

St. Petersburg State University  
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**SIGNALING QUALITY FOR UNFAMILIAR BRANDS:  
ROLES OF PERCEIVED BRAND NAME ORIGIN AND BRAND ANTIQUITY**

Master's Thesis by the 2<sup>nd</sup> year student

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## ЗАЯВЛЕНИЕ О САМОСТОЯТЕЛЬНОМ ХАРАКТЕРЕ ВЫПОЛНЕНИЯ ВЫПУСКНОЙ КВАЛИФИКАЦИОННОЙ РАБОТЫ

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## АННОТАЦИЯ

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Название ВКР	Влияние воспринимаемой "иностранности" бренда на оценку продукта и намерение приобрести продукт (на примере российского рынка)
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Описание цели, задач и основных результатов	<p>Данная магистерская диссертация нацелена на выявление влияния страны происхождения названия бренда и возраста бренда на восприятие российскими потребителями незнакомых брендов одежды. Дополнительно проверяется влияние ксеноцентризма на восприятие названия иностранного бренда с эффектом страны происхождения и без него. Концептуализация этого исследования основана на теории сигналов.</p> <p>Анализ данных, собранных в результате проведения опроса, для определения степени влияния страны происхождения названия бренда и возраста бренда на оценку бренда потребителем и намерение совершить покупку, был проведен с использованием статистических тестов (ANOVA, t-критерий и т.д.). Результат исследования показывает, что название иностранного бренда с эффектом страны происхождения оказывает положительное влияние на оценку бренда по сравнению с названием иностранного бренда без эффекта страны происхождения. Исследование влияния возраста бренда показало, что новизна бренда имеет положительное влияние на оценку бренда и на намерение покупки, в отличие от первоначального предположения о положительном влиянии древности бренда. Результаты также показали положительное влияние иностранного названия бренда с эффектом страны происхождения на восприятие ксеноцентрическими людьми новых брендов.</p> <p>Основываясь на результатах исследования, в работе также даны рекомендации для брендов одежды, заинтересованных в разработке новых или корректировке уже имеющихся брендовых и рекламных стратегий.</p>
Ключевые слова	Поведение Потребителей, Название Бренда, Возраст Бренда, Сигналы Бренда, Эффект Страны Происхождения

## ABSTRACT

Master Student's Name	Kseniia Telesheva
Master Thesis Title	Signaling Quality for Unfamiliar Brands: Roles of Perceived Brand Name Origin and Brand Antiquity
Main Field of Study	MIM (Master in Management)
Year	2022
Academic Advisor's Name	Mustafa Deniz Dalman, Associate Professor Marketing Department
Description of the goal, tasks and main results	<p>The master thesis examines the influence of brand name origin and brand antiquity on perception of unfamiliar apparel brands by Russian consumers. Additionally, the effect of xenocentric sentiments on perception of foreign brand name with and without COO effect has been studied. The conceptualization of this research is based on brand signaling theory.</p> <p>An experimental approach employing an online survey was applied to identify the level of influence of brand name origin and brand antiquity on consumer's brand evaluation and purchase intention. For the analysis, primary information was collected and processed using statistical tests (ANOVA, t-test, etc). The result of the study shows that foreign brand name with product-country association effect has positive influence on brand evaluation comparing to the foreign brand name without COO effect, while the novelty of the brand has positive influence on both brand evaluation and purchase intention in contrast to the initial assumption of a positive effect of brand longevity. Results also shown positive effect of foreign brand names with COO effect on perception of new brands by xenocentric people.</p> <p>Further the recommendations for apparel brands who are considering employing a new branding or advertising strategy are provided.</p>
Keywords	Consumer Behaviour, Brand Name, Brand Antiquity, Brand Signaling, Country of Origin Effect

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# Introduction

## *Topicality*

Recent years, the Russian e-commerce market of apparel is keep constantly growing. According to RBC marketing research, the number of online buyers of clothing, shoes and accessories in Russia increased by 12.2% in just a year the turnover of online retailers increased by 32% in 2019 and the share of the online segment in the fashion market is continuously increasing (*Figures 2-4 in Appendix 1*).

Many local apparel brands and new online clothing brands and retailers appear on the Russian market every day. Russian brands are forced to strongly compete with foreign and well-known brands. Electronic commerce make it even a more complex process, as it has a number of obstacles (Delgado-Ballester & Hernández-Espallardo, 2008). In the process of online shopping, consumers tend to experience uncertainty, fear, etc. (Zhang & Liu, 2011). While well-known, established brands have the opportunity to reduce the perceived risk of online shopping (Cobb-Walgren, Ruble and Donthu 1995), unfamiliar brands do not have such an opportunity due to the lack of many initial brand attributes, such as brand equity (Christodoulides et al, 2006).

Consumers are exposed to hundreds of brand signals during the day and, due to the limited capabilities of our brain, ought to make decisions about new or unknown brands under the pressure of scarce resources and uncertainty. While evaluating all the possible alternatives during the pre-purchase decision making process, customer has to evaluate unfamiliar brands based upon limited information (Barone, Taylor & Urbany, 2005). Therefore, Russian brands should be highly interested in managing brand signals and choose the right positioning in order to inform new customer about the quality of their product and influence on the first impression of consumers.

Signaling theory focuses on the issue of information asymmetry, when the agent from one side (brand) is better aware about the qualities of the product, than the agent from another side (consumer). Through the using of the theory, solution on how brands may transmit unobservable qualities through observable signals may be found.

In this study, brand name origin and brand antiquity signals are investigated, as those extrinsic brand factors, which are available for consumer while they first met the brand and may provide potential consumer with the information on perceived quality of product of the brand.

The brand name origin is expected to moderate the country of origin effect, which is extremely relevant for Russian apparel brands due to the absence of country-product association and to the negative country-of-origin effect (Manrai et al., 2001), the brand antiquity is expected to moderate the unfamiliarity effect due to the interaction with brand heritage (Baumert & de Obesso, 2021). The research tends to answer the question, whether to use a brand name with positive country-of-origin effect or not and should brands apply the brand antiquity (i.e brand foundation date) in the positioning in order to influence the overall brand perception.

### *Goal of the Study*

The main goal of this study is to investigate, how **brand name origin** and **brand antiquity** influence perception of unfamiliar apparel brands. It also tends to investigate whether xenocentric sentiments mediate the perception of foreign sounding brands by Russian consumers, depending on whether country-product association is used.

### *Research Gap*

The big amount of brand signals, used in order to influence brand perception provides a wide opportunities for marketers involved in marketing practice or research processes to examine the impact of different set of brand signals on consumer behavior.

Still, some of particular brand signals seems to be still understudied as far as differential impacts of certain signals have not been investigated, along with the fact that the signal effect may differ depending on various characteristics, for example, depending on market (as it was found by Dawar and Parker, 1994) , product category or marketing mix been used.

The relationship between these two factors, i.e. **brand name origin** and **brand antiquity** has not yet been clarified, so it is not obvious which one has more influence (if has) on decision making process regarding Russian apparel brands.

# Brand Signaling Theory

## *Overview of the Theory*

First discussed by Spence in 1973, signaling theory coming from economics, but already is widely used in marketing and management (Jean R. J. et al, 2021). The theory addressing the issues of imperfect information between customers and sellers. In the B2C sector, these two parties are usually individual and an organization. An organization, from the one side, must choose whether and how to transmit (signal) information, and an individual, from another side, must choose how to interpret this signal. The point of the theory is that the fact that one party obtain more complete information leads to the information asymmetry (for example, brand is usually well aware about the quality of their products, while the customer cannot easily evaluate its quality). Signaling theory focuses on how brands may transmit unobservable qualities through observable signals.

Two types of information asymmetry can be highlighted: the “quality” information and the “intent” information. When the “quality” information asymmetry arise, that means that one agent (i.e. customer) is not fully aware of the characteristics of another agent (i.e. brand). In the situation when the “intent” information asymmetry arise, the one agent is not fully aware of the another agent actions (i.e. incentives, reducing potential moral hazards).

It is important to specify that prevailing majority of signaling models uses “quality” as the distinguishing characteristic, while in fact there is a wide range of interpretation of the notion of “quality” in terms of signaling theory (Connelly B. L. et al., 2011). For example, Spence (1973) used the term of “quality” as an “unobservable ability of the individual signaled by completion of the educational program”; Ross (1973) used notion “quality” in the sense “unobservable ability of the organization to earn positive cash flows”; Kreps & Wilson (1982) in their study linked “quality” term with “reputation”, while Certo (2003) used in the sense of “prestige” and so one. Looking through all these examples, we can state that “quality” notion refers to the some unobservable characteristic of the signaler to fulfill the needs of receiver of the signal.

