OK. OK. We don't know. It's a bit here. I'm even less inclined to buy it.

I: OK. OK, so you find the unlikable, unfavorable you prefer the other one. You think?



P4: That I would prefer the other one, yes.

I: Umm the the the the beer ad that you have in front of you right now, does that make you feel somehow or?

P4: In in it's it's fine, but I would like to know where my beer is from, because different country different capabilities? OK, you know, apparently you can taste when a beer from Belgium and a beers. From the Netherlands.

I: Ohh yeah you can. I can.

P4: I can't. I don't drink beer, I drink only white beer but I mean... Yeah.No, it it I would buy the other one sooner than this one.

I: OK. So you wouldn't buy buy this brand by looking at the server judgment, OK.

P4: No. No.

I: OK, perfect. So uh, that leads us to the towards the end of the interview process, I would like to ask at this point, are there any points that we fail to discuss or any more feelings or thoughts you would like to share?

P4: No.

I: Perfect. So I'm going to round off this interview. I would like to thank you so, so much for this interview. Your contribution is sincerely and highly valued.I would like to check once more if you do have any questions for me. Do you?

P4: , I don't.

I: OK, so if there is no questions, I will I will wrap up this interview again. Thank you for participating and for the time to talk to me today. If you have any questions or you would like to know the report of the study, you may contact me and I will be happy to provide with with such information. Have a nice day.

P4: I'm so excited. OK. Goodbye.

I: Bye bye.

**Interview 5**

**Date: 02/06/2024**

**Interview number: 5**

**Interviewer: I**

**Participant 5: P5**

I: OK, so having informed you about the interview procedure, are you feeling comfortable with this interview and may I ask for your verbal consent? So if you do agree, please read the the document sent to you carefully and if you fully understand and agree to the terms of this study, please say the following. Phrase I your first and last name have read the consent form and I agreed to participate in this research.

P5: I [X] have read the consent form and agreed to participate in the following research.

I: Thank you. So may I ask, how are you today? Are you feeling OK?

P5: Yes, I'm feeling pretty okay. Yeah, thank you.

I: OK, perfect. So is this your first time participating in an interview study?

P5: I think actually it's my second time, yeah.

I: For what purposes did you participate? In university.

P5: For I think I will think university.

I: So for research purposes you have you have participated in interview studies for research purposes. Again, OK, perfect.

P5: Yeah, yeah.

I: OK, now I would like to ask you some further questions about you. Is that alright with you?

P5: Sure, go ahead.

I: First of all, I would like to know your age. How old are you?

P5: I'm 26 years old.

I: And where did he come from?

P5: I'm Greek. I come from Greece.

I: And in which country do you live currently?

P5: I do live in the Netherlands -the last two years.

I: Have you? I'm sorry. OK, perfect. So I have all the information I need from from your background. Now we're going to move to the main set of questions. I would like to have your honest opinion, positive or negative or you might say that you don't know the answer like your opinion could be neutral or having no answer is fine. Shall we move on? Is that OK?

P5: Yes, sure

I: So my first question to you would be would be this would you say that you identify as a Greek person?

P5: Yes, definitely.

I: In what sense?

P5: I feel connected to the culture. The way we raised to. The the customs and traditions. It's my native language, like Greek is my native language, so of course it makes me this makes me related to Greece. The songs I I listen to when I'm alone or out with my friends. The food I like, the way I like to spend my vacation. I think I could definitely identify as a Greek or like more than 100%.

I: Uh. Ohh perfect so do you believe that this is an important part of how you see yourself as a person, like being Greek?

P5: Uh, sure, it's an important part of how I see myself every day, even like living in the Netherlands. I don't mind living here. I like living here, but for sure like my great

identity sometimes sometimes contradicts with where I live and where I'm, I don't know, spending my everyday life. And I think it's it's very important to me, my like my Greek identity, my Greek. Well, no, no, my, my Greek upbringing, let's say. In the way I see the world, even the the country I live in, the way I work, the way I live, the way I wanna spend my time with. So yeah, I think it's like one of the most important parts of my identity itself and my character as well.

I: Mm-hmm. I see. I I would like to ask you the following question as we move on. I'm wondering if there are similarities among Greek people like, do you believe that that there are, and do you believe that you have similarities with other Greek people? If that is the case?

P5: Well before coming to the Netherlands, I couldn't tell the similarities we have because I never thought about it actually, but also coming here and living there and getting to know other Greek people and being friends with, I realize that they have so many, so many things in common that even like living abroad, doesn't like affect yet affects you that much from like feeling it, like feeling all the the similar aspects. The similar characteristics you have. Mostly in in the way you wanna have fun in the way you you make jokes and love, and the type of music you wanna listen to, the food you make, if you wanna cook. That, like most of us, like waiting for Christmas or Easter or summer, especially to go vacation to Greece. So yeah I think we have like pretty many similarities that moving to a foreign country, maybe realize that because when you live in Greece you don't actually get that.

I: Pretty understandable. So do you feel proud of those similarities?

P5: Most of the times, yes. OK there are sometimes but it's a cultural shock how we communicate without even like really knowing the other person, but like just by knowing that they are Greek, you can immediately see from their face their or their reactions or like. Yeah. So yeah, I think I'm proud of most of our similarities and our common characteristics because I think we're really vivid and loud people, yeah, we

like having fun. But of course there are like cases that you, you understand that “OK, maybe sometimes it's too much”.

I: I understand that, so I assume that when you're among Greek people in general, you feel bound or former solidarity with them. Or am I wrong? Did I get this impression wrongly?

P5: Sure. Yeah, it's exactly that.

I: Why do you think that happens? Is it because of? Like I don't know if it was, if it was not your friends, if it was a random Greek person, would you feel the same bond with them just because they are Greek?

P5: Not exactly the same bond, but I would feel quite related to them, because of the language we speak and the culture we share, I mean it's all about. It's not that you cannot say the same things too. A person that comes from a different country but with Greek people you never have to translate your culture because you already or your humor, because you already know.

I: Yeah.

P5: So that makes me feel more connected in terms of communication, I mean, and sometimes in terms, yeah, in terms of culture, in terms of you know, the way we see the world. In some aspects, of course.

I: So we are talking about your cultural background in general, I would like to ask you a much more general or vague question now. How much do you believe that your culture like being Greek, affect your affects your UM perceptions and opinions about everything really about people, about products, about situations in general? Do you believe that happens?

P5: Yeah, sure. I think it affects me actually. It affects my judgment very much. The fact that I'm Greek and the way I see the world because I am Greek. I think especially in terms of I don't know nightlife or where you wanna eat or what you want or you

wanna have fun or where you want where you wanna have drinks like the the fact that I'm really, really affects my decisions, but also in terms of products as well.

I: Hmm, I understand that. Thank you for your insight. It was very sourceful. Now we're going to move to the questions regarding your brand attitude and your purchase intention as a consumer. Is that OK? Shall we move on?

P5: Yeah.

I: OK, perfect. So let's assume that you're being introduced to a brand, let's say a a new beer brand, for example, that is completely new to you. You have encountered in any supermarkets in any websites.

P5: Sure.

I: And the situation is up to you. Like you can imagine being introduced to it by another in social media or by seeing it in the supermarket. But it is a new beer brand just that. And my question is that I would like actually to know how do you believe your cultural background would affect your perception of the brand of this new beer brand? Do you believe that this would happen?

P5: Hmm. As a Greek person, I am not a beer fan person. I don't think that it would affect my perception that much. Except if it said like if the product said like make made in Greece. I wouldl think of it in a different way. Or maybe I would like to give it a try, but if it was just a plain Belgian beer in the supermarket, probably I wouldn't be affected that much by by my Greek identity.

I: If this brand aligned to you like in a cultural way? For example, I don't know. Maybe the advertisement had Greek elements or the the beer the beers logo was somehow Greece-related related, would you find the product better or more favorable without trying it? Of course just by seeing it.

P5: I mean, if it looks like a scam, like a Greek advertisement, but that's a Dutch beer, probably, and it was like, the Greek advertisement aligned with the Greek brand, probably, I would think of it as more favorable. Because there would be a connection.

I: And so let's say if it was a global brand, a global beer brand and they introduced the the same beer to multiple markets and they change the advertisement according to the market. They are introducing the beer brand too. Would you find this wrong or unfaithful?

P5: I don't know if I would the wrong but maybe? Like of course, because of the Greek advertisement or the Greek logo I would like check the product and see it, and then I would turn the bottle back or the can and see where it is made. But probably it was not made in Greece, I would find it like, yeah, as a scam or as a I don't know, a marketing trick or something.

I: So how do you feel about brands that do such marketing efforts?

P5: Personally, I wouldn't feel interested in them. Probably I wouldn't have like a positive, a positive attitude towards them. Especially to buy the product. Or maybe my like my mind will associate this brand with, I don't know like a beer brand who tries to match.

I: I see. Uh. So my final question is stems from the fact that you have lived in the Netherlands for two years now you said, and I think it would be reasonable to ask you, but "Do you believe that your, the cultural norms that you have experienced in Greece influence what you expect of brands. In general, like do, the cultural norms should we influence your expectations of brands regardless of where they come from?"

P5: Yeah, sure. In terms of quality at least. Or in there sometimes of packaging maybe? I don't know sometimes. When I used to be in the Greek supermarkets, I really admired some brands in terms of packaging, like cookies or chocolates or something like. I really thought it was like some effort and sometimes when I'm in the Netherlands I just see. Not that much effort or like. Not not an interesting packaging or not. As an interesting brand sometimes, yeah, I think it affects me a lot.

I: Hmm. OK, so I would like to know next. How your community, your significant others in general influence your towards brand. If that is the case. and by your significant others, I mean people that whose, whose opinion is important to you, like

your family or your close friends or your boyfriend, who I suppose, like most of them are Greek. Right. Yeah, yeah, yeah. Do they influence your attitude towards brands? In general.

P5: For sure, yes. Yeah, if they recommend me a brand, most probably I will think about it or at least Google it or see the reviews or give it try.

I: So assuming that you might have some international encounters like friends or show if the same statement came from an international friend of yours. Would it? Would it be the same like? Would it influence you the same way?

P5: No, well, it depends. If they were good friends, probably yes. But I think I would. Or yeah. That's now being shown that probably if somebody recommended something and really like they really believed it, probably give it a try. But for sure from my Greek friends I would take it more into consideration.

I: Why is that? Have you thought about it?

P5: I think because we have kind of similar taste. In terms of quality and like taste in like flavor if we talk about medical products or a drinkable. Also recommend like a place to go out out. Probably a good. Take it into consideration. Something like the fact that we serve so many things culturally and. Yeah. Probably that would affect me more than. Another person, but we don't share so many things in terms of culture and upbringing and face and yeah.

I: OK, thank you. So now let's assume that you would consider whether you would actually purchase the new beer brand or not. Do you believe that your traditional values in terms of traditions of norms that you have experienced back in Greece might influence your purchase intention, whether you would buy the beer or not?

P5: Sorry, can you repeat the question?

I: Yeah, I'm sorry. My question was "Do you believe that the the traditional values the cultural norms instilled into the Greek culture, which happens to be your cultural background, would influence your purchase behavior?"



P5: Yes, for sure. Yes.

I: How so?

P5: I think that my culture definitely affects my purchase behavior in general, in the way I wanna dress, for example, or in the way in the food or the drinks I buy. For sure, yes. Like I noticed that after coming in the Netherlands, I don't buy most things that that Dutch people normally eat or buy or consume. I stick to my Greek habits and my purchase behavior. Like I used to buy feta in Greece. I used to buy feta here in the Netherlands. Although you have so many options with cheese. Same with milk. Same with, I don't know, whatever you can imagine, Greek olive oil, because I'm used to that and, yeah, think that's the way I've been saved and that's the way I'm like used to so. I think that affects my purchase intention. And my sorry my purchase behavior.

I: I understand. So in terms of the marketing efforts that a brand would make or this new be a brand we are skimming. Do you believe that? A cultural fit in terms of the icons, the symbols used, the sentiments exuded by and marketing advertisement between the brands' ad and your cultural background would increase your purchase intention?

P5: If the brands had Greek advertisements?

I: Yeah. Oh, yeah. Like in a sense that they would speak to a Greek consumer.

P5: My purchase intention or my brand attitude?

I: Your purchase intention.

P5: Probably not, I think. I mean if the if the brands were not Greek, probably they wouldn't affect my purchase intention by just like having some Greek references.

I: OK. Now I'm going to show you 2 pictures I'm going to share it with you via zoom. Keep in mind that both pictures advertise the exact same product, OK. So. Let me do it. Do you see my screen or not? OK, perfect. So you see an advertisement of a beer brand.

P5: Yeah.

I: Uh, in the advertisement you have in front of you, do you notice any cultural elements?

P5: Yeah, Greek elements.

I: Which are? Can you tell me?

P5: The the Greek flag. The scenery. The sun and the caption “η μύρα μας”.

I: How do you feel about them? Do they invoke any feelings, either positive or negative ones, or is it just neutral?

P5: I'll say positive ones like, it's nostalgic. It makes you look forward to summer. In Greece. So yeah, definitely positive feelings.

I: And how do you perceive the brand presented in the advertisement? Would you find it likable or maybe unlikeable, favorable. Unfavorable.

P5: Definitely favorable, yeah. I think it it looked very interesting just by being in a Greek kind of scenery.

I: Would you purchase this brand or?

P5: If it was Greek, probably. I would give it a try. If it was an international one with Greek references, probably I wouldn't, but maybe I think about like turn the product around, see the label, like where this come from, where it's like produced. But definitely it would just make me think about it.

I: Very interesting. So we're going to, I'm going to stop share and I'm going to share some a different picture, again an advertisement. Do you see my screen now?

P5: Yeah.

I: So in the advertisement that you have in front of you now, do you notice any cultural elements?

P5: No.

I: Do you does this advertisement invoke any feelings in you?

P5: Neutral things I would say.

I: So how would you perceive the brand presented the advertisement? Would you find it as likable as the other one?

P5: Probably less likeable.

I: Why is that?

P5: I think the other picture evoked me more feelings and I would think about the brand more seriously. Now it looks as any other beer brand.

I: Hmm. Now, would you think that would you say that you would purchase the brand of the advertisement you have in front of you?

P5: Probably no.

I: Is it because?

P5: I think it looks really common and nothing's too special. I think I wouldn't think, so I think I wouldn't consider buying it. Umm.

I: Very nice. So I would like to ask you if there are any points we fail to discuss or any more feelings or thoughts you would like to share.

P5: I think I don't need to share anything more. Anything else? Yeah, as I said this advertisement looks more indifferent to me compared to the other one. So I don't know if you have any other question.

I: No, no, that was indeed my last question and I'm going to round off this interview. I would like to thank you for this interview. Sincerely, your contribution is highly valued. I would like to check once more if you do have any. Questions for me?

P5: No, no, I think I'm good.

I: OK, so since there are no questions I will drop off this interview again. Thank you for participating and for the time to talk to me with me today. If you have any questions or you would like to know the report of the study, you may contact me and I will be happy to provide you this information. So again, thank you and have a nice day.

P5: Thank you. You too.

I: Bye bye.

## Interview 6

**Date: 03/06/2024**

**Interview number: 6**

**Interviewer: I**

**Participant 6: P6**

I: So having had this information, I want to ask you if you're comfortable with this interview procedure, and if so, can I ask for your verbal consent? So please go through the document that I sent to you carefully again. And if you fully understand the terms of this study and agree to them. Please say the following phrase I [your first and last name] have read the consent form and I agree to participate in this research.

P6: Alright so I [X] I've read that I forgot already sentence there..

I: Have read the consent form and I agree to participate, and I agree to participate in this research.

P6: I've read the consent form. And I agree to participate in this research, yeah.

I: OK, perfect. Thank you. You said your name was [X], but do you have another preferred name? How may I call you during this interview?

P6: [X] is fine.

I: OK, perfect. Uh. Is this your first time participating in an interview study?

P6: No, this Thursday, I actually someone approached me and you had some questions about media usage and media consumption. I don't know. It wasn't for a thesis or anything. I think it was just like a small research, but so this is the first time for a thesis that I'm participating.

I: OK, perfect. I hope I won't shock you. OK, now so I would like to ask you some further questions about you. Is that alright with you?

P6: Yeah, that's all right.

I: I would like to know your age. How old are you?

P6: I'm 25 years old.

I: And where do you come from?

P6: I grew up in [X]. So it's the eastern part of the Netherlands. And then I lived in Leiden and I studied there at the Leiden University. And currently since like, 1 1/2 year I'm I'm living in Amsterdam.

I: So you've lived in the Netherlands for your entire life, right?

P6: Yes, I have. Yeah.

I: OK. OK, now I see we're going to move on to the main set of questions with regard your brand that in your purchase intention as a consumer. So I would like to have your honest opinion positive or negative and a neutral one, you may say "I don't know or haven't thought about it." Shall we move on? Is that OK?

P6: Yeah, that's OK. Yeah.

I: OK, perfect. So. My first question to you is if you would say that you identify as a Dutch person.

P6: Uh, yeah, I do, yeah.

I: Why so? Can you explain?

P6: Well. I do like certain parts of being Dutch, like I like our humor and and I like the Netherlands like it's very like rule-based. So it's like very orderly and most of the times when I'm on a holiday, I'm like, OK, this is very nice, but once I return, I'm like, ah, no, it's just like order again. So more structure which I quite like. So I think that's are the main 2 reasons, yeah.

I: So would you say that being Dutch and with every every characteristic that comes with it is an important part of how you see your own self?

P6: Not really, because I also don't like certain parts of like dutchness so. And I don't know. So but yeah, just like. Partly I do. I identify as Dutch, but it's not like it doesn't completely identify me or anything.

I: So it defines you partly, not, not not entirely, I suppose.

P6: Yeah, like partly like 50-50, maybe something like that, yeah.

I: Would you say that there are similarities among Dutch people in the general sense?

P6: The similarities between Dutch people?

I: Yeah. Do you think that there are?

P6: Yeah. I think there are sense of humor and. Yeah, but just our culture. And and I I think our directness that you probably have experienced that in in the Netherlands. We're pretty direct, which I quite like, but it's also because I'm used to it. But yeah, that's things we share, yeah.

I: Yeah, I think it's an experience for sure. Like you have to get used to it for at first it is a bit shocking. Would you say that you're proud of those similarities?

P6: Yeah. Kind of. Although I think sometimes, it's directness, it can be a bit rude. Maybe for something or for someone who's like just experiencing it so I don't know. Sometimes a thing like chill out a bit, you know, so. But I do really like that humor and

that culture, like festival culture and just our bars and those kind of things. So I'm not really proud like once again like 50/50, I guess, yeah.

I: Yeah, I think that it makes sense. Most of I think that most people do like relate to it. So my following question is regards the this bonding experience, so to say and whether you feel it among Dutch people, like when you're among those people, do you feel a form of solidarity with them? Do you have a? A bonding filling with them. OK.

P6: It depends on the situation, I guess. When I'm on social media, for example, I feel like it's very polarized. I think every country is currently experiencing that, due to social media. But like last Saturday, I was at a festival and like with all kinds of mostly Dutch people, also international. But then you just feel like more of a sense of solidarity. Yeah. So it kind of depends on the situation. In real life, I do feel it sometimes, yeah.

I: If it, like if you were at a random place and you met some Dutch people among like, I don't know, all kind of ethnicities. Would you feel a bond with them? Immediately, just because they're Dutch or not?

P6: Not immediately, I guess, and, but i was in Belgium.. Well, that's Belgium. So it's almost identical to the Netherlands and then me and my friend met 2 Dutch guys and we like bonded pretty quickly, so that was nice like and we talked a lot about like Dutch things like politics, etcetera. So yeah, sometimes you do, yeah.

I: OK so. This is a more general question than the previous ones, but do you believe that your culture, being Dutch and all, affect your perceptions and opinions about everything really about people, products, and situations in general?

P6: Yeah, I do. I think, yeah, like the place where you grow up and like with the people you grow up with and just the people you interact with, I think they're pretty significant factors in like, determining how you see the world and how you think about things. So.

I: Thank you. It was indeed very resourceful. Now we're going to proceed to the questions regarding your brand attitude and purchase intention. We're going to assume that you're being introduced to a brand, let's say a new beer brand, for example, that

you have never seen before, neither in the supermarket nor on social media, and you just happened to see it. Just now the context is yours to imagine. And I would like to ask you if you just encountered this new beer brand, in whichever context, do you believe that your cultural background as a Dutch person would affect your perception of the brand?

P6: And but like which which beer brand? because...

I: It doesn't have a name. You just saw it. It's a new beer brand. Completely new.

P6: Uh. Did I just see? It or am I?

I: No, no, no. You didn't see it. You didn't see it. You didn't see it. You didn't see it. You didn't see it. Yeah.

P6: OK. I wasn't. It's more like general question. And I think. Uh, yeah, I think it would affect me because I'm. I'm not very proud of Dutch beer culture, but I'm happy like it's like lots of different beers and I think, we used to have like lagers most of the time and now we have like all kind of beers like blonde and triple. And I really like that so. Yeah, I think Dutch beer is pretty good currently, So I think it would impact my view of their brands, yeah.

I: Would you say that if this new beer brand had an alignment with your cultural background, would you perceive it as a better or a better brand or a more favorable brand?

P6: Oh, that's a good question, because I like to try new beers. Uh, I'll probably just be willing to buy it, but like I like foreign beers as well. So I don't think because it's Dutch, I would like buy, it's quicker I think just because it's new, that's like the main factor for me to try it out so.

I: What if this new beer was in Dutch? It was not made in the Netherlands, but it was a global brand. Let's say that launched the beer into different markets and for the Dutch market it incorporated cultural elements like its. Icons. It's the Dutch aesthetics. The Dutch traditions in their advertising, in the in their advertising. How would you



perceive the brands then? Would you feel some somehow about it other positively and negatively?

P6: I think. I think it would be like it more, yeah, just if it like reflects like Dutch beer culture and like things. Like that I would say, ah, I'm more tempted to try it now.

I: Yeah, even though it's not made in the Netherlands.

P6: Yeah. I think if they understand local markets, yeah, I'm going to try it, yeah.

I: So, since you have lived in the Netherlands for 25 years now, I think it would be reasonable to ask you if if you do believe that your cultural norms in the Netherlands influence your expectations of brands. Not the specific brand maybe, but in a general sense.

P6: That's a good question. We're like pretty cheap. We mostly go for cheap products. We're like, I don't know, it's just it's like typical Dutch to me. And so I think that influences our like decision making maybe. And. And for the rest, yeah. I think that's like my thing, yeah.

I: And would you say that? Your family or your significant others in general, like your friends, your, your friend, whatever. That I supposed, they mostly Dutch. I don't know.

P6: Yeahh. That's true. Yeah.

I: ...influence your attitude towards brands.

P6: Yeah. Sometimes I think if, like a friend of mine brings new beer or something, then obviously I'm gonna try it as well, so. And and maybe if brands more specifically like, for example with, with clothing or something like that. I do tend to see that like that people kind of dress alike, so most of the times you dress like pretty similarly to what your friends are wearing like. They're like certain brands which are popular among your friends, so you wear them as well. So yeah, I do think they influence how you perceive brands.