Any signaling model includes two main agents: signaler – person, product, or firm, who has underlying quality, and receiver, who observes and interprets signal and as a result choses the signaler. Connelly B. L. et al. (2011) presents signaling theory model in the form of a timeline (*Figure 1*).



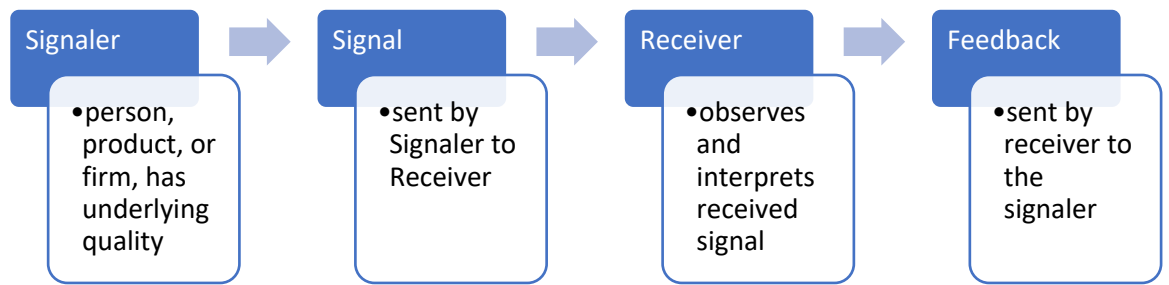


Figure 1

For the purposes of this study, signaler is a brand, receiver is a consumer, signal is brand name and brand antiquity and feedback is brand evaluation and purchase intention.

### *Signaling Theory in Marketing*

Since its inception, the signaling theory has been widely used by various researchers in different fields of business, management and science, for example in accounting (De Franco and Zhou (2009) investigated the influence of availability of chartered financial analyst (CFA) designation on employers and clients), in the area of higher education (Remler and Pema (2009) investigated the tendency among universities encourage research in order to signal overall quality for potential stakeholders such as sponsors and students), in the strategic management (Higgins and Gulati (2006) studied the influence of information about the backgrounds of top managers on investment decisions) and in the field of brand management (Basdeo et al. (2006) examined the impact of market actions on firm reputation).

Signal theory also finds a great response among marketers, who become highly interested in the influence of “signals” on the consumer behavior. So, marketers generally view signals as “pieces of information that consumers can use in the absence of perfect information to infer the quality of offerings” (Tsao H. Y. et al., 2011).

Different marketing research identified several marketing signals, which could be perceived as indicators of product quality. Here is a part of them:

- Brand or retailer reputation (Dawar and Parker, 1994);

- Price (Monroe and Dodds, 1988; Dodds et al., 1991);
- Advertising expenses (Kirmani, 1990; Moorthy and Zhao, 2000);
- Warranties (Lutz, 1989);
- Return policies (Sarvary and Padmanabhan, 2001; Wood, 2001);
- Brand name (Tsao H. Y. et al., 2011);
- Physical appearance (Dawar and Philip Parker 1994);
- Brand heritage (Pecot F. et al., 2018);
- Etc.

Thus, Dawar and Parker (1994) investigated whether there are differences in the use of quality signals, such as brand, price, retailer reputation, and physical product appearance across cultures. They draw the conclusion that there are some differences in the use of quality signals across cultures, which is in turn valuable finding for international marketing strategies. Dodds et al. (1991) studied the effects of price, brand, and store information on consumer perceptions of product quality and their willingness to buy and stated that price has a positive effect on perceived quality, but a negative effect on willingness to buy the product. Moorthy and Zhao (2000) conducted a research in order to understand, whether there is relationship between advertising spending and perceived product quality and found out that there is positive correlation between these quality signal and quality perception. Pecot F. et al. (2018) integrates brand heritage in the framework of signaling theory in order to understand whether this cue may signal quality and command a price premium for consumers who are less familiar with the brand and came to the positive result.

As we can see from previous research, there are diverse range of brand signals and often they do influence on quality perception, brand evaluation, purchase intention and willingness to pay more in some situations. Still, some of particular brand signals seems to be still understudied as far as differential impacts of certain signals have not been investigated, along with the fact that the signal effect may differ depending on various characteristics, for example, depending on market (as it was found by Dawar and Parker, 1994) , product category or marketing mix been used.

According to the Kirmani and Rao (2000), signaling is especially valuable for those products, which quality is not observable prior to purchase, for example, for relatively new product or for the product, about which customers are not informed, but still are quality-conscious, as far as if quality of the product is easily distinguishable or customer is well informed about it, the

information asymmetry problem decreases. For example, in traditional stores, the quality of a product may be checked during the decision making process, which reduces the necessity to signal quality with some other product or brand attributes, while in e-commerce exists the gap between purchase decision and ability to investigate the quality of the product due to delivery.

In addition to unobservable product quality, the process of online shopping via e-commerce imposes number of obstacles when consumers tend to experience uncertainty and fear. (Zhang & Liu, 2011). In 1998 Erdem and Swait have already stated, that a good brand signal creates value for customers by:

- Reducing perceived risk;
- Reducing information retrieval costs;
- Creating a favorable perception of attributes.

Later research on this topic showed, that uncertainty associated with online shopping may lead to such information asymmetry problem as adverse selection, when the distortion of information results in the distortion of the true characteristics of the brand (Pavlou, Liang & Xue, 2007). According to Mavlanova, Benbunan-Fich & Koufaris (2012), this information asymmetry problem may be resolved by signals, as far as such signals as signs, names and logos allow sellers to expose their identity to customers, because, on the one hand, the seller spends money on signals in anticipation of future earnings, while customers expect that the claims related to quality made by the seller will be justified.

Signals provide customer with product cues to evaluate a product, which in turn influences their purchase behavior (Yasin, Noor, and Mohamad 2007). According to some previous research (Klein, Ettenson, and Morris, 1998; Verlegh and Steenkamp, 1999), consumers use extrinsic cues, which are not part of the physical product itself in order to evaluate unfamiliar or new brand.

## Conceptual Background

### *Perception of Known and Unknown Brands*

Since it was mentioned above, that signaling is especially valuable for those products, which quality cannot be observed before the purchase (Kirmani and Rao, 2000), no matter whether because it is a new product on the market or it is the product, about which customers are not informed well, it seems important to introduce the concept of familiar and unfamiliar brands.

Brand knowledge is a cumulative set of personal meanings (i.e. descriptive and evaluative pieces of information) associated with the brand name in the memory of consumers (Keller, 2003). Each direct or indirect interaction of consumer with the brand (for example, advertising, Internet search, purchase situation, etc.) creates a (more or less vivid) memory trace that is recorded, stored and ultimately forms knowledge about this brand (Peter & Olson, 2001).

A known (familiar) brand is considered here as a name, logo or symbol of a brand that can be effectively recalled or recognized by consumer. An unknown (unfamiliar) brand may be new on the market or it may already exist, but has never been met by consumer, so it cannot be effectively recognized and retrieved from memory. In other words, the brand may be unknown to the consumer either because it is new to the market (for example, it has just been launched), or because the consumer has never met it before. (Keller 2003, Campbell and Keller, 2003).

Previous research findings suggest that brand knowledge or familiarity might play an important role in the purchase decision process (Keller, 2003; Solomon et al, 2014). One of the weaknesses of an unfamiliar brand is an absence of a brand equity. Keller (1993) divided the brand equity concept into two general dimensions, which are:

- Financially based brand equity (i.e. a brand's value in monetary terms, such as revenue);
- Consumer-based brand equity (strategic perspective).

To define the customer-based brand equity, Keller introduced the term of 'differential effect' "that brand knowledge has on consumer response to the marketing of the brand". In comparison to the unnamed or fictitiously named version of the particular product, consumer will

react more favorably to a product and the way it is marketed when the brand of the product is identified and has positive customer-based brand equity.

Keller identify 3 key elements of the customer-based brand equity:

- Consumer response to marketing;
- Differential effect;
- Brand knowledge.

All of this key elements are strongly connected to each other. Brand equity emerges from differences in consumer response, which, in turn, arises in the response to the all aspects of brand marketing. Such differential effect might be expressed in perception of the brand, preferences towards the brand, and behavior related to this brand (for example choice of the brand, response to the promotion ads, greater loyalty, less vulnerability to competitive marketing actions, to marketing crises and price increases, etc.). If there are no differences in consumer response, then there is no brand equity and the product of such brand can be classified as a universal product, which could, most likely, compete only based on the price. Thus, the brand equity strongly depends on the customer brand knowledge and on what is left in their minds and hearts as a result of their experience over time – what they have seen, heard, felt and learned about the brand. (Keller, 2013) In the end of the day, the brand knowledge, which marketers create over time through the marketing mix, defines the future ups and downs of the brand. Based on the brand knowledge customer will decide whether to buy it product or not to. Keller says, that “the true value and future prospects of a brand rest with consumers and their knowledge about the brand” (Ibid, p.71).