I: Would an international person influence you the same way or not?

P6: No, not as much. I think just like. Yeah. It's just like maybe a difference in culture and norms etcetera and maybe like fashion in, for example, Greece is different than in the Netherlands, so you think. Yeah. You tend to think more about what Dutch people think of you, I guess. It's it sounds kind of selfish or something. But like, maybe it's because I have like more Dutch friends and I interact more with Dutch people. So yeah.

I: No, no, it does make sense perfectly. So. One moment because my Word is stuck. Yeah. So. Do you think? Oh my God. I'm so sorry. It is it is not. It's working, that's OK. OK, it did work. So supposedly because we're talking about how you view brands and what influences your decisions. If there was a a brand marketing effort that failed to understand or misrepresented your culture in their marketing efforts, how would you feel about that? Would you like it? Would you dislike it?

P6: Who misrepresents Dutch culture?

I: In the sense that, yeah, in the sense that ohh Dutch people are stingy which is which is the thing that you like. Dutch people normally say but like it's not a it's not a positive. Like element, even when you say it like ohh we are cheap this is this is not a positive trait necessarily, but you make fun of it. But uh yeah, that that's what comes to mind. Maybe. Maybe the advertisement misrepresents the Dutch culture in a general sense.

P6: I think most people tend to. And criticism from like maybe outside parties, harder to take. So if it's like an American friend who's gonna say ohh we're cheap. I think most people would say, well, "hold on. You're not Dutch". Who are you? You know, they might still be right. It's still, like, harder to accept it, I guess. And that's just, I think, like a normal human reaction. So yeah, I think. Especially, maybe subconsciously you're like maybe less inclined to like the brand if they're like, hey, Dutch people suck or something. Yeah, I think it does affect your, like, view on the brands, yeah.

I: OK, perfect. Thank you. So now we're moving towards the end, I promise you. Uh, let's assume that we that you would consider whether you would purchase. The new beer brand that we discussed before. Anyone dress? Do you think that the traditional

values in selling touch culture, the traditions, norms, whatever that entails might influence your purchase behavior?

P6: I think it would maybe not traditions, but yeah, maybe like current culture. And like I said, like or like our drinking culture and things, if it represents that well, I would be more tempted to buy it, I think, yeah.

I: Do you believe that a cultural fit between the brand's advertisement and your culture in terms of icons being used, the symbols, maybe the sentiments this evokes. Would that increase your purchasing intention and subsequently your purchase behavior?

P6: And yeah, I think it would. Yeah, I do, yeah.

I: OK, fine. So now I'm going to. Show you 2 pictures. Keep in mind that both pictures advertise the exact same product. I am going to share my screen. Somehow it will happen. OK. So and I suppose that. You can see my screen, right? Yeah. OK.

P6: Yeah, I do.

I: So in the advertisement you have in front of you, it is a beer advertisement. Do you notice any cultural elements on it?

P6: UM, well, the thing I recognize is Blondie, because I think there's a Dutch beer brand which is just a beer that's called Blondie. So that's kind of like a resemblance. UM, but otherwise I did notice it's in English. But I don't see like any Dutch aspects or anything. Yeah.

I: I didn't know there was a Dutch beer named Blondie. And and and and. I googled first. Oh my God. And I googled it. Ohh I thought it was a neutral name. Guess what? It's not. How would you say that you feel about the...

P6: It's good. But that's good. You should try it.

I:...advertisement or the beer brand. If so to speak, do you feel a specific way?

P6: And I think the glass is pretty pretty nice. Or like a bottle, I mean uh. It's a bit minimalistic which I which I like. I do think if you're going to tell it to like the Dutch

market and maybe advertise in Dutch, although there's a lot of Dutch brands that advertise in English as well, but I would prefer Dutch I guess, but I don't really mind English, but yeah, and I like the picture of the what you call it in English, is it weeds or something?

I: No, it is. Oh my God.

P6: The. Yeah, it's hog. Yeah. Hog.

I: How did you know this word?

P6: Because it's the same in Dutch, so I was just googling. But it's uh, it's the same, uh, yeah, it's all I like it.

I: Oh my God. I promise you, I didn't know the word, and the supervisor told me the word. And I'm like, what is this? I I couldn't find it, like, oh, my God.

P6: Now you know.

I: So. How would you perceive the brand presented in the advertisement? Would you find it likable, unlikable, favorable. Unfavorable.

P6: I think it's likeable. I think I like the coloring of like the picture as well. Like the brown kind of tones. And yeah, like I said, the bottle is quite nice I think. So I guess I would, I would try this beer, yeah.

I: Would you purchase this you would purchase this product though?

P6: Depends on the price, but yeah, if it's like if it's like a little cheap, then yeah, sure. Then I would. I would want to try it and I would buy it, yeah.

I: OK. OK, I'm going to show you the second picture. Now. We'll choose this one. And I suppose you see it. You do, do you? You do.

P6: Yeah, I do. Yeah, yeah.

I: OK, so uh, let's go through the loop again. In the advertisement you have in front of you. Do you notice any cultural elements now?

P6: Yes, I do. Because the text is in Dutch and I see what I'm guessing is and I can see a canal in Amsterdam. That's nice because I live in Amsterdam and I see that that Dutch flag as well. And. And I like the background like and I like that the text in Dutch. I like the flag. I think it's a bit too much like it's a bit bit over the top, so yeah. That I like more and but that thing is like maybe keep it off so yeah.

I: I get that. Do you feel a specific way about the this advertisement, maybe in comparison to the previous one like does it invoke more feelings? No or not?

P6: Yeah, I think mainly due to the background, because that's a pretty big part of the image. And I really like canals like, I think they're very pretty always. So I'm very much like that. And. Like I said, like advertising in Dutch, I think I prefer it a bit more to English so. That's an improvement as well, I guess. And then yeah, like the flag, it's not a really big deal, but I don't really like it, but this, I like the two improvements outweigh like the the flag, so yeah.

I: Can I ask you something? Because it it comes out as a conclusion or as a as a question from previous interviews with Dutch people. If you were living abroad, let's say, just imagine that, and you saw the same beer bottle with the same flag. Would you maybe perceive it as more favorable just because you're not in the Netherlands?

P6: Yeah, I think I would like if I would live like far from the Netherlands. Sometimes you get maybe a bit home sick or anything, or you're like uh. I like. Yeah, I miss the Netherlands or something. And then if you're in a grocery store and you see a beer with a Dutch logo in for example, Greece or I don't know, Asia, America. I don't know. I think I would say, yeah, I wanna. Let's see. I wanna try it, feel the Dutch beer experience the Dutch culture again, yeah. That's. Yeah, that's. That's funny, because in the Netherlands. I wouldn't like the flag. Abroad it's quite different, yeah.

I: Yeah, maybe it's a nostalgic sentiment, I don't know. So would you purchase this brand or product more easily you think?

P6: Compared to the previous one, yeah.

I: Yeah.

P6: I think. Yeah, I think yeah I would. Especially due to due to the background, I think I would like assume it's maybe a brand from Amsterdam and I live in Amsterdam so I'm like okay nice. I like breweries in Amsterdam so. Yeah, I think I would. Not not significantly more than previous image because I would buy I would have bought it as well in the previous image, but yeah, like there's slight improvements, yeah.

I: OK, thank you. Are there any points that we fail to discuss or any more thoughts you would like to share and that didn't give you the appropriate amount of time?

P6: I forgot to say like the why in the previous image from like "your beer". The letter Y I thought the design was not very nice, so like the J here, the J here and the letter J in "youw beer" here. I think this one's is a lot better. But that's about it. Like for the rest, I don't have anything more to add, but yeah.

I: Thank you so, so much. There was my last question. I'm going to round off this in the year. I I would like to thank you for your contribution sincerely and it is highly valued. If you have any more questions, you're free to tell me now. If not, I will wrap up. Are there any questions still?

P6: No, not really. I think it was, it was pretty clear to me. So it was it wasn't that hard to answer those questions. So thank you. You had a good question set. So yeah.

I: Okay,perfect. Uh, thank you. If you do have any questions though or you would like to know the report of the study, you may contact me via e-mail and I would be happy to provide you with this information. Thank you again so much for participating and for the time you spent with me. Have a nice day.

P6: You're welcome. You too. Have a nice day.

**Interview 7**

**Date: 04/06/2024**

**Interview number: 7**

**Interviewer: I**

**Participant 7: P7**

I: OK, so having had all this information about the interview procedure, I'm going to ask you if you are comfortable with this interview procedure and if so, may I have your verbal consent. Please read the document that I have sent to you carefully again and if you fully understand and agree to the terms of this study. Please say the following phrase I [your first and last name] have read the consent form and I agree to participate in this research.

P7: I'm [X], I have read the consent form and agree to participate in this research.

I: Thank you so, so much. OK, so. Are you good today? Do you feel okay doing this interview?

P7: Yeah, absolutely.

I: OK, perfect. So first, I'm going to ask you some questions about you and then we're going to move on to the main questions. Do you have a preferred name? May I call you somehow else during this interview?

P7: Just [X] is okay.

I: OK, perfect. Is this your first time participating in interview setting?

P7: Yeah, it is.

I: I hope it would be a good experience, or at least not a bad one. So I would like to know some more things about you. Can you tell me your age? How old are you?

P7: Hope so. I'm 25 years old.

I: And where do you come from?

P7: United States originally. But I've lived in the Netherlands since I was 4.

I: OK. OK, I'm sorry. My word is that OK, perfect. You've answered all my questions in just one answer. That's perfect.

P7: Oh.

I: So now we're going to move on to the main set of questions I would like to have your honest opinion either positive or negative or neutral. You may say that "I don't know this or that." Shall we move on then? Is that OK?

P7: Yeah. Perfect.

I: OK, perfect. You've said that you've lived for 21 years if my math is correct, in the Netherlands.

P7: Yeah.

I: Are your parents from the Netherlands? Do you have like..do you have a Dutch origin?

P7: My mother's Dutch, yes. My dad is American and Greek.

I: So would you say since you do have a Dutch origin and you have lived in the Netherlands for many years? Do you identify as a Dutch person?

P7: Yes, I do, absolutely.

I: In what kind of sense can you explain? Have you thought about it?

P7: Well, I feel connected to the country culturally, emotionally. Most people I know are Dutch. I speak Dutch fluently. I think in Dutch and and I plan to spend the rest of my life in this country so. Yeah, I feel I feel Dutch, absolutely.

I: Very nice. Thank you. And and would you say that being Dutch is an important part of how you see your own self?



P7: I don't think nationality is important in general for it's not my defining characteristic. Let me put it that way, but I mean, of course it is it is part of your identity and it's hard to separate those two, but it's not the. It's not something I think about on a daily basis. Does that make sense?

I: It perfectly does, don't you worry.

P7: OK.

I: No, on another note, I want to ask you if you have noticed that there are similarities among Dutch people. Are they any or?

P7: Yeah, there's many. Absolutely. I mean, do you want me to name a few or?

I: Whatever you want.

P7: I mean we're we're, I say "we're" so, you know, I do identify as Dutch subconsciously as well the tallest people in the world. I believe we share certain traits I think certain character traits which define us as being Dutch were considered to be forward, direct. You know, our country has shared interests, sport is big part of our culture being, you know, together with family. Family is deeply ingrained in the culture, I believe as well and and there. Yeah, there is a certain national pride, I think in the Netherlands as well.

I: Thank you. Do you feel proud of these similarities, though?

P7: I wouldn't have said I feel proud about him. It's just that I noticed them. I don't. I don't really feel a deep national pride, if that's what you mean. But I you know, I think it's it. I I do like our culture. That's much. Yeah. I think it has a lot of it. It has a lot of good parts, also some bad parts, but a. Lot of good parts.

I: And would you say that you feel a bond or a form of solidarity when you're among Dutch people or is that not a thing in your case?

P7: Yes, I think I do. Yeah, absolutely. I think when there's, you know when. Yeah, I mean, I think a good example is when you're traveling to another country and you meet

Dutch people. It's usually it's a connection, something to talk about and those do become friends easier, I think, than people from other nationalities.

I: Why would you say that though? There's an echo.

P7: I think because there's just a. So I think a big connecting factor is the language that it's easy for us all, you know, like any other country. I think to express yourself in your own language, whereas like English, like the lingua franca is kind of like the second language of everybody. Whereas you know if you're speaking your mother tongue, it's. It's easier to find connection and to make jokes, you know, and be honest and open. I feel like I think that's a big part of it. And there's there's just general knowledge which a lot of Dutch share, like we have the same jokes, humor. Not everybody, of course, but many of us, which I think plays a big part in that. So I think humor is a big. Yeah.

I: I do understand that. So it makes me think, uh, would you say that your culture, your cultural background, in this case, we're talking about your Dutch cultural background and know you have origins from the US too. Does this, though affect your perception and opinions? In general, like in terms of how you perceive people, products, brands and situations in general.

P7: Yes, I think so. Absolutely. I think what I said about the Dutch being forward, I think that's something that I you know that's kind of a personality trait that I have maybe adopted in a way, you know, just yeah, there's a there's a certain I think "dutchness" factor which you kind of get by living here growing up here. But like any other culture, like, I don't think it's unique in that way that it's different. I think it's just like there's there are certain, you know, parts of people's personalities which are shared through nationality. So they're. Yeah, it has shaped me as a person. I think if I would have stayed in the United States, it would have been different in a way, no doubt.

I: Yeah, I totally see that. Like, I get what you mean. Thank you for your insight. Now we're going to move on to the questions regarding your brand attitude and purchase intention as a consumer. Is that OK? Are you OK? So far?

P7: Yeah. OK.

I: Yeah, yeah. Perfect. OK, now we're going to assume that you're being introduced as a consumer to a brand, let's say, a beer brand that is completely new to you. You you're not familiar with it, you don't know its name or whatsoever. You can imagine the context you own. Like whether you sit in the supermarket or in social media or whatever the context is yours image. OK. And and I want to ask in that case in this hypothesis, would you say that your cultural background of would affect your perception of the of this new beer brand?

P7: Specifically, my Dutch background or just cultural background in general?

I: In this case, we are interested in the Dutch background. However, you may give me both aspects. I would accept them.

P7: OK. Yeah. OK. So I think first first all that. Obviously you know the Netherlands are big beer country, big exporters of beer. Many famous brands are Dutch. That's no secret. I think that plays a role that you know. Maybe we prefer a Dutch beer. I would prefer, speaking for me, I think maybe I would, you know, if it feels safe, it feels as a safe option and more of a guarantee you quality, I would say when it's from my own country. But I me personally, I like you know, trying other things. So if I'm in another country, then I will usually try the local beer specifically because I I like to. Does that answer your question?

I: Yeah, yeah, perfectly. So my following question, yeah, yeah. So let's say that this new beer brand that we have hypothesized. Has an advertisement that is culturally aligned to you as a consumer, like, with your Dutch cultural background, would you perceive the brand as more favorable or better?

P7: Yes, I think so. I think that advertising works. I don't know if I can name an example, but there is an example I'm thinking of of very successful branding, using, you know, very kind of like "inside" Dutch culture that really only Dutch would understand in a way. That has been effective and I think has affected my, you know, purchasing choices.

I: Which brand is that?

P7: Heineken, they had a good campaign. Yeah, where they would name their beers, they would give them different names and the names were like slang names which we would, you know, just use in our in our vocabulary, which don't really exist except for within like student circles for example. And that does give like you as a consumer, sort of like a a recognition by the brand, which I think works well.

I: But what if the brand wasn't a Dutch brand? Like if what if it was a global brand and it launched the new beer in the different markets internationally? And one of the markets was the Netherlands, the Dutch market and they adjusted their marketing efforts to the country. So it's not a Dutch beer, but the advertisement is Dutch. Like it appeals to you as a Dutch consumer, how would you perceive the product then?

P7: Also, more favorably, I would think, yeah. Cause you feel like, yeah, that it speaks to you more. And I think there also have been examples of beers from other countries which have been successful in the Netherlands by employing such a technique, yeah. I would think so.

I: Perfect. So since you have lived in the Netherlands for 21 years, you've grown up there. Would you say that the cultural norms in the Netherlands influence your expectations of brands in general? I don't know if that's easy to answer, but. Have you ever thought about it?

P7: I think that that's an interesting question. Yeah, I you know, I think. There's a certain, you know, trustworthiness, which comes from something being Dutch, so that that that influences my choice. And I think, yeah, I think maybe you know being in a western country, I would trust Western brands more. And I would buy a Western brand before I would buy non Western brand. So I I think it has influenced me, yeah. And maybe that sure you know. Yeah. And and I've also noticed like being in like Asia for example, like their advertisements seem very alien to me. And very strange and and make no sense. Same actually in some South European countries, I think the advertisements are very different to ours. So yeah, I think there is a definitely a big cultural pattern.

I: And would you say that? When you are about to purchase a brand or when you view a brand, would you say that your significant others in terms of your family, your friends, your girlfriend, who I suppose they're mostly Dutch, that's from what you said to me, do they influence your attitude towards the brands?

P7: The what ,you mean what they think about the brand?

I: Yeah, would influence your attitude as well.

P7: Yeah, yeah, absolutely. Yeah, definitely, maybe most actually. You know what I hear from just immediate close family friends that that probably has the most influence I would say from my opinion of brands. Somebody has a bad experience or a really good one, that that will directly affect my behavior I would think.

I: And I don't know if you do, but if we assume that you do have friends that are not from the Netherlands, but, close or not close ones at another, would they influence you the same way as your Dutch circle?

P7: I think it's mostly you know how close I am to those friends, so I don't think you know. I think I could be just as close with someone from another country and you know I have been and you know I have family also in the United States. So I think they will influence my opinion as much as Dutch and I don't think there's a difference.

I: I understand. So. OK, now let's assume that you would consider whether you would purchase the new beer brand that we discussed before. Would you say that the the traditional values instilled in the Dutch culture like the traditions and norms, the festivities in every sort of way would influence whether you would buy it or not or your better get your purchase behavior in general?

P7: Yes, absolutely. I think Dutch culture, you know, influences you as a person and and it it completely changes I think, what I would buy or where I would buy something and if an example if I can give an example like you know clothing you know, I most of the clothing I wear is influenced by other Dutch people wearing that similar clothing. So, I think that's a big, big part of it. Yeah. And I think especially especially Dutch culture, I would say we're very we really sort of conform to like sort of general notion

of what is accepted as a brand or what is like considered superior or better as a brand than other brands. I think that's I think that's a big part of it, yeah. Because we have a big consumer culture, sure.

I: And would you say that a cultural fit in terms of the icons as simple as being used in the advertisement or the sentiments that it intends to create in the consumer to the consumer between the brands and the and your culture would increase your purchase intention. I think it's a similar question.

P7: Yes. So you mean that if the the brands spoke to me more as as a Dutch person, right that kind.

I: And if you encounter an advertisement of the beer brand of the new beer, the new beer brand that had like Dutch symbols in it, Dutch icons, maybe the language, maybe even it intended to invoke like sentiments that are really close to you as a Dutch person. Would that increase your purchase intention?

P7: Yes, I think so. Yeah. I think that would give recognition to us as a country and we like recognition. I think from other countries and when they understand our culture and they, you know, respect it and try to, you know, maybe imitate it in a way. That's, I think that would positively influence my purchasing that behavior for that for that company.

I: OK. Thank you. Now we're going. I'm going to show you 2 pictures. They are both advertising the exact same product. So keep that in mind. And do you see it? Can you see it? I think. You can see it.

P7: Yeah, I can. Yeah.

I: OK, so in the advertisement you do have it in front of you. Do you notice any cultural elements?

P7: Well, first of all, the the language in the bottom right is Dutch. It's I think Amsterdam in the background or another canal city, the Dutch flag. Blondie, is Dutch

in a way it could. It could be German as well, but that also sounds Dutch. So there's a few, yeah.

I: How do you feel about the about the advertisement or the brand better yet? Does it invoke any feelings to you as a consumer?

P7: Well, I mean it kind of is like it feels like it's shot on top of a rooftop. And you know that I associate that with summer being on rooftops and drinking beer. And so I guess that feeling kind of summer summer kind of feeling. Yeah. OK.

I: How would you say that you perceive the brand presented there? Like is it favorable to you? Is it likeable? Is it neutral? Doesn't make an impression.

P7: It's it's favorable. I think I like the name. I think the logo is alright, it's sort of of alright, Yeah, it's sort of basic minimalist. I think the Dutch flag is a little bit that kind of gives away that it's maybe not created by Dutch people, but there be no reason to put a Dutch flag on it if it was a Dutch beer.

I: Yeah. I totally get that I had this comment before and I understand that. So would you actually purchase? This better brand.

P7: Ohh just based on this? Yeah, perhaps. Yeah.

I: What would make make you buy?

P7: Depending depending you know depending on where I would encounter it.

I: In what sense?

P7: So if it would, you know if it was, if I would see that, like a big festival. And it was, you know, advertised. That's their beer, I would like to try it. Then I guess if it was in the back of the supermarket, it would be harder for me to spot. Does that answer your question like it would have to be, you know, presented directly to me in a way that I can't kind of get around it because I don't. You know, if I'm just in my day-to-day routine, I don't usually go for something. I don't know. If it's just basic buying beer.

I: What if I know you've? You've said it before. I know, but I'm gonna ask again. What if you you weren't on vacation? Actually, you were living abroad. What was what if that was the case and you encountered that beer, would you buy it then you think?

P7: Yes.

I: Why so?

P7: Because I think I would find it kind of humorous. If I was in a country far away and I would find a beer that was called Dutch and that I, you know, thought wasn't from the Netherlands, but they were trying to imitate in a way Dutch culture, I would find that funny. So I would buy it more as a novelty.

I: OK, very interesting indeed. Thank you. I'm gonna I'm going to show you the second picture. OK. Yeah. OK. I suppose it's it appears im your screen.

P7: Yeah, I see it. Yes.

I: OK. So OK, yeah, OK. So it's the same beer brand, but the advertisement is different. Do you notice any cultural elements in this advertisement?

P7: Well, I I noticed the culture elements have been removed. I think the Dutch ones and now I feel it's fairly neutral. I I would, I would think it could even be an American beer. Because especially because it's in English. So yeah, the I guess the background it kind of feels American sort of the wood it's on, kind of feels like that's there that would be like a more of an American style. It's just a feeling I don't know why.

I: Does it invoke any feelings compared to the other one like? Or is it just neutral?

P7: I think it's just neutral. I kind of like the I feel like I, yeah. Like, it feels like an ad I've seen a lot.

I: So again, in comparison to the previous one, how would you perceive the brand? Would it be as favorable as the other one?

P7: I think more favorable to be honest, because I feel like the Dutch flag was kind of just put in there that kind of put me off, to be honest and... Yeah, for some reason this



beer just looks more attractive because the background is less involved. Maybe that's it. So it's more focused on the beer, it's more zoomed in in a way. So I think more attractive.