Brand equity is also may be seen as the key indicator of a company's performance (Christodoulides et al, 2006). In the operation process, company gains reputation – good or bad, based on the company's performance. In the case of good reputation, well-known brand can, for example, attract customer attention to advertising (Pechmann and Stewart, 1990) and increase its credibility (Goldberg and Hartwick, 1990), reduce consumer sensitivity to price (Erdem et al., 2002), provide the perception of quality (Dodds et al., 1991) and reduce the perceived risk of online shopping (Nepomuceno et al., 2014). Hence, previous knowledge of the brand and its absence can significantly affect consumer behavior.

There are many sources of brand equity for brands and even more strategies for how brands can demonstrate their brand equity to their customer. However, as it has been discussed above,

one of the key element for brand equity is brand knowledge, which in turn can be divided into 2 segments: brand awareness and brand image (Keller, 2013). Brand awareness refers to the strength of traces in customer memory related to the brand, formed as a result of personal experience with any brand element, such as name, logo, caption, slogan, ad, packaging, etc. All these traces help customer to identify the brand. However, in case of unfamiliar brands, when the brand never been met by consumer before, another element of brand knowledge comes into play – the brand image. Brand image is how customer perceived the brand according to the personal associative memory network. The associative memory network is immense, and that is why it is important for marketers to pay attention to the signals that the brand transmits to new customers in order to form the right impression about their product from the first touch.

When information about the brand is absent, consumer will refer to the extrinsic product cues in order to evaluate an unfamiliar brand (Klein, Ettenson, and Morris 1998). Extrinsic cues are the ones, that are not a part of the product (unlike the intrinsic ones, such as design, material, etc.). Still, there is no consensus on which of the brand signals is the most important in the formation of appropriate perception of the brand and evaluation of its perceived quality. Among them, different researchers distinguish country-of-origin, brand name and brand antiquity.

### *Brand Antiquity*

As it been discussed above, the brand equity is one of the most important element for brand evaluation and purchase intention for consumers. Still, when consumer is not familiar with the brand, either because it is new to the market (it has just been launched), or because the consumer has never met it before, there is no opportunity to evaluate brand based on its brand equity, consumer will try to get as much as possible information about the brand from the available extrinsic brand cues.

Brand antiquity is the year of brand foundation, which reflects its age or longevity. It often can be seen that a brand provides information about the year of its foundation in the logo, brand name or its description in the format of “Since..”, “Established in...”, etc. Examples of brands, used established date in their positioning strategy can be Abercrombie & Fitch, Prada, Burberry, etc. (*Figure 1*), who put the information in their logos. Still, the perspective of usage of such brand signal stay unstudied, despite the fact that the brand antiquity is considered as a specific element of brand heritage (Baumert & de Obesso, 2021), which is in turn the key element of brand equity (Keller, 2013). Schmidt, Hennigs, Wuestefeld, Langner, and Wiedmann (2015, p. 104) describes

the situation around the investigation of brand antiquity phenomenon as follow: “Recently, the study of brand heritage and the question of how past, present and future merge to create corporate brand image have gained growing interest in both management research and managerial practice. Nevertheless, in- depth knowledge of the antecedents and outcomes of corporate brand heritage is still scarce”.

According to Keller (2013), history and heritage may become strong competitive advantage for the brand in its home market, as far as brands, which have been around for years may be seen by consumer as trust-worthy. As well, heritage can be a powerful point-of-difference – as it conveys expertise, longevity, and experience.

Previous research show, that the longevity of a brand is an attribute, that positively biases consumer and act as an extrinsic cue of the brand, provide customer with the information on perceived brand quality (Pecot & Merchant, 2022), affects consumers’ perceptions of brand value (Olsen et al., 2014), qualify a brand for heritage status (Hudson, 2011) and results in a willingness to pay higher prices for products (Baumert & de Obesso, 2021). It is considered that consumers believe, that older brands have more experience, which reduces the perceived risk (Jie, 2020), as well as allow to make more precise prediction of the brand’s perceived quality (Desai et al., 2008). Taking into account all of the above, we can assume, that as far as foundation year of a brand solves the same issues as a brand equity (quality perception, risk reduction) it can moderate the unfamiliarity effect for the brand in order to intent purchase.

However, the information on the established date is not always available. In this case, consumer will try to obtain the information about the brand using different product cues. One of such attribute is the country of origin (Keller 1993). Villar & Segev (2012) argued, that country image affect the brand image so strongly that consumers consider the COO information to be primary.

### *Country of Origin Effect and Foreign Brand Names*

The correlation between the country of origin and consumer’s product perception was firstly discussed by Schooler in 1965, who stated that consumers may show different attitude towards exactly the same products with different country of origin information. According to Jo, Nakamoto, and Nelson (2003), the effect of COO is not significant for strong and familiar brands, but it is important when evaluating and purchasing weak and unfamiliar brands. Some research

have found that the country-of-origin factor can influence on the evaluation of the product, the perception of risk, the intention to purchase (Herz 2013).

Country-of-origin effect may have both, positive or negative impact, depending on the **image of the COO** and **country-product familiarity** (Roth, 2009).

Roth (2009) accumulated different concepts of the country image from previous studies and then defined three main groups, depending on the degree of importance:

- Definitions of country images;
- Definition of country images and their products;
- Definitions of products from a country.

The first group – definitions of country images – related to the mental perceptions of consumers about people, culture, traditions, economic and political situation, historical events, the level of development of a certain country. When the consumer is not familiar with the product, there may arise the halo effect, when the overall impression of the country will affect the perception of the brand (Han, 1989). The image of the country can consist from such factors as economic, political, cultural, legal environmental, technological etc. It can be considered as an asset when brand is associated with a country that have a positive image in consumers' minds and vice versa, brands, which are associated with countries with negative image, face the disadvantage of their country-of-origin (Josiassen & Harzing, 2008).

Other two groups are related to the a more specific, product-related concept, oriented on attributes of products produced in a particular country, which means that country-of-origin effect may be a product specific or even the image of the country may be created by representative products (Okechuku, 1994). According to Nagashima (1970), consumers have formed distinctive images of certain categories of goods. For example, Germany is perceived to be successful in the automotive production, France in the production of cosmetics, Italy in fashion production, and Japan in the production of electronics (Villar and Segev 2012). Knight (1999) describes it as a “general perceptions about the quality of products made in a particular country”.

Another study, done by Verlegh and Steenkamp (1999) review previous country-of-origin research and distinguishes 3 main ways of the processing of the country-of-origin cue, all of which take part in consumer decision-making process:



- Cognitive;
- Affective;
- Normative.

The affective aspect assumes that the country of origin has symbolic and emotional value to consumers and represents the image attribute that provides the product with symbolic and emotional meanings, such as social status, national pride, etc. (Batra et al., 1999). Such emotional connections between consumer and the country may arise from the direct personal experience (through vacation, spent in that country or personal interactions and relationships with people from that country) or from indirect personal experience (through art or mass media). Some country may be perceived as a good producer of products in particular category, however, due to the strong negative attitude towards the country, products from this country will be rejected (eg. Israel as a producer of medical equipment and UAE as a consumer).

The normative aspect of the country of origin effect refers to the moral side of the purchase decision. Consumers decide to purchase or not to purchase products from particular countries according to their desire to support or not to support its economy. Such behavior can be found throughout the world today, when people decide to support Ukrainian products and brands and reject Russian ones. Still, such behavior could be either foreign oriented (as one described above), or domestic oriented, as far as consumers may decide to support local producers in order to make a contribution in the economy of the native country.

Finally, the cognitive aspect assumes that the country of origin is used as a “signal” for overall estimation of product quality (Li & Wyer, 1994). According to the information processing model of consumer decision making process, judgments regarding the product quality are derived from cues and if cues are vivid and clear enough, consumers may use such cues to predict a value of the product to be judged (Steenkamp, 1989). In the case of country of origin, this relationship between the cue and the product is shaped by product-country image (Ger, 1991). Product-country images are strongly supported by cultural stereotypes. For example, Leclerc, Schmitt & Dube (1994) found out that French-sounding brand names may have a positive effect on the evaluation of “hedonic” products, such as perfume and wine, and a negative effect on the evaluations of “utilitarian” products like cars and electronics. Verlegh and Steenkamp (1999) summing up, that “cognitively, country of origin may be regarded as an extrinsic cue for product quality” and “consumers have been found to infer judgments of product quality from product-country images, which contain beliefs about a

country products, but also about more general characteristics, like its economy, workforce and culture”.