I: OK. So would you actually buy it if there was a decision to be made?

P7: I I would try this, yeah. Does that answer your question? I mean it. I feel like it depends again where I would counter it, so if it yeah. So if it was, if it was at home, I hadn't tried it or I would either and somebody told me it was nice or then yeah, I would. Would I, especially if I saw it in the supermarket, would I? Would I go looking for? Would I? No. I don't think so.

I: It makes perfect sense. You've answered all my questions. Don't you worry. At this point, we are moving towards the end. So I'm done with my questions. Are there any points we fail to discuss or any more thoughts that you would like to share?

P7: No, it's. I think I've answered everything. I hope I have at least, that was helpful. Good. Yeah. No, that's my thoughts. I think between the two different beers. Yeah. Yeah, that's all. Yeah. I hope that you get what you were looking for.

I: I really did. I really really did. So I'm gonna wrap up. That was indeed my very last question, which brings us to the end of the interview. I would like to thank you for this interview, sincerely. And your contribution is highly valued. I would like to check if you have any more questions for me. If not, then I will wrap up this interview. Do you have any more?

P7: Yeah. No, let's no more question let's wrap it up.

I: OK. OK. Again, thank you for participating for the time to talk to me today. If you do have any questions later on or if you would like to know the report of the study, you may contact me via e-mail and I would be happy to provide you with such information. Have a nice day and thank you so so much.

P7: Of course. Thank you. Thank you. You too.

**Interview 8**

**Date: 05/06/2024**

**Interview number: 8**

**Interviewer: I**

**Participant 8: P8**

I: So having had all this information about the procedure, I want to ask you if you are comfortable with with this procedure and if so, can I ask for your consent? Please read the document that I have in front of you carefully and send your consent only if you fully understand and agree to the terms.

P8: Yes, I agree to the terms. OK, perfect.

I: OK, so how are you today? Are you are you OK with us doing this interview?

P8: Yes, yes, I'm totally on board.

I: OK, perfect. You said that your name is [X], but do you want me to call you somehow else during this interview? Do you have a preferred name?

P8: No, no, [X] is fine.

I: And is this your first time participating in an interview or study in general?

P8: Actually now I think I have been like I have participated in one more before that. And I don't know if, like me being this researcher in another interview as well is something.

I: Yeah, yeah.

P8: Yeah, I've done both.

I: OK, now I would like to ask you some further questions about you. Is that OK?

P8: Yeah, sure.

I: Uh, so first I would like, I would like to know your age. How old are you?

P8: I'm 31 years old.

I: And where do you come from?

P8: I am from Athens, Greece.

I: And in which country do you live now?

P8: Currently I'm living in Tilburg that's in the Netherlands.

I: And how long have you lived in the Netherlands?

P8: I think about two years now. Mm-hmm. Yeah. I think I've been living for, like, one and. Yeah, 10 months, I guess, but yeah.

I: Thank you. Now we're going to move on to the main set of questions. I would like to know to have your honest opinion positive or negative, it might be neutral like you may say, I don't know or I haven't thought about it. It's fine. So shall we move on? Yes. OK. So my first question is if you would say that you identify as a Greek person.

P8: Ah yeah, I totally identify as a Greek person.

I: How so? Can you explain?

P8: Well, I believe that my personality as a whole is Greek. When somebody asks me, I, I totally say I'm Greek and I really mean it. And in a way that I want to perceive be perceived as a nice and really friendly person, because the Greeks have this like general feeling of kindness and being very friendly and being nice. I don't remember the Greek word like. Be a nice spotters. How do you say it?

I: Like host?

P8: Yeah host. Yeah. And I really like, like Greek. People have nice food as well, so. The general idea of being Greek? Yeah, I totally like it.

I: And would you say that being Greek is an important part of how you see yourself, like your own perception of yourself?

P8: Uh, I guess so. Because uh. Can you? Can you repeat the question maybe.

I: Yeah. How important is being Greek to how you see yourself. And I mean, I've like your own perception of yourself. Is it an important part?

P8: Yeah, because it's a part of who I am so. Like where I come from. Like, really like it plays a really big part of my life, like it's something really important, right? Because I I don't want to identify like something else. Let's say. Mm-hmm. So, yeah, being Greek it's really important to me.

I: Perfectly nice. Do you believe that there are similarities among Greek people in general.

P8: I don't know because everybody's different. I know that most of us are really good looking nice people, but. But I don't know, because everybody's really different from each other so. Other than the perspective that how other people see us that are not Greek, I believe that everybody's like a different person and you can find many different personalities. And yeah, that's in general.

I: So you wouldn't identify like, I don't know your behavior or your traditions like the way you think you you Greek people, you wouldn't find it similar to each other.

P8: I would only find similar like the one that you mentioned with traditions I guess because I think most of us would like a part of the tradition that it's not connected to the church, but the the fun part of the traditional things. Then, we would like to do these things all together, but this is another part I believe so the the actual behaviour of a Greek person. So this is a totally different thing for me. So the fact that we can we actually like going out on let's say Christmas, and we want to celebrate Easter and what we do in general. In general on the day of the Easter on this this Sunday, it's totally different than how people behave for me.

I: It makes sense. Now on another note. Would you say that there is a shared bond or form of solidarity? Among Greek people, do you believe that?

P8: I believe there is, especially when you are abroad because like even for me, when I see somewhere or I hear Greek in general, I am yeah, If if I see a Greek person and he asked for help and I would get so excited that I found this person and I'm the one who's going to help him or something that like. Yes. But solidarity in in Greece itself, I mean, I don't know, I'm I'm among uh family and friends. Maybe it's more. But I don't know if many people actually are like this. If they don't know the other person, it depends and it also connects to what I said before, like it's totally different with what person you are. There, like with with who you're talking to, yeah.

I: So the thing you said about when you encounter some someone. Abroad. Who is a Greek person too? Why would you say that you feel this bond with him even though? This person might be a stranger to you.

P8: Maybe because of the language which plays a really important part because you like. For me, I found I can find the connection with the other person just because we speak the same language, because in a way it feels like. I can understand the other person even though he's a stranger, but this doesn't happen with the Dutch with Dutch people. Because like I can, we don't really understand each other in my mind.

I: Yeah, because you do not. You do not speak the same native language. You mean?

P8: Yeah, it feels like you find something similar. Even though it might not be true. Yeah, but for me, it's like, yeah, I found something that. Yeah, it's really relatable. It's a which might be not the case, not be the case, but.

I: Yeah, so. Would you say that I don't know if you believe it, but how much would you say that your culture being great would affect your perception of everything really like your perception and opinion about people about? Products about situations in general.

P8: Well, these are totally different things. So I can connect one to another but. Let's say me being Greek because like I know other people perceive this like they like, we

are friendly. Let's say I would understand that. Yeah. Maybe if you can tell me like in a what way? My culture would. What do you mean by?

I: That, like I don't know it is for an open interpretation, really. However our cultural background usually influences how we deal with things or how we view things. I don't know at the top of my mind I'm Greek myself so like we share the same cultural background. If I encounter, I don't know, a person who's very closed off and who is not smiling at all. I would say that, Oh my God, he's he he he he is not my vibe like at all because he's not open or if I encounter, I don't know a product in the supermarket like pre packed minced meat. Because my my mom, she she was against it when we like I was grew I was growing up in a different way. I I will say like oh, I won't won't want to buy it because it is it's not pure. It's not pure made. But it's something that you know my my cultural background and my upbringing have brought. OK, well, but it's open to you. Like you might think of something else.

P8: I'm not sure the exact thing that, but in general I'm sure that people that are from different places around the world, for sure they their cultures. And their homes like their upbringing in general, uh, help them have like a specific mindset, let's say. So maybe yes, my culture and in general like where am I from? I think it really plays a role of how I see the world in general. So different things might be different from me based on my culture. I believe that. So yeah.

I: Can you think of an example?

P8: Well, maybe. I don't know.

I: OK, let's say that. Let's say then that I don't know you want to buy a piece of clothing and it's ripped. Yeah. What will you do?

P8: OK. Yeah, yeah, I will not buy it. You wouldn't buy it. But now that you mention it. Yeah. For me, I I wouldn't buy it. Most probably because I would be bored to go fix it or spend more money to fix it. But because I work in a store, I have seen that people actually. They most probably they will buy it the product, even though it's ripped or it's painted or whatever. And they would ask a discount for it in order to go fix it later on

with the amount of money that they got the discount for. So yeah, I haven't seen this, let's say in my culture, like in Greece before. But I've seen it here with Dutch people, so this might be, yeah.

I: OK.

P8: And also yeah, if we can talk about it. People I I've seen that people in in the Netherlands, they are more straightforward. But when I hear something, I perceive it as rude. So I don't know if it's a culture thing or no.

I: Umm, I suppose it is because it has been mentioned, but that was a good example.

P8: OK. Yeah.

I: OK. Thank you for your insight. It was very sourceful. OK, now we're going to move on to the questions regarding your brand attitude and purchase intention as a consumer.

P8: OK. Yeah.

I: OK, perfect. So let's assume that you're being introduced to brand and you'll be your brand, let's say, and you haven't encountered anywhere before. So the context is yours. Imagine like. I would ask you a question and. You can imagine the contacts that you would see the product yourself. It might be in the supermarket, it might be an ad in the television or in social media. Whatever you want. So. It is a similar question with the previous one, but if you didn't counter this new beer brand. How do you believe that your cultural background, being a Greek person would affect your perception of the brand? Can you pinpoint that?

P8: It depends on where is this brand coming from? I mean, is it a Greek brand? Because yeah, if it's Greek, I might be curious about it. And I I might like, especially if it has like a something different on it or like a specific taste that they want to communicate with the people. Yeah, maybe. I would be curious about. Because it also connects to my ethnicity. So. Mm-hmm. My, I think it would it would catch my eye more easily. Yeah. You said a beer, right? Yeah. Yeah. Because I'm not really a beer person, but like if I see like a Greek, a new Greek brand, I think it would catch my eye

easier than like watching another beer brand which is new, and I don't really know it, and it's from somewhere else because as a non beer drinker, I wouldn't care that much.

I: Also let me ask you, if we hypothesize that, uh, this is a global beer brand which launches its product, its new beer, on different markets internationally. And one of them is the Greek market. Uh, so it's not a beer made in Greece, OK? Or produced in Greece. But it's a beer launched in Greece. And and it has like the advertisement and the logo are culturally aligned with the Greek culture. Would you perceive it as? I don't know, favorable or better? How would be your perception of this? Yeah.

P8: I think if if they want to advertise it in Greece, they most probably will do it in like during the summer or even a little bit before that. In general, from what I have seen, like most of the beer advertisements like are mostly like for the summer and friendship and bringing people together and stuff like that. So I think if if it was something like this, I would see it as a really nice... Favorable. Yeah, brand.

I: Even though the beer is not made in Greece.

P8: Yeah, yeah, yeah, yeah. Because I think. What they wanted to communicate is the part of like Greek culture, right? Like this connection, I guess among people. So I think if they could do that, they would achieve it.

I: So you would find it OK if companies made such a marketing effort. Marketing efforts like launch products into different markets internationally and the products that they launched like the campaigns. Culturally fed. The consumers cultural background, you find it OK.

P8: It's not my cup of tea. Yeah, as a consumer because at the point you know you're being manipulated but the thing is, time will show if this brand is supposed to be in the Greek market or not, because I've seen that many, like Greek ones are there and they're quite good for what they're. Doing and if this one that is not from Greece wants to be advertised there and like be in the market, only time will show if it deserves to be there. So even though they will try it's only commercial. Advertisements, but only time will show the true character of the brand.



I: So it makes me think that. Since you have lived in the Netherlands for the majority of your life, I'm sorry. I'm so sorry. I'm confused. In Greece for the majority of your life. But you have this exposure to different cultures as well, but regardless. Do you think that your cultural norms stemming from your Greek culture influence your expectations of brands in general?

P8: I wouldn't say so in general, no.

I: Yeah.

P8: No, because now with social media like and, I'm also living abroad like the the advertisements. Like I actually see there not only Greek. So I've seen so many others. Yeah, I don't, I don't think like it's something that needs to be taken into consideration or something.

I: So that brings me to my following question. Do you do you believe and if so, how much that your significant others meaning your friends, your boyfriend, your family? Who I suppose I don't know, but I suppose they're more. Mostly mostly Greek. Do you believe that they influence your attitude towards brands?

P8: Not entirely.

I: OK.

P8: Because I'm doing my own research and the things I like, I I try the brands I I do like most and yeah what I like only stays, but I'm really open to any suggestions so. If a friend of mine, if somebody else from my surrounding. Yeah, they want to. They want me to check on the brand or we can go out and have, like, taste like a beer or something or whatever. I would be open for it. They might influence it at the beginning and like, make me want to taste it. If they really want to do that also. But it also depends on how I also see the brand. So if I really don't like the brand, I would not do it. But mostly I would say I would go for it. At the beginning and then like it depends, like if I like it. If I don't like it.

I: So what if I don't know if you have friends coming from from other other cultures? But let's say that you do. Would they influence you the same way as your Greek significant others?

P8: It depends. It depends. I think they would, uh in the same way, if our friendship would be the same as the one that I have with my Greek friends. So it depends on the the relationship I have with others. It's not based on their cultural background.

I: Perfect. One last question regarding that. Did they discuss about the marketing efforts of the brand? I don't know. Would you react? Differently to brands that fail to understand or misrepresent your culture culture in their marketing efforts like I don't know what is the stereotype of Greek people maybe like. Maybe that they're lazy? I don't know. Would you say that if an advertising campaign like represented Greek people as being lazy, would you? How would you react to that?

P8: What was the actual? How did the question?

I: How do you react to brands that fail to understand.

P8: Ah, this is your question, OK? Yeah. Ohh, I wouldn't like it. I wouldn't like it at all. And well, if we're being politically correct, they shouldn't do that to anyone. But yeah, of course in general, even if someone on the street or someone. In general that you don't know, or if you do know them, they say something that you don't like, and it's really mean about you and it's not representing the truth. Yeah. Yeah, you. You don't like it. So I wouldn't like it either. Yeah, it's not really the best way to further utilize your product in the Greek market. Do you think they're lazy and you actually want to go for that? Yeah.

I: OK, OK. So now we're moving on and we are assuming that you would consider whether you would buy the new beer brand or not. You're in this in between state. My question is, how do the traditional values, the cultural norms installed in Greek culture might influence your approach behavior? Do you think that?

P8: My cultural norms.

I: Yeah, the traditional values, the traditions we have in Greece, the the norms that you have in Greece, would they influence your purchase behavior?

P8: They might. I don't know, I think if it's something that my culture accepts. I don't know what do you mean..

I: Like like I don't know for example, what comes to mind is that it is a beer brand and many people in Greece do drink beer like a lot, but we have a wine culture too, like a. Yeah. True. OK. Or maybe the in the Netherlands, if they see new beer brand, yes, they will say like ohh it's a beer. We have a huge beer culture in the Netherlands.

P8: Yes, or but are we talking about the beer? Like if I would purchase a beer?

I: Yeah. Or in general like. Umm. You can interpret it as you like. Like UM. What can I think of? Like I don't know you want to be to build a house. And what would you choose? You might you might choose marble because. It like it's typical of Greece. That kind of thing like. Maybe silly things but.

P8: OK, OK. Uh, well, I don't think uh, my purchase behavior will be affected by my culture. Uh, because in general, like most of the products that I buy, it's not Greek made. And to be honest, they if they are, they are, they might be also expensive, so at my position at the moment I wouldn't go for it. But yeah, in general I don't think I would buy something just let's say because it's Greek. It has to give me more than that like like its value is not just where it comes from, like it has to give you something else.

I: Yeah, that makes sense.

P8: And it might also, it might be also let's say let's say if I was vegan and I would like all my products that I have, let's say skin care or whatever to be vegan as well. So I wouldn't buy a product just because it was Greek. I would also go for the actual values that matter to me, right? Yeah, that, that's the first example that comes in my mind. It might not be beer- based.

I: It's fine, it's fine. So my last question before we move on to the next part is, do you believe that a cultural fate in terms of the icons, the symbols being used in the

advertisement, the sentiments that? They try to invoke in the to the consumer. And your culture would would that increase your purchase intention?

P8: Not really. It depends on how the advertiser will actually use them and if it's a properly used. But no, I don't think a symbol can make me buy something. If I am not convinced.

I: Very nice. OK, now I'm going to show you 2 pictures. Keep in mind that they both advertisements and that they both advertise the exact same product. OK. Yeah. So I'm going to show you. The first one. Which is this one. Yeah. OK. In the advertisement you have in front of you, do you see any cultural elements?

P8: Yeah, sure. First of all, I see the the Greek flag on the beer. Yeah, which is really obvious where the beer comes from. If this is not produced in Greece, I think it will be a big foul of the brand to put the Greek flag there. Yeah, and. You can also see the the sea behind it. So the feeling I get is like Greek summer.

I: Yeah. OK. How would you say that you feel about the this advertisement? Did it invoke any feelings, positive or negative ones? It doesn't matter.

P8: Uh, I think only positive because it made me miss summer in Greece and it made me feel like I really want to be there, like laying next to the sea with a beer in my hand, even though I'm not a beer person yeah. So yeah, only positive things like me being carefree. Yeah, enjoying life in general.

I: And how would you say that you perceive the brand presented in the advertisement? Would you find it likable, unlikable, favorable. Unfavorable.

P8: I would find it likable and favorable, yeah.

I: OK, so I'm going to show you the second picture now, which is this one. Do you see it? Yeah. OK. In this advertisement. Do you see any cultural elements in front of you?

P8: Not really. I would think that this might be somewhere from central to Europe or something? Or like Scandinavia or whatever. Yeah. I don't see anything just because

this is placed on wood. I would just say maybe from German. Like German beer?  
That's it.

I: And did it invoke any feelings in you?

P8: Not really I. Yeah, I really perceived it as not being really favorable, not like how do you say? Yeah, yeah. Hold on.

I: Like neutral? Yeah, very, very neutral. So in comparison to the other one, you would prefer the other one?

P8: Yes, yes.

I: And would you purchase the product presented in the ad, the first or the second one?

P8: I would totally purchase the first one because it made me feel like I I got the feelings of yeah, what I said like being like positive in general, carefree, but the other one didn't really evoke any feelings was, like, so neutral.

I: OK, perfect. So are there any points that we fail to discuss? Uh, or any more feelings and thoughts that you would like to share?

P8: No, not really.

I: OK, so that was indeed my last question. Which brings us to the end of this interview. I would like to thank you so sincerely for this interview. And your contribution is highly valued.

P8: OK.

I: Thank you so much. I really appreciate that you called me for the interview. So I would like to check once more if you have any questions for me. Uh. Do you?

P8: No, no, I'm good. OK.

I: Perfect. So if there is no questions, then I will wrap up this interview. Thank you for participating and for your time to talk with me today. If you have any questions or you

would like to know the report of the study, you may contact me and I would be happy to provide you with such information. Have a nice day.

P8: Thank you. You too.

## **Interview 9**

**Date: 11/06/2024**

**Interview number: 9**

**Interviewer: I**

**Participant 9: P9**

I: OK, so having informed you about the entire procedure, do you feel comfortable with what you've heard? And if so, can I ask for your consent? Please read the document carefully and sign your consent only if you fully understand and agree to the terms.

P9: Yes, I'm OK with everything and I give my consent.

I: OK, perfect. Thank you. How are you today? Are you good with us having the interview today?

P9: Of course, of course everything is fine.

I: And how may I may I call you during this interview?

P9: You can call me with my first name.

I: Is this your first time participating in an interview study?

P9: No, I have participated I think about four times in an interview.

I: For research purposes?

P9: Yeah, for research purposes for academic projects.

I: Yeah. So you're familiar with that. OK, so now I would like to ask you some more questions about you. Is that all right with you?

P9: Of course!

I: How old are you?

P9: I'm 26 years old.

I: And where do you come from?

P9: I come from Greece.

I: And may I ask in which country do you live?

P9: Currently I'm living in the Netherlands.

I: And how long have you lived in the Netherlands?

P9: Approximately 2 years.

I: Excellent. OK, I see. So now we're going to move on to the main set of questions. I would like to have your honest opinion, positive or negative, you may say that you don't know the answer. That's totally fine. Shall we move on then?

P9: Of course.

I: OK. My first question to you would be if you would say that you identify as a Greek person.

P9: Yes, I would say that more or less identify as a Greek person as a new Greek person or with the new generation, not the stereotypical Greek person. So yeah, I feel like a Greek person.

I: And would you say that is it and that it's an important part of how you see your own self, being Greek?

P9: I think yes, because of course, when you grow up in a country, you get the habits of the country. So I think I have that and also the mentality of my country. So yes!

I: And you said before that there is a stereotypical Greek person and a new generation of Greek people. What are the commonalities between those two and what are the differences?

P9: Yeah, that's of course a personal opinion, but I think that the older generation has a big difference with the new generation because the Greek old generation is a bit, you know, behind and they're not so open minded. In my mind, and I see that the new generation is evolving. And people are more open minded, they have more influences from abroad. So. That's the the differences I see.

I: And would you say that in a general way, Greek people have similarities?

P9: I think Greek people, yes, indeed have similarities, but I would say that Greek people are divided between 2. As I told you, I think there is a a part of Greek people that are very kind polite. Good people in general, and people that have this very bad old fashioned ideas. So I think that's the case for this.

I: And would you say that you're proud of those similarities that you do have?

P9: Yeah. For the one part, yes, I am proud because I think as Greek people, we are very welcoming to other people. We are open. We we like to help each other, but at the same time at the same time. Sorry, I see some negative things which I'm not proud at all. Like for example, racism or people not behaving well to each other and this stuff.

I: And would you say that you feel a bond or a form of solidarity when you are among Greek people?

P9: Yes, in general I would say yes, because of course we speak the same language. We know the same jokes and we have more things in common. So yes, and for example, when something bad happens to the country, we feel it more strongly, and that's something common when you are around Greek people. So I would say.



I: Would you say that like in case you met a Greek person on the street or somewhere randomly, would you say that you would feel this bonding?

P9: No. If I just see a person on the street. No. But if I speak with a person and we have more or less the same opinions. Being Greek both of us, it would make the bond, I think stronger in the first place.

I: I see. And this is a more general question, but would you say that your culture being a Greek person affects your perception and opinions about the people around you? The products that you choose, the situations that you're in in general.

P9: Yeah, I think. Unconsciously, our culture always affects our choices, whether it's food, people, the habits. So yeah, I think yes.

I: Thank you for your insight. So now we're going to proceed to the questions regarding your brand attitude on your purchase intention. Is that OK with you?

P9: Of course.

I: OK, so let's assume that you are being introduced to a brand. Let's say that it's a new beer brand that you haven't encountered anywhere else and you just happen to see it. Now the situation, like the context, is yours to imagine. It might be that you encountered them. Your brand in advertisement or in the store, whatever you want. So my question is, how do you believe your cultural background affects your perception of this new beer brand?

P9: In general, you mean?

I: Yes, would do you believe that they would?