However, some research show, that consumers may not be so much interested in the particular country of origin of the brand, as in its overall foreignness. Batra et al. (2000), for example, suggest that developing countries can endow non-local (foreign) brands with additional characteristics to the overall quality assessment, thereby increasing the purchase intention towards the brand. The reason for it lies in the fact, that consumer of the certain market are more likely to be well aware about the quality of goods in certain category, produced on the domestic market, while foreign alternatives may seem to be unexplored. Besides the positive correlation between product evaluations and the level of economic development of the country-of-origin (Elliott & Cameron, 1994), there is also the admiration of western lifestyle arise, which raise the status of the foreign product owner in their eyes. On some markets local products rejection can be so high, that the term “stigma” may be applied (Magnusson et al., 2011), so even the introduction of a foreign country-of-origin brand signals may reduce effect from the weak image of local country-of-origin.

Some previous research see the underlying reason for foreign goods admiration and local goods rejection in xenocentric sentiments. Xenocentrism is defined as “appreciating foreign culture while undervaluing local culture and society” or as an overall preference towards foreign goods over domestic ones (Kent & Burnight, 1951). Expanding globalization allowed people to become more aware about other cultures (Raman & Aashish, 2021) and made it possible to purchase foreign brands (Steenkamp, 2019). José I. Rojas-Méndez & Julia Kolotylo in their work assume, that the appearance of xenocentrism in emerging markets, such as Russia, could be “partially caused by the desire to consume foreign goods due to perceived low national status compared to developed countries (typically the USA, Japan, and Germany)”. The same study found that Russian consumers tend to show xenocentric sentiments. Another research done regarding Russian market by Diamantopoulos et al. in 2019 show that consumer xenocentrism in Russia positively influences purchase intention towards foreign brands. Recent findings gives the business another reason to use foreign brand strategies.

### *Situation on the Russian Market*

One of the first studies to be made regarding the country of origin effect on Russian market was the one done by Ettenson in 1993. In tough times of strictly controlled planned economy, the

result of the research may seem to be foreseeable. The study investigated brand name and country of origin effects in the emerging market economies in Russia, Poland and Hungary. Foreign products were measured in contrast to local analogues and results show that Russian consumers are very conscious to the product's place of manufacture and show positive attitude towards products from Germany and Japan in terms of reliability, while American products were better on design. Russian local production inferior to foreign analogues within all dimensions. A few years later, in 2001, another study regarding the Russian market was done by Manrai et al. Findings of the study shown that Russian consumers equally highly appreciate products produced both in far-abroad countries like USA, and in the nearest newly-formed countries, like Hungary and Poland.

Despite the fact that recent research show positive tendency on Russian market regarding of the admission of domestic products, sociological research done in 2015 shown, that still only 41 of Russian consumers would buy domestic products because of strengthened patriotic sentiment. If non-local products are still perceived as good ones, new Russian apparel brands may be still interested in implementation of foreign branding strategy. However, the question is how brand could moderate the Russian country of origin effect through the observable extrinsic signals. The study done by Aichner (2014) accumulated different brand and product attributes, which can signal the country-of-origin information. Aichner divided such attributes into two groups: legally regulated (made-in labels) and legally unregulated (company name, language, etc.). Each attribute in each group may be either textual (brand name, brand caption, slogan, etc.) or visual (packages, print and video advertisings, etc.).

Since legally regulated country-of-origin strategies are not available for free use by brands, as far as they may include the use of the phrase "Made in ..." or quality and origin labels, which require compliance with a number of characteristics according to the prescribed national or regional law or regulations of public, the unregulated country-of-origin strategies can be used by Russian brands, such as:

- COO embedded in the company name;
- Typical COO words embedded in the company name;
- Use of the COO language;
- Use of famous or stereotypical people from the COO;
- Use of COO flags and symbols;
- Use of typical landscapes or famous buildings from the COO.

As we can see, the first three strategies refer to the textual representation, when the last three strategies refer to the visual representation. Textual representations are mostly relate to the brand name and the usage of the language.

Several studies (Wreden 2002; Villar and Segev 2012) argued, that consumers, when meet the brand for the first time, often rely on the information contained in the brand name, which is in its nature an extrinsic cue. Therefore, the country-of-origin effect for the product evaluation and purchase intention may be moderated by using the foreign brand name (Coskun & Burnaz, 2016). If a brand name is consonant with local language, the brand will be considered to be local, while foreign brand name will endow the product with the characteristics of the country with the language of which the brand is consonant. (Li and Murray 1998). Hence, brands from the countries with weak image may reduce the COO effect by adopting a branding that consumers will associate with a country with a positive image.

According to the literature review done and accumulated theoretical background, brand name may be either simply foreign (eg. English) or may be related to the specific country, which is associated with production of high quality goods in particular category. For our research regarding the apparel industry Italy may play role of such product-country related COO.

## Summary and Hypothesis Development

Through the current theoretical research the brand signaling strategy was analyzed with the focus on brand antiquity and brand name. The key conclusion to be drawn is that brand name and brand antiquity perceived by researchers as important extrinsic cues, which may signal brands' quality and influence on the customer brand perception and purchase intention towards brands. However, they still seem to be understudied.

When customers meet the unfamiliar brand for the first time, they have to evaluate the brand and make a purchase decision based on limited information, which brand is possible to signal through its extrinsic cues (Klein, Ettenson, and Morris, 1998; Verlegh and Steenkamp, 1999). Unfamiliarity puts the brand in a position, when their main competitive advantage – brand equity – become unavailable (Keller, 2013). In conditions of e-commerce the process of two-way brand and consumer contact become even more complex, as far as some quality signals, inherent in traditional shopping, become also disabled (Kirmani and Rao, 2000).

Russian brands may face some more additional obstacles – negative country-of-origin effect (Manrai et al., 2001). Beyond that, some recent research (Diamantopoulos et al., 2019; José I. Rojas-Méndez & Julia Kolotylo, 2021) showed that Russian consumers tend to show xenocentric sentiments, which means they appreciate foreign brands while undervaluing local ones. In order to reduce the negative country-of-origin effect, the foreign branding strategies are widely used, especially foreign brand names (Coskun & Burnaz, 2016).

Beside the general foreign admiration, customers tend to create country product associations, for different product categories, when image of the country may be created by representative products (Okechuku, 1994). In current study focused on apparel industry and Italy will be used of such product-country related brand name. To indicate general foreign name, English will be used. In order to answer the question, whether to use a brand name with positive country-of-origin effect or not, hypothesis are formulated as follow:

*H1: Italian brand names perceived better than English brand names.*

Since the evaluation of customer perception will be held in two dimensions – brand evaluation and purchase intention, H1 will be divided into two separate hypotheses, which are:

*H1.1:* The Italian brand name has a positive influence on brand evaluation compared to the English brand name.

*H1.2:* The Italian brand name has a positive influence on the purchase intention compared to the English brand name.

While the effect of xenocentrism on perception towards foreign vs local brands seems to be obvious, there is still a gap in investigation if there is difference in perception of foreign brand names by xenocentric people depending on whether the brand name represent product-country association, or not. Hence, the second hypothesis is following:

*H2:* There is difference in evaluation of brands with different COO brand name by xenocentric and non-xenocentric people.

*H2.1:* The Italian brand name has a positive influence on brand evaluation compared to the English brand name by xenocentric people.

*H2.2:* The Italian brand name has a positive influence on the purchase intention compared to the English brand name by xenocentric people.

Brand antiquity is another extrinsic brand cue. It is a brand attribute, that positively biases consumer, and has influence on brand evaluation and purchase intention (Pecot & Merchant, 2022). Brand antiquity is considered as a specific element of brand heritage (Baumert & de Obesso, 2021), which in turn is a key element of brand equity (Keller, 2013). Many research (Keller, 2013; Olsen et al., 2014; Desai et al., 2008) suggest, that heritage or old brands perceived by customers better than new ones, as far as brand heritage or brand antiquity associated with experience. Therefore, it may be assumed, that brand antiquity may moderate the unfamiliarity effect. In order to answer the question, whether brands should use the brand antiquity (i.e brand foundation date) in their positioning, the third hypothesis is following:

*H3:* Old brands perceived better than new brands.

Since the evaluation of customer perception will be held in two dimensions – brand evaluation and purchase intention, H3 will be divided into two separate hypotheses, which are:

*H3.1:* The date of the brand foundation has more positive influence on the evaluation of the old brand than on the evaluation of the new one.

*H3.2*: The date of the brand foundation has more positive influence on the purchase intention towards an old brand than on purchase intention towards a new brand.

The last hypotheses will be focused on investigation of the presence of the interception of factors year and name and sounds as following:

*H4*: There is an interaction effect between the brand year and the brand name on brand perception.

Since the evaluation of customer perception will be held in two dimensions – brand evaluation and purchase intention, H4 will be divided into two separate hypotheses, which are:

*H4.1*: Interaction effect between the brand year and the brand name has positive effect on brand evaluation.

*H4.2*: Interaction effect between the brand year and the brand name has positive effect on purchase intention.

## Methodology

This chapter is dedicated to determination, justification and detailed description of applied research methodology. In the first part of the chapter the information about the data collection methodology including the process, the sample and the format of research was described. In the second part of the chapter the analysis of the data collected was discussed, which includes the tests that were conducted and their results accepting or rejecting the hypotheses. In the final part, the discussion about theoretical and practical implications of the research are provided.

### *Methodology description*

This study aims to find out whether Russian brands can moderate the COO effect by other extrinsic brand cues, such as **brand name** and **brand antiquity** in order to signal quality to the new customers. It also tends to investigate whether ethnocentric and xenocentric sentiments mediate the perception of Russian brands by Russian consumers.

In this research, the following methods to be used:

- Literature review (presented in the first chapter of this paper);
- Experiments (embedded in the survey).

In order to collect the primary data for the appropriate analysis, the Explanatory type of research was used. The findings from such type of research are considered to be conclusive in nature and to be used as input into managerial decision making. (Malhotra, 2017) As far the main objective of this study is to investigate, how the brand name and brand antiquity influence perception of Russian brands, the necessity to obtain evidence regarding cause- and-effect (causal) relationships is revealed. For that purpose causal research was applied. This type of research helps to determine the nature of the relationship between the causal variables and the effect to be predicted (Ibid. P. 81).

To infer causal relationships, Experimentations are commonly used. According to Tull & Hawkins (1984) experimentation is ‘the manipulation of one or more variables by the experimenter in such a way that its effect on one or other variables can be measured’. An experiment is formed when the researcher manipulates one or more independent variables (brand name and brand antiquity in the case of this study) and measures their effect on the dependent variables (brand perception).



Experiments can be generally divided into two main categories – field and laboratory. The laboratory experiment is an experiment conducted in the artificial environment, which the researcher constructs with the desired conditions specific to the experiment. The field experiment is run in the environment, which is synonymous with actual market conditions. The following table (source: Malhotra, 2017) illustrates the main differences between these alternative types of experiments:

### Laboratory Versus Field Experiments

Factor	Laboratory	Field
Environment	Artificial	Realistic
Control	High	Low
Reactive error	High	Low
Demand artifacts	High	Low
Internal validity	High	Low
External validity	Low	High
Time	Short	Long
Number of units	Small	Large
Ease of implementation	High	Low
Cost	Low	High

*Table 1*

For the purpose of this study the laboratory experiment was applied as far as the field experiments are harder to control, design and it is time and money consuming. In addition, in the laboratory experiment the causal or independent variables are manipulated in a relatively controlled environment, which is one in which the other variables that may affect the dependent variable are controlled or checked as much as possible. Experiments, conducted in artificial environment enhances internal validity. However, they may limit the generalizability of the results, hence reduce external validity.

#### *Survey creation*

In order to collect the data, a set of experiments was conducted. The experiment was conducted in a form of an online survey as it is the most appropriate format for collecting data over a big sample. In order to keep it representative, 25-50 respondents are assigned to each experiment condition.

The main part of the research consists of scenario-based questions. To test the hypotheses, a 2×2 between subject experiment was conducted in which two factors were manipulated: foreign brand name (English vs Italian) and brand antiquity (old vs new). In the context of this study, two independent variables (e.g. foreign brand name and brand antiquity) are categorical variables which have two levels (e.g. new and old) while the dependent variable (e.g. attitude toward the brand) is a continuous variable (e.g. Likert scale items). Thus, the appropriate analysis would be a 2×2 between subject experiment to examine the main effect and interaction effect of foreign brand name and brand antiquity (Hall, 1998).

Brand name was manipulated by two different mock brand names: very similar to Italian brand name vs English brand name. Brand antiquity was manipulated by the scenario which specifically states the brand foundation date: 1990 for the old one and 2022 for the new one. Brand description was provided before the manipulation:

- «Brand name» is a young clothing brand founded in «date». The brand uses fresh and bright trends of the season in its collections: along with original designer models, functional basic wardrobe items are presented.

The respondents were presented with one out of four different scenarios. The respondents were asked to imagine them in a situation: they need to purchase clothes. They are getting acquainted with a new online clothing brand. Based on this scenario they had to evaluate the brands and indicate their likelihood to buy.

The subject's purchase intention was assessed by asking respondents to fill out three five-point scale items for each brand adapted from Lee & Baack (2014) and Veryzer (1998): "(1) It is likely that I will buy the product of this brand, (2) I will purchase from this brand the next time I need a product and (3) I will definitely try the product of this brand" including the following scale: disagree/agree.

The subject's brand attitude was assessed by asking respondents to fill out three five-point scale items for questions for each brand adapted from Gunasti & Ozcan (2015) and Gunasti & Ross (2010): "(1) The brand is good, (2) I like the brand, (3) The brand is likely to meet my expectations" including the following scale: disagree/agree.

The second part of the research is aimed to measure subject's perception towards Russian brands through the X-Scale which had been adopted from Rojas-Méndez & Kolotylo (2021) article (Table 2). The X-Scale is consists of 10 statements and measures two dimensions: foreign admiration (5 items) and domestic rejection (5 items). Consumer xenocentrism is measured in terms of their perceived superiority, consumer preferences, admiration, sympathy, evaluation, rejection, recommendation and perception of the value of quality. Accordingly, highly xenocentric people are expected to reject and underestimate their local products and brands, believing that foreign products are of higher quality, while highly xenocentric people are expected to show a greater preference and admiration for foreign products, as well as a willingness to use and recommend them.

Statements in English language	Statement in Russian language
<b>Consumer xenocentrism – foreign admiration</b>	
I recommend foreign products to my friends and families	Я рекомендую иностранные товары друзьям и родственникам
I tend to prefer foreign products as opposed to national ones	Я склонен/а предпочитать заграничные товары больше чем местные товары
I manifest admiration for foreign products	Я проявляю восхищение по отношению к заграничным товарам
I like buying products of foreign origin	Мне нравится покупать заграничные товары
I value foreign products a lot	Я ценю многие иностранные товары
<b>Consumer xenocentrism – Domestic rejection</b>	
I think foreign products are superior to national products	Я считаю что заграничные товары превосходят по качеству местные товары
Normally, I don't assign a lot of value to products made in my country	Обычно я не приписываю большую ценность товарам сделанным в моей стране
Sometimes I undervalue products made in my country	Иногда я недооцениваю товары сделанные в моей стране
I tend to reject national products	Я склонен/а отвергать местные товары
Sometimes the products made in Russia cause me embarrassment when I compare them with similar products made in foreign countries	Иногда мне стыдно за товары произведенные в России, когда я сравниваю с похожими товарами, произведенными за границей

Table 2

The final part of the questionnaire is dedicated to the information about the respondents, their general characteristics like gender, age, country of origin, level of education.

### *Data collection*

Online survey was chosen as a method of collecting primary data, as far as this method allows to collect quantitative material for further statistical processing with access to a wide and diverse set of respondents.

The survey was spread through different online and offline channels: by e-mail, on social networks, through thematic communities and public pages and on other sites.

### *Expected findings*

The data collected is supposed to help to determine whether there is a difference in the valuation and purchase intention towards brands while brand name and brand antiquity are manipulated. It is also aimed to investigate the role of xenocentrism sentiments while brand evolution is taking place.

## Analysis of the Research Results

### *Preliminary Analysis*

As it been mentioned above, in order to keep it representative, 25-50 respondents are needed to be assigned to each experiment condition. After the survey distribution, 200 responses was collected, 50 responses for each scenario, from people from the age 18 to the age 40. There were 74% female respondents, 23% male respondents and the rest prefer not to share this information.

Before moving to the analysis of the collected data, the manipulation checks should be done in order to make sure that the collected data is correct and following the main idea of the work. First of all, the assumption that respondents perceive the chosen country (Italy) as the country, which is associated with clothing production should be checked. For that purpose, one-sample t-test was run, where the means of the variable for the question “Italy is associated with a country where good clothes are produced” were compared with the medium value 3. As it can be seen from the results, the mean value for that criterion is 4,1 (*Table 3*), and the p-value is  $< 0,01$  (*Table 4*) which means that respondents do perceive Italy as the country, which is associated with the clothing production.