P9: I think it would because as I told you before, unconsciously. We make some choices that are based on our culture and our habits and the things that we were watching. For example, I'm used to watching Greek advertisements all my life, so maybe something similar to that would be more appealing to me.

I: So if we imagine that this new beer brand is culturally aligned with you as a consumer, would you perceive the brand as better or as more favorable to you?

P9: I would say probably yes. And the experience I have so far from beer advertisements. For example, like common thing is that they show the sea, the summer in Greece, people being together laughing outside of the house. So I would say yes.

I: And how do you feel about those brands, those brands that incorporate cultural elements in their advertisement? For example, Greek icons or aesthetics, or the Greece's traditions?

P9: I like it because it makes it more personal, I think. And yes, I told you I have some advertisements that did that in my mind. And I I remember. That that they were appealing to me, it makes it more, you know, familiar. More. Yeah.

I: Can you tell me which advertisements you're referring to?

P9: There was an advertisement of the Alpha, a Greek beer, and they were showing a Greek island with people being outside, and I think it was a. A famous TV presenter from Greece that was present on the advertisement he he's really nice, so this combination.

I: I see. So since you lived in Greece form, I don't know, 24 years if my math is not wrong. How would you say that the cultural norms in Greece influence your expectations of brands in general?

P9: In general. I don't really know, but maybe when I when advertisements incorporate things of our daily lives or habits, maybe when they align with the habits that we have in my country. Maybe that makes it more appealing to me because I can identify more. As I told you, showing the beer to be outside to people to drink beer outside of the house. It's something that we mostly do in Greece. We don't really gather inside the house to drink a beer. So yeah, that's an example.

I: Yeah. And would you say that your family or community, your significant others in general? Who? I suppose they're mostly Greek or ?

P9: Yeah, yeah.

I: Do they influence your attitude towards brands, and if so, how do they do?

P9: I I think, again unconsciously they do, because, for example, you see something on on your friend. And then you say, oh, nice bag or nice jacket. So there is an influence on the choices that you make and the brands that people are wearing. For example, a certain brand is worn mostly in Greece, then everyone does it here. It's another brand, so the community definitely affects. But there is also, like a growth globalization these days. So I don't think the differences are that big now, but still there are different.

I: And if we assume that there is there was an advertisement of a brand or the specific hypothetical new beer brand and the marketing efforts failed to understand or misrepresented your culture in this advertisement. For example, it stated that Greek people are lazy or that they. Yeah, they still like. They find a way to always escape money or something.

P9: Yeah, I get what you mean. Yeah, I say yeah.

I: How would you?

P9: I wouldn't like that for for any country because first of all, I think having stereotypes is a very bad thing. Second of all is offensive, offensive, and of course this brand would be a failure at the end because people would feel offended so nobody would buy the the beer.

I: OK, perfect. Thank you. So now let's assume that you would consider whether you would purchase the new beer brand that we hypothesized before. Would you say that the traditional values, traditions and norms of Greece would influence your purchase behavior, and if so, how?

P9: Yeah, as I told you, OK, well, of course we like the traditional stuff, but we're a new generation, so I don't expect to see many traditional traditional stuff in advertisements, so. I don't know if they would affect my perception. I like to have the

reference but. Just the reference of the country, not the very traditional stuff or norms. So.

I: You would like the reference because you would identify with the brand, but would you purchase it after after all?

P9: Yeah, it's more familiar to me. Yeah, I would. I would purchase it, I think. Yeah.

I: So if there was a cultural fit in terms of the icons, the symbols, the sentiments that your country has, between the brands' advertisement and your culture. You believe that this would increase your purchase intention.

P9: If there was a misalignment.

I: No. If there was an alignment, if there was a.

P9: If there was yes, I think so.

I: If there was not, would it?

P9: No.

I: So now I'm going to show you 2 pictures. Keep in mind that both pictures advertise the exact same product. I'm gonna let you view it for a couple of seconds. And what I'm going to ask a couple of questions. So this is the first advertisement.

P9: Yes.

I: Can I take it? In the advertisement that you just had in front of you, do you? Did you notice any cultural elements?

P9: : Yes, of course. First of all, the flag and the the sea is something very common when Greek products are advertised, especially products that are associated with summer like beer. The good weather.

I: How did you feel about the cultural elements being exposed in the advertisement?

P9: I like to see the the sea in general. I like it as a background when products are advertised because summer is something that I think most of Greek people have good

memories from summer, so it's like half period for our lives. The flag. It's OK. I I don't expect to see a flag in the bottle. Maybe I I a little bit. I don't like it, but yeah, the whole scenery is nice.

I: And how did you perceive the brand presented in the advertisement? Did you find it likable, unlikable, favorable, or unfavorable?

P9: Somewhere in the in the middle I would say. Not unfavorable, not favorable, mostly close to favorable, but. Yeah, yeah.

I: OK. And would you say that you would purchase the brand?

P9: Yeah, I would. I don't see something that would make me not to buy the the beer.

I: OK, perfect. So I'm gonna show you the second picture now. Which is this one.

P9: Yes. OK.

I: Do you see any cultural elements in this advertisement?

P9: First of all, something that I didn't mention is that the phrase was in Greek before. And now that I see this, it makes it more impersonal, I would say, when the the phrase is in English. This is also nice. The background. I prefer the the other one. But yes, overall I think that's also it seems nice it the the beer matches with the the background. Yep.

I: How do you feel about this advertisement?

P9: I feel it's OK, it's neutral. It's not something special, not something that would catch my eye. But it's OK. It's not something that makes me. You know not interested.

I: And how do you receive the brand in the ad? I think you mentioned it, but maybe you didn't. That's why I'm asking.

P9: I think it lacks some personality. I would say it's very neutral to me.

I: And would you purchase this brand?

P9: Yes, I would. I would, but maybe not the first choice. But yeah, I would.

I: Yeah. OK, perfect. So are there any points that we fail to discuss or any more feelings or thoughts that you would like to share and that I didn't give you the proper time?

P9: No, I think. Uh, I'm covered with everything. Mm-hmm.

I: OK, so that was indeed my last question, which brings us to the end of this interview. I would like to thank you for this interview. Sincerely, your contribution is highly valued. I would like to check once more if you have any questions for me. If you do. Yeah.

P9: No, not really, no.

I: So if there is no questions. Then I will drop up this interview again. Thank you for participating in for the time to talk to me today. If you have any questions or you would like to see the report of this study, you may contact me via e-mail and I would be happy to provide you with such information. Have a nice day. Bye bye.

P9: Thank you very much. You too.

## **Interview 10**

**Date: 11/06/2024**

**Interview number: 10**

**Interviewer: I**

**Participant 10: P10**

I: So having informed you about the interview procedure, do you feel OK with what I've described? And if so, can I ask for your verbal consent? Please read the document sent to you carefully and if you fully understand and agree to the terms of the study.

Please say the following phrase I [your first and last name] have read the consent form and I agree to participate in this research.

P10: OK, yes, I'm perfectly fine and I consent.

I: To participate.

P10: I consent to participate in this interview study.

I: Yes, it's fine. You don't have to repeat it. You don't have to repeat it. OK, perfect. Thank you.

P10: This is very hard. Would you like me to take it from the top?

I: No, no, no.

P10: Would you like me to take it to the top OK.

I: No, no, no, it's fine. So how are you today? Are you feeling OK with us doing this?

P10: Yes, I'm fine.

I: OK, perfect. So you told me that your name is [X], but may I call you somehow else? You're in this interview. Do you prefer another name? Or a nickname name.

P10: It's fine by me. I don't know if you would like something else.

I: No, no. It's whatever you prefer. Like, if your friends call you somehow else, it's fine. Is this your first time participating in an interview study?

P10: Yes, and I am quite anxious, to be honest. But but I think I think it will be OK.

I: It's gonna be absolutely fine. You don't have to worry. OK, so now I would like to ask you some further questions about you. Is that OK?

P10: Yes, it's perfectly fine.

I: So may I ask your age? How old are you?

P10: Yes, I am going to be 26 years old in two months.

I: And where do you come from?

P10: I am from Greece and I live in a city called Larissa.

I: And in which country do you currently live?

P10: I live in Greece. I have studied here and I work here. There as well.

I: So you lived in Greece your whole life.

P10: Yes.

I: Have you ever lived somewhere else, like in another country? Maybe.

P10: No.

I: OK. Perfect. So now we're going to move on to the main set of questions. I would like to have your honest opinion, positive or negative or neutral. You may say that I don't know. It's perfectly fine. Don't feel anxious. Shall we move on? Is that OK?

P10: Yes, it's fine.

I: Thank you. So my first question to you is if you would say that you identify as a Greek person.

P10: Well, I think I cannot give you a yes or no answer. I think that the truth lies in the middle because there are some times that I do actually identify in terms. It just matters. But there are also times that I feel that I don't belong here. For example, I don't like the way Greeks have fun. I don't listen to Greek music, Greek TV series so. Both yes and no.

I: I see. And would you say that being Greek is an important part of how you see your own self?

P10: Yes, it is because it has to do with the the way I grew up. The religion I grew up in, the the language as the customs and the behavior that my parents told me that I have to do with the way with what we consider to be the correct one. And you use, as a



reference point, to understand myself better. For example, to reject some things and adopt new ones, for example.

I: OK, see. And would you say that there are similarities among Greek people in general?

P10: Yes, I think there are some similarities, but also differences as well. And I'm sorry if my answers are not clear, but you know I'm thinking about this as well. I'm not quite certain. I think both yes and no again.

I: Now your answers are perfectly fine. I I don't need anything else. Like you're very you're very clear and precise.

P10: Maybe. Maybe there are some differences between older generations and you know, people our age or even younger.

I: And what about the similarities that you share? You said that you do, that Greek people do share similarities, at least some of them. Would you say that you feel proud of them?

P10: Some of them, yes. For example, the other day I was in the bus and the girl fainted and literally everyone asked to help her. So I think I honestly think that there is humanity left in us. However, I I think there are really positive things. But I also think that us as the Greek people, we also have a lot of negative things. For example some some stereotypes and some, the way we vote, for example some things need.

I: So it's like a 50/50 kind of thing. I see. So moving on, I want to ask you if you feel a certain kind of bond or a form of solidarity when you are among Greek people?

P10: Yes, I do. Because I am being Greek and living here is the only thing I have known my entire life.

I: And if we assume that, I don't know, maybe you travel abroad and you see you encounter a Greek person, a fellow Greek person somewhere like, randomly. Would you feel a bond with that with that person? Even though he or she might be a stranger.

P10: I think yes. I mean unfortunately I don't have a lot of traveling experience or visiting places in other countries, but. The few times I've been elsewhere, I think that's true. Yes. For some reason that I cannot explain you, I feel you have a sense of solidarity, of knowing each other, etcetera.

I: So this is a a more general question maybe but would you say that your culture, being a being a a Greek person with a certain cultural background behind you, affects your perceptions and opinions about everything really like? About the people that you meet about the products that you choose or buy about the about how you handle situations, do you believe that it's true?

P10: Yes, I think that this happens unavoidably, but this does not necessarily mean that you cannot change some things, and there are some things that you care from your own culture. But then when you encounter a cultural difference, you may change some things.

I: Hmm, I see. Thank you. It was indeed very insightful. Umm, now we're going on to proceed to the questions regarding your brand attitude and your purchase intention is that OK with you?

P10: Yes, of course.

I: OK, perfect. So let's assume that you are being introduced to a brand, let's say a new beer brand that you have never encounter. And it is your first time the context is yours to imagine like it might be an advertisement in social media or in television, or you might see it in the supermarket. Really, the context is yours. My question in that assumption would be, how do you believe that? Your cultural background affects the perceptions of the your perception of the brand.