	N	Mean	Std. Deviation	Std. Error Mean
Italy is ass...	200	4,1	1,002	,071

*Table 3*

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Italy is ass...	15,517	99	,000	1,100	,96	1,23

*Table 4*

The next step was to check, whether respondents perceive the brand, founded in 1990 as the old one, and the brand founded in 2022 as the new one. For that purpose, independent t-test was run for each version, where the means of the variable for the questions “I think that the year of foundation 1990 shows that it is an established brand” and “I think that the year of foundation 2022 shows that it is an established brand” were compared to each other. As it can be seen from

the results, for the 1990 the mean value is 3,87 and for the 2022, the mean value is 1,52 (*Table 5*) and the p-value in independent t-test is  $< ,000$  (*Table 6*) which means that respondents do perceive the brand, founded in 1990 as old one and do not perceive the brand, founded in 2022 as the old one, hence they do perceive the brand, founded in 2022 as the new one.

	N	Mean	Std. Deviation	Std. Error Mean
1990	100	3,87	1,069	,106
2022	100	1,52	,797	,079

*Table 5*

	Independent t-test					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
E. v. assumed	17,611	198	,000	2,35	2,08	2,61
E. v. not ass.	17,611	183,06	,000	2,35	2,08	2,61

*Table 6*

Further, we should check whether Italian mock brand name do perceived by respondents as Italian, and the foreign mock brand name is not associated with Italy. For that purpose, independent t-test was run for each version, where the mean of the variable for the question “I think the name of this brand sounds Italian” were compared to each other. As it can be seen from the results, for the Italian mock brand name CIELO the mean value is 3,7 and for the non-Italian mock brand name SKY, the mean value is 1,25 (*Table 7*) and the p-value in independent t-test is  $< ,000$  (*Table 8*) which means that respondents do not perceive brand names equally and do perceive the brand name CIELO as Italian and do not perceive the brand name SKY as Italian.

	N	Mean	Std. Deviation	Std. Error Mean
CIELO	100	3,7	1,218	,121
SKY	100	1,25	,519	,051

*Table 7*

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
E. v. assumed	18,494	198	,000	2,45	2,18	2,71

E. v. not ass.	18,494	133,8	,000	2,45	2,18	2,71
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Table 8

Another thing which is needed to be done in order to proceed with further analysis, is to check dependent variables and their measures. The dependent variables were chosen based on the literature review and clearly highlighted in hypotheses in two dimensions that determine consumer decision making process: brand evaluation and purchase intention. As it can be seen from the Table 9, there are several questions indicating the same thing: brand evaluation and purchase intention.

Variable	Question used	Source
Purchase Intention	<ul style="list-style-type: none"> <li>- It is likely that I will buy the product of this brand;</li> <li>- I will purchase from this brand the next time I need a product;</li> <li>- I will definitely try the product of this brand.</li> </ul>	Lee & Baack (2014) Veryzer (1998)
Brand Evaluation	<ul style="list-style-type: none"> <li>- The brand is good;</li> <li>- I like the brand;</li> <li>- The brand is likely to meet my expectations.</li> </ul>	Gunasti & Ozcan (2015) Gunasti & Ross (2010)

Table 9

After checking the variable (3 for each category) for the reliability, the Cronbach's Alpha was more than 0,7 (Tables 10 and Table 11), which means that all the variables tested are reliable and can be computed into one variable through the mean.

Reliability Statistics	
Cronbach's Alpha	N of Items
,889	3

Table 10. Reliability Statistics for Purchase Intention

Reliability Statistics	
Cronbach's Alpha	N of Items
,797	3

Table 11. Reliability Statistics for Brand Evaluation

Looking on the results of the preliminary analysis it can be stated that most of the respondents do correspond to the main requirements of the analysis. When the preliminary analysis is done, we can look again at the hypotheses that were created in the beginning.

*H1: Italian brand names perceived better than English brand names.*

*H1.1: The Italian brand name has a positive influence on brand evaluation compared to the English brand name.*

*H1.2: The Italian brand name has a positive influence on the purchase intention compared to the English brand name.*

*H2: There is difference in evaluation of brands with different COO brand name by xenocentric and non-xenocentric people.*

*H2.1: The Italian brand name has a positive influence on brand evaluation compared to the English brand name by xenocentric people.*

*H2.2: The Italian brand name has a positive influence on the purchase intention compared to the English brand name by xenocentric people.*

*H3: Old brands perceived better than new brands.*

*H3.1: The date of the brand foundation has more positive influence on the evaluation of the old brand than on the evaluation of the new one.*

*H3.2: The date of the brand foundation has more positive influence on the purchase intention towards an old brand than on purchase intention towards a new brand.*

*H4: There is an interaction effect between the brand year and the brand name on brand perception.*

*H4.1: Interaction effect between the brand year and the brand name has positive effect on brand evaluation.*

*H4.2: Interaction effect between the brand year and the brand name has positive effect on purchase intention.*

A set of different analyses was conducted to test the hypotheses.



## ANOVA

ANOVA aimed at finding dependencies in experimental data by investigating the significance of differences in mean values and was developed by R. Fischer to analyze the results of experimental studies. In order to test the hypotheses regarding the influence of the brand name and brand antiquity on the brand evaluation and purchase intention, the Two Way ANOVA was conducted.

Let's start from the brand evaluation.

		Mean	Std. Deviation	N
Italian Name	2022	3,65	,74	50
	1990	3,09	,76	50
	Total	3,37	,80	100
English Name	2022	3,34	,70	50
	1990	2,95	,95	50
	Total	3,15	,85	100
Total	2022	3,50	,73	100
	1990	3,02	,86	100
	Total	3,26	,83	200

Table 12. Descriptive Statistics. Dependent Variable: Brand Evaluation

	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	14,147 <sup>a</sup>	3	4,71	7,48	,000
Intercept	2125,52	1	2125,52	3374,81	,000
Name	2,56	1	2,56	4,07	,045
Year	11,20	1	11,20	17,78	,000
Name*Year	,376	1	,376	,596	,441
Error	123,44	196	,630		
Total	2263,11	200			
Corrected Total	137,59	199			

Table 13. Tests of Between-Subjects Effects. Dependent Variable: Brand Evaluation

A two-way ANOVA was conducted and examined the effect of both brand name and brand year on brand evaluation. There was a statistically significant result for brand name ( $p = ,045$ ) and brand year ( $p < ,000$ ) on brand evaluation. According to the report from the cell means (Appendix 3), participants evaluated brand with Italian name more favorably than those with English name which supports the hypothesis:

*H1.1:* The Italian brand name has a positive influence on brand evaluation compared to the English brand name

According to the report from the cell means (Appendix 3), participants also evaluated brands of 2022 year more favorably than those of 1990, which in turn rejects the hypotheses:

*H3.1:* The date of the brand foundation has more positive influence on the evaluation of the old brand than on the evaluation of the new one.

Results of the analysis also did not show significant result for interception of brand name and brand antiquity, which allows us to reject the hypothesis:

*H4.1:* Interaction effect between the brand year and the brand name has positive effect on brand evaluation.

Next step was to run a two-way ANOVA in order to check the influence of both brand name and brand year on purchase intention.

		Mean	Std. Deviation	N
Italian Name	2022	3,23	,98	50
	1990	2,76	,92	50
	Total	3,00	,97	100
English Name	2022	2,99	,93	50
	1990	2,69	1,02	50
	Total	2,84	,98	100
Total	2022	3,11	,96	100
	1990	2,72	,97	100
	Total	2,92	,98	200

Table 14. Descriptive Statistics. Dependent Variable: Purchase Intention

	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	9,179 <sup>a</sup>	3	3,06	3,30	,021
Intercept	1703,33	1	1703,33	1838,42	,000
Name	1,22	1	1,22	1,32	,251
Year	7,60	1	7,60	8,20	,005
Name*Year	,347	1	,347	,375	,541
Error	181,59	196	,927		
Total	1894,11	200			
Corrected Total	190,77	199			

Table 15. Tests of Between-Subjects Effects. Dependent Variable: Purchase Intention

A two-way ANOVA was conducted and examined the effect of both brand name and brand on purchase intention. There was a statistically significant result for brand year ( $p = ,005$ ) on purchase intention. Participants showed purchase intention towards new brand which rejects the hypothesis:

*H3.2:* The date of the brand foundation has more positive influence on the purchase intention towards an old brand than on purchase intention towards a new brand.

Hence the general hypothesis *H3* (Old brands perceived better than new brands) is rejected, as far as results showed respondents' preferences towards new brands.

As far as there were no statistically significant result for brand name ( $p = 251$ ), that means that we can reject the hypothesis:

*H1.2:* The Italian brand name has a positive influence on the purchase intention compared to the English brand name.

Results of the analysis of purchase intention also did not show significant result for interception of brand name and brand antiquity, which allows us to reject the hypothesis:

*H4.2:* Interaction effect between the brand year and the brand name has positive effect on purchase intention.

In order to check the last hypothesis about the perception by xenocentric people of brands with different COO, the Three-way ANOVA was run.

			Mean	Std. Deviation	N
Italian Name	2022	Non-Xenocentric	3,33	,73	16
		Xenocentric	3,80	,71	34
		Total	3,65	,74	50
	1990	Non-Xenocentric	3,21	,72	27
		Xenocentric	2,96	,81	23
		Total	3,09	,76	50
	Total	Non-Xenocentric	3,26	,72	43
		Xenocentric	3,46	,85	57
		Total	3,37	,80	100
English Name	2022	Non-Xenocentric	3,27	,75	36
		Xenocentric	3,52	,52	14
		Total	3,34	,70	50
	1990	Non-Xenocentric	2,80	,76	28
		Xenocentric	3,15	1,13	22
		Total	2,95	,95	50
	Total	Non-Xenocentric	3,06	,79	64
		Xenocentric	3,30	,95	36
		Total	3,15	,85	100
Total	2022	Non-Xenocentric	3,29	,74	52
		Xenocentric	3,72	,66	48
		Total	3,50	,73	100
	1990	Non-Xenocentric	3,00	,76	55
		Xenocentric	3,05	,97	45
		Total	3,02	,86	100
	Total	Non-Xenocentric	3,14	,76	107
		Xenocentric	3,40	,89	93
		Total	3,26	,83	200

Table 16. Descriptive Statistics. Dependent Variable: Brand Evaluation

	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	19,553 <sup>a</sup>	7	2,79	4,54	,000
Intercept	1922,74	1	1922,74	3127,52	,000
Name	,89	1	,89	1,45	,229
Year	9,32	1	9,32	15,17	,000

Xenocentrism	1,93		1,93	3,14	,078
Name*Year	,046	1	,046	,075	,784
Name* Xenocentrism	,435	1	,435	,708	,401
Year* Xenocentrism	1,10	1	1,10	1,80	,181
Name* Year* Xenocentrism	1,91	1	1,91	3,11	,079
Error	118,03	192	,615		
Total	2263,11	200			
Corrected Total	137,59	199			

Table 17. Tests of Between-Subjects Effects. Dependent Variable: Brand Evaluation

As we can see from results, there was no statistically significant three-way interaction between brand name, brand year and consumer xenocentrism for brand evaluation ( $p = ,079$ ).

			Mean	Std. Deviation	N
Italian Name	2022	Non-Xenocentric	2,81	,91	16
		Xenocentric	3,43	,96	34
		Total	3,23	,98	50
	1990	Non-Xenocentric	2,80	,95	27
		Xenocentric	2,71	,91	23
		Total	2,76	,92	50
	Total	Non-Xenocentric	2,81	,92	43
		Xenocentric	3,14	1,00	57
		Total	3,00	,97	100
English Name	2022	Non-Xenocentric	3,09	,71	36
		Xenocentric	2,74	1,35	14
		Total	2,99	,93	50
	1990	Non-Xenocentric	2,52	,822	28
		Xenocentric	2,89	1,21	22
		Total	2,69	1,02	50
	Total	Non-Xenocentric	2,84	,81	64
		Xenocentric	2,83	1,25	36
		Total	2,84	,98	100
Total	2022	Non-Xenocentric	3,01	,78	52
		Xenocentric	3,23	1,12	48
		Total	3,11	,96	100
	1990	Non-Xenocentric	2,66	,89	55
		Xenocentric	2,80	1,06	45
		Total	2,72	,97	100
	Total	Non-Xenocentric	2,83	,85	107
		Xenocentric	3,02	1,10	93

		Total	2,92	,98	200
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Table 18. Descriptive Statistics. Dependent Variable: Purchase Intention

	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	16,407 <sup>a</sup>	7	2,34	2,58	,015
Intercept	1500,06	1	1500,06	1651,73	,000
Name	,732	1	,732	,806	,371
Year	3,711	1	3,711	4,086	,045
Xenocentrism	,833		,833	,917	,339
Name*Year	,287	1	,287	,316	,575
Name* Xenocentrism	,740	1	,740	,815	,368
Year* Xenocentrism	,001	1	,001	,001	,981
Name* Year* Xenocentrism	5,843	1	5,843	6,434	,012
Error	174,370	192	,908		
Total	1894,111	200			
Corrected Total	190,777	199			

Table 19. Tests of Between-Subjects Effects. Dependent Variable: Purchase Intention

However, results of three-way ANOVA for the perception by xenocentric people of brands with different COO showed statistically significant three-way interaction between brand name, brand year and xenocentrism,  $F(1, 192) = 6.43, p = .012$ , which means that several independent variables have a combined effect on the dependent variable, which is not loud with either independent variable alone. Since the result showed interaction effect, the foolow-up simple-effect test should be done in order to explore the nature of the interaction by examining the difference between groups within one level of one of the independent variables. Pairwise comparison between brand name was done.

				Mean Differences	Std. Error	Sig.	95% Confidence Interval of the Difference	
							Lower	Upper
1990	non xeno	Italy	Eng	,279	,257	,280	-,228	,786
		Eng	Italy	-,279	,257	,280	-,786	,228
	xeno	Italy	Eng	-,184	,284	,519	-,744	,377
		Eng	Italy	,184	,284	,519	-,377	,744
2022		Italy	Eng	-,280	,286	,329	-,845	,285

	non xeno	Eng	Italy	,280	,286	,329	-,285	,845
	xeno	Italy	Eng	,693*	,303	,023	,096	1,290
		Eng	Italy	-,693*	,303	,023	-1,290	-,096

Table 20

Results of Bonferroni-adjusted comparisons (Table 20) showed, that xenocentric respondents rate the new Italian sounding brands 0.63 points higher than the English sounding brands ( $p < ,005$ , 95% CI of the difference = ,96 to 1.29). In contrast, ratings of brand names did not significantly differ for non xenocentric respondents ( $p = 0,329$ ).

### *Results of the Hypotheses Testing*

Summing everything up, the analysis partly supported two out of 4 main hypotheses. The first hypothesis assumed, that Italian sounding brand names perceived better, than English sounding brand names. The analysis showed that consumers evaluate brands with Italian sounding names better, than with English ones. However, Italian brand names do not show significant influence on the purchase intention, hence the hypothesis about the better perception of Italian brands can be partly supported.

The second hypothesis was aimed to answer the question, is there a difference in evaluation of foreign sounding brands by xenocentric consumers depending on whether brand name have product-country association or no. The marginally significant interception effect for brand evaluation ( $p = ,079$ ) and significant interception effect for purchase intention ( $p = .012$ ) were observed. However, the further analysis showed, that positive effect of Italian sounding brand name on purchase intention of xenocentric consumers is significant only for new brands, but not for the old ones. Therefore, the second hypothesis is partly supported, as far as difference in evaluation of brands with different COO brand name by xenocentric and non-xenocentric people can be observed.

The third set of hypotheses assumed, that brands with the longer history should be perceived by consumers better, than new brands. The relation between brand antiquity and both brand evaluation ( $p < ,000$ ) and purchase intention ( $p = ,005$ ) was confirmed to be significant, but the direction of the effect turned to be negative, which means that in fact, newer brands perceived by consumers better, than older ones. Hence, the third set of hypotheses was rejected.

The last set of hypothesis assumed, that even if main effect of brand name or brand antiquity on brand perception will not be loud, there may be the interaction effect of brand antiquity and brand foreignness on brand perception. Since the main effect of independent variables was loud, the set of hypotheses was rejected.

The following table presents the summary of hypotheses testing:

Hypotheses	Result
<i>H1</i> : Italian brand names perceived better than English brand names.	Partly supported
<i>H1.1</i> : The Italian brand name has a positive influence on brand evaluation compared to the English brand name.	Supported
<i>H1.2</i> : The Italian brand name has a positive influence on the purchase intention compared to the English brand name.	Not supported
<i>H2</i> : There is difference in evaluation of brands with different COO brand name by xenocentric and non-xenocentric people.	Partly supported
<i>H2.1</i> : The Italian brand name has a positive influence on brand evaluation compared to the English brand name by xenocentric people.	Not supported
<i>H2.2</i> : The Italian brand name has a positive influence on the purchase intention compared to the English brand name by xenocentric people.	Partly supported (for new brands only)
<i>H3</i> : Old brands perceived better than new brands.	Not supported, the positive influence of the newness is observed
<i>H4</i> : There is an interaction effect between the brand year and the brand name on brand perception.	Not supported

Table 21



## Discussion

The main goal of this study was to investigate, how brand name origin and brand antiquity influence perception of Russian unfamiliar apparel brands. The experiments clearly showed that brand signaling is a tool that can help apparel brands influence the first consumers' perception and contribute to their purchase intention. The distinction between the product-country related and foreign brand names has shown that consumers are country conscious while evaluating unfamiliar apparel brands, while the brand antiquity factor has proved the contrary of the expected effect, determining rather negative effect of brand heritage on brand perception.

The research also tend to investigate whether xenocentric sentiments of consumers mediate the perception of foreign sounding brands, depending on whether country-product association is used. The interception effect on newness and product-country related brand name shown the positive influence on brand perception, mainly on purchase intention.

### *Theoretical Contribution*

Based on the research and the analysis described above, it may be concluded that the results of this research paper have both practical and theoretical contributions to the sphere of management, marketing, and consumer behavior.

From the theoretical perspective, this research sets an outline for further investigations, as it is one of the initial studies of online apparel shopping in Russia. In this thesis the research model, consisting of various brand signaling factors, accumulated from previous studies, was developed and tested. The study demonstrated that most of the research papers found as a basis for this paper for investigation the brand name country effect were relevant for unfamiliar brand evaluation patterns. At the same time, the brand antiquity factor, that was demonstrated by other studies to have positive influence on brand perception, in this particular model appeared to have vice versa effect. It shows us that still some further investigation regarding Russian market consumers can be done. For example, some additional findings have been made while interception effect was studied, mainly the different effect of Italian and English names on the purchase intention for new and old brands among xenocentric and non-xenocentric respondents (Appendix 3).

Generalizing the theoretical implications of the present study, it can be said that it has extended an application of previous findings, obtained in researches on the topic of marketing brand signaling, to the Russian context in conditions of evolving popularity of e-commerce among Russian apparel consumer.

### *Managerial Implications*

Historically, Russian consumers favored foreign goods and strongly preferred them to the local alternative. Recent years the situation slightly changes, still the foreign admiration turn out to be the case on Russian market. In this situation the successful implementation of the branding strategy will help Russian brands to get over their foreign competitors, as well as to succeed in rivalry with other local brands. For that purpose, the understanding of quality brand signals seems to be important, hence the actuality of the current research.

From the perspective of brand management, results of the present study can be useful for both new and already existing brands in order to understand whether to use brand name with or without COO effect. In the context of the research, Italian brand name showed significant positive influence on brand evaluation, along with not significant, but still the positive trend of Italian brand name versus English brand name effect on purchase intention. Respondents also agreed that Italy causes associations with the country where the high-quality clothes are produced. Therefore the usage of Italian brand names may be considered by managers of apparel brands in order to influence the first impression.

Research also have shown, that Russian apparel brands should accurately approach the issue of brand positioning depending on its age. The investigation of brand antiquity effect on consumer perception may be considered by managers of both new and already existing brands. The initial assumption about the positive effect of brand longevity on brand perception, based on the literature review findings about the correlation of brand antiquity with brand heritage and their overall positive effect on brand evaluation, was eventually rejected. Respondents reported the positive brand evaluation and purchase intention towards new brands, while the old brands were evaluated significantly less favorable. Established brands with lengthy history should accurately manage the appearance of the brand in order to be perceived not as outdated, but as a brands with extensive expertise, while young brands can use their freshness in communication to signal modernity and relevance of the brand.

Summing up, based on the findings of this study managers can better understand how to use (or not to use) available brand signals, such as brand foundation date and brand name origin effect, which is very important in terms of attracting new customers.

### *Limitations and Future Research Directions*

This study has several limitations that could be covered in future researches.

First of all, the sample obtained for the analysis was acceptable, but still rather small, and the general population, on which the research was focused, also was limited. Further research may extend the population in order to obtain more generalizable and more widely applicable results, as well as larger samples should be gathered to observe patterns more clearly and accurately.

Moreover, researches of apparel market after the political situation stabilizes is needed, as far as current context may significantly affect customer behavior and preferences towards Russian and foreign brands.

Furthermore, the present study included only some of the main factors that can affect customer evaluation of unfamiliar apparel brand during e-commerce shopping experience, while there are many others that can be also investigated, such as advertising expenses (Moorthy and Zhao, 2000); physical appearance (Dawar and Philip Parker 1994), etc. Moreover, many uncontrolled factors may also influence on brand perception, such as caption, font, logo, etc. Further investigation with different factor mix may bring to the more clear representation of signals under study.

Another limitation of this research lies in the selected product category, as far as result may depend on various factors, such as unitarity, involvement, etc., hence these could be changed to see if the result will change and some factors become significant or insignificant.

Summing up, investigation of different aspects in condition of Russian apparel market can considerably expand the understanding of customer behavior new online brands. It is highly relevant for practitioners and companies, operating in the sphere, especially while the market is still developing.

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# Appendix 1

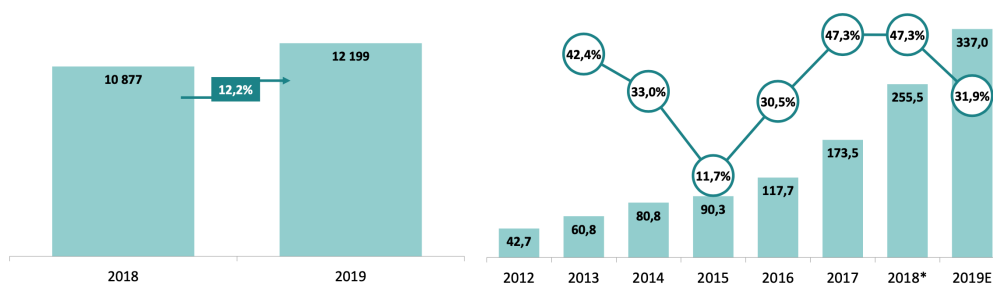


Figure 2 and 3

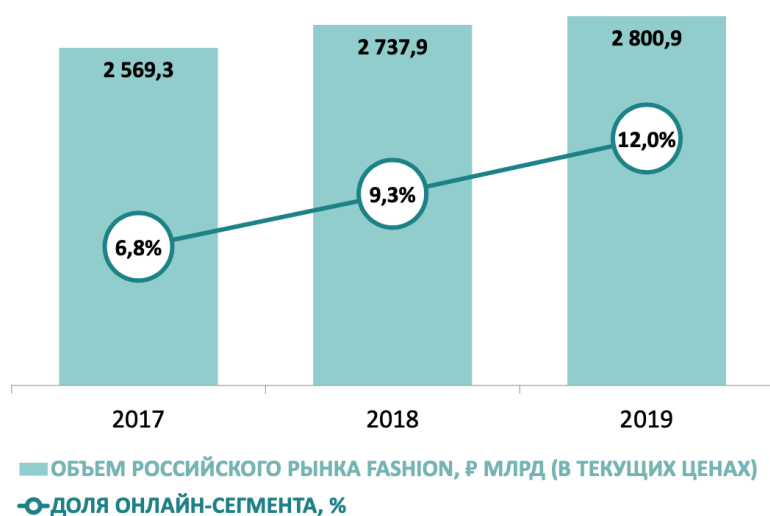


Figure 4

EST. 1892  
**Abercrombie  
 & Fitch**  
 NEW YORK



Figure 5

## Appendix 2

### *Questionnaire*

Thank you for agreeing to help me write my thesis! Filling out the questionnaire will take about 5 minutes.

This survey is anonymous. Its results will be used exclusively to perform the quantitative research required for my thesis.

---

1. Please choose the number you like best. This is necessary for randomization of questions and does not affect the results of the survey itself.

- 1
- 2
- 3
- 4

If “Вариант 1” – show New-Italian

If “Вариант 2” – show New-Foreign

If “Вариант 3” – show Old-Italian

If “Вариант 4” – show Old-Foreign

---

2. Imagine yourself in the situation, when you need to buy new clothes. You meet a new online brand and you need to evaluate it based on the limited information you have in order to make a decision whether to buy it or not.

- Brand «Cielo» was established in 2022. In its collections, the brand applies fresh and bright trends of the season. Functional basic wardrobe pieces are presented along with original designer models.
- Brand «Cielo» was established in 1990. In its collections, the brand applies fresh and bright trends of the season. Functional basic wardrobe pieces are presented along with original designer models.
- Brand «Sky» was established in 2022. In its collections, the brand applies fresh and bright trends of the season. Functional basic wardrobe pieces are presented along with original designer models.

- Brand «Sky» was established in 1990. In its collections, the brand applies fresh and bright trends of the season. Functional basic wardrobe pieces are presented along with original designer models.
3. Evaluate the statement according to the scale, where 1 = strongly disagree and 5 = strongly agree.
- It is likely that I will buy the product of this brand
  - I will purchase from this brand the next time I need a product
  - I will definitely try the product of this brand
  - The brand is good
  - I like the brand
  - The brand is likely to meet my expectations
4. Evaluate the statement according to the scale, where 1 = strongly disagree and 5 = strongly agree.
- I think the brand is made abroad
  - The brand is associated with something foreign to me
  - I do think consumers in other countries buy this brand
  - I think this brand sounds Italian
  - I think Italy is good in production of clothes
5. I think the (Year) shows