P10: OK, that's a difficult one. Let me think about it. Honestly, I've never thought about something like that. I think it maybe has to do with the the way I I have connected drinking beer with, for example, in Greece we get we usually get together with our friends in the summer and we enjoy this drink. It's not something that you usually do

on your own from your own house. So I would associate it with a group of friends. Hot weather, being outside, being outdoors, things like that.

I: And if we hypothesize again that this new beer brand culturally aligns with you as a consumer in the sense that I don't know, maybe the logo has a Greek icon or a Greek symbol, or the advertisement has some type, indicate some type of Greek tradition or a Greek norm. Would you say that you would perceive the brand like more favorably maybe? Or not.

P10: I think that I think yes, subconsciously. Yes. It's not that every time we see an advertisement, we analyze it. But I think that it's subconsciously affects us and guides our decisions.

I: And. How would you feel? About brands incorporating cultural elements in their advertising, in their advertising, even if I don't know, there was a global brand that launched this new beer product. And it launched it in different cultural markets. And one of them was the Greek market and. It incorporated cultural elements in their advertising, which would be OK with that, which you find that. OK.

P10: I think I would be OK with that, yes.

I: And since you lived, you have lived in the in Greece like for your entire life. I think it's reasonable to ask, but how do cultural norms in Greece influence your expectations of brands? It may not be for the specific beer brand, but in general.

P10: Could you repeat the question please?

I: Yes, of course. Have to cough. Yeah, my question was. How do cultural norms in Greece influence your expectations of brands?

P10: OK. Yes, that's an even more difficult man. Yeah, I don't know. Like.

I: As an example from from what other people said, I can I can give an example for for from the Dutch participant maybe. Like they said that ohh Dutch people usually we are very careful with money. So yeah, I suppose because it is a norm in, in our culture we

don't if something is too crazy for its quality, we don't buy it. Like. That kind of thing, would you say that you have an example in your culture?

P10: OK. OK, yes, I get it now. UM. Yes, I think that. It has to do with how we perceive it. For example, if the if it is value for money or not and. And then decide if what we think corresponds to its actual price or increase. We usually think, we sometimes we buy things because we think that someone else is going to compliment us about it or they are going to agree with that. And that also is something that affects our decisions, the price and other people's opinions.

I: OK. You give me an excellent opportunity to ask my following question. So my following question is this. How do you think that your family or your community, your significant others in general, which who I suppose are Greek for the most part, influence your attitude towards brands?

P10: OK, I think that's really common in Greece. You know, hearing other peoples opinions and then forming our own. Personally I I think they don't affect me that much. However, if someone, for example a member of my family, says that, you know that's too expensive, you don't want to go there, you can save your money. And that's usually something that I take into consideration.

I: OK, thank you. My next question regards your purchase intention. So now let's assume that you would consider whether you would purchase the new beer brand that we have imagined so far. Would you say that the traditional? Values and norms instilled in the Greek culture would influence your purchase behavior. Have you thought about it?

P10: I think that yes. Up to a point at least, yes, definitely.

I:How so? Can you explain or not?

P10: Yes, because I, as I said before, I think it affects us subconsciously. For example, if I grew up. And knowing that something that you know we should not spend that

much money on cosmetics, for example, and you know why this was instilled in me this opinion, I think that it would affect me when it comes to actually buying them.

I: I see. OK. I'm sorry. I'm so sorry. I'm so sorry. No, no, go ahead. It is the zoom meeting. That's fine. Go ahead. I'm so sorry.

P10: OK. Yes. So for example, I think that there there is a common belief here. That, for example, you should spend money on education, for example, proceeding on postgraduate studies, not no one clothes, for example. So that would be something that would affect me probably.

I: Very interesting. And would you say that a cultural fit between the a brand advertisement and your cultural background would increase your purchase intention as a consumer?

P10: I think so.

I: In what way? Like if you saw brand advertisement with with Greek icons and symbols and like. Would you find it more favorable than than another one?

P10: I think yes, because I can identify it with. I can identify with it. So I would probably be more willing to proceed to buy it.

I: OK, see. OK. We're moving to the last part of the of our interview. So now I'm going to show you 2 pictures. They they both advertise the same product. So keep that in mind and I'm going to share my screen. And I suppose you see it now. Yes, yes, I can see it. OK, perfect. So. My first question to you is. If you see any cultural elements in the advertisement on your screen.

P10: And you mean that have to do with my culture?

I: Yes, yes, I'm sorry I didn't specify it. Yes. Yes. Do you see any cultural elements that correlate to the Greek culture in the advertisement?

P10: When I think you know the the table, because this is the place where we usually get together with our friends and have our drinks. So yes, that would remind me of my own experiences.

I: But otherwise you don't notice anything else, I suppose.

P10: No, I don't.

I: And how would you say that you perceive the brand presented in the advertisement?

P10: OK I I think. I like it because the beer has vivid colors and it attracts my attention. It captures my attention.

I: Does his advertisement makes you make you feel somehow? Does it invoke any feelings?

P10: Yes, I think that the colors, the, the big, the big glass, I think it makes me want to try it.

I: And would you say that it's, I don't know, likable or unlikable, favorable or unfavorable?

P10: I think it's nice. And I really like also the name of the brand because. It it fits the appearance of the beer. So I can see a connection there and I I like it.

I: If So Yeah, uh, if the advertisement had cultural elements on it that correlated to your cultural background, would you perceive the brand as more favorable or less favorable?

P10: Perhaps yes. Yes, I already like it, but I think I would like it even more.

I: And my last question regarding this is if you would purchase this brand.

P10: Yes, I would. I would. It seems kind of, I don't know you refreshing. I think I would like to try it.

I: OK. See, I'm going to stop sharing my screen now and I'm going to share it once more. And I suppose you see it now.

P10: OK. Yes.

I: Yeah. OK. So let's go through the same road again in the advertisement you have in front of you on your screen. Do you notice any cultural elements?

P10: Yes, of course. Absolutely I can. I can see the Greek flag under the the name of the brand, the name of the beer, but also the sea and the mountains scenery. But it really reminds me of Greece.

I: Does that advertisement make you feel somehow. Does it invoke any any feelings in you?

P10: Ah yes, it makes me feel relaxed. It makes me, uh, you know, be happy because I associated with Greek summers with my friends. So it kind of makes me look forward to it.

I: I see. And how would you say that you perceive the brand presented in this advertisement?

P10: I think I really like it.

I: Would you find it more likable than the previous advertisement or not?

P10: Yes, I think yes.

I: Can you say why? Like do you have any ideas why?

P10: Yes, because it's much easier for me to identify with now. And the moment I saw it and it also made me think of my friends like inviting them to go for a beer, for example.

I: Would you purchase this brand or product?

P10: I would, yes.

I: Are there higher chances of you purchasing this product in comparison to the previous one or not?

P10: I think that I would buy it in both cases to be honest, but maybe with this second option I I would reach the decision faster. I think that's the difference.

I: OK. So are there any points that we fail to discuss or anymore feelings and thoughts that you would like to share? And I didn't give you the appropriate amount of time to do so.

P10: And I would really like to say that it was very interesting and that it changed my perception regarding advertisements and the way I'm going to, you know, observe them from now. On.

I: OK. Thank you. So that was my last question, which brings us to the end of this interview. I would like to thank you for this interview. Sincerely and you have to know that your contribution is highly valued. I would like to check once more if you have any questions for me. Do you?

P10: No, I just would like, I would like to thank you. You made me feel at ease because at first I was anxious, but you really made it a positive experience.

I: Thank you so, so much. I'm flattered. And if there are no questions, I will wrap up this interview indeed. Again, thank you for participating and for the time to talk with me today. I'm, I'm very pleased that you felt that this. If you do have any questions after that, uh, or you would like to know the results. Uh and the report of the study. You of course may contact me and I would be happy to provide you with such information. Have a nice day and thank you so so much.

P10: OK. Thank you. Bye bye.



**Appendix E**  
**Coding Scheme**

Level 1	Level 2	Level 3	Level 4
Group identification	Group-level self-definition	self-stereotyping	
		In-group homogeneity	
	Group-level self-investment	Satisfaction	Pride
		Solidarity	
		Centrality	
	Cultural frame switching	Affective response	
Brand attitude	Cultural fit of the advertisement	Cultural elements	Cultural references
			Identification with the brand
			Connection
	Expectations of the brands	Origin of product	
		Quality	
		Price	

		Migration	Affect
	Brand personality		
	Individual preference		
Purchase Intention	Cultural fit of the advertisement	Cultural elements	Cultural references
			Affective response
	Origin of product		
	Price		
	Brand personality		
	Individual preference		

## Appendix F

### Measurements Scales of Variables

#### ***Brand Attitude (Measurement Scale adjusted by Spears & N.Singh, 2004)***

1. The brand is appealing.
2. The brand is unappealing.
3. The brand is favorable.
4. The brand is unfavorable.
5. The brand is good.
6. The brand is bad.
7. The brand is likeable.
8. The brand is unlikeable.

#### ***Purchase Intention (Measurement Scale adjusted by Nasermodeli et al., 2013 and Barber et al., 2012)***

1. I would consider buying this product.
2. I plan on buying this product.
3. I am interested in trying this product.
4. I would consider this product worthwhile.
5. I would recommend others to buy this product.
6. I would buy this product for one's self.
7. I would buy this product for family and friends.

#### ***Group Identification (Measurement Scale adjusted by Leach et al., 2008)***

1. I feel a bond with Dutch/Greek people.
2. I feel solidarity Dutch/Greek people.

3. I feel committed to Dutch/Greek people.
4. I am glad to be Dutch/Greek.
5. I think that Dutch/Greek people have a lot to be proud of.
6. It is pleasant to be Dutch/Greek.
7. Being Dutch/Greek gives me a good feeling.
8. I often think about the fact that I am Dutch/Greek.
9. The fact that I am Dutch/Greek is an important part of my identity.
10. Being Dutch/Greek is an important part of how I see myself.
11. I have a lot in common with the average Dutch/Greek person.
12. I am similar to the average Dutch/Greek person.
13. Dutch/Greek people have a lot in common.
14. Dutch/Greek people have a lot in common.
15. I see myself as Dutch/Greek.
16. I identify with Dutch/Greek people.

***Open-ended questions presented in the pretest (created by the researcher)***

1. What do you think about the survey (referring to its length, structure etc.)
2. Do you think the survey is easy to understand?
3. How do you perceive the ad you viewed?
4. How do you feel about the ad? Does it reflect on Dutch/Greek culture?
5. Does the ad show a distinct Dutch/Greek brand? Please provide a small justification as to why or why not.
6. Do you believe that the addition of symbols (such as national flags, trademarks etc.) would make the brand appear more distinctively Dutch/Greek?

## Appendix G

### Factor Analysis of Brand Attitude

#### Factor Loadings

	Factor
	1
BA1	0.804
BA2	0.861
BA3	0.780
BA4	0.818
BA5	0.771
BA6	0.760
BA7	0.872
BA8	0.870

## Appendix H

### The link for the survey in Qualtrics

[https://tilburghumanities.eu.qualtrics.com/jfe/preview/previewId/d37a8cbb-202d-4822-a5dc-2ffb76f6fa6b/SV\\_a8BSTD49tGZbFwa?Q\\_CHL=preview&Q\\_SurveyVersionID=curre](https://tilburghumanities.eu.qualtrics.com/jfe/preview/previewId/d37a8cbb-202d-4822-a5dc-2ffb76f6fa6b/SV_a8BSTD49tGZbFwa?Q_CHL=preview&Q_SurveyVersionID=curre)

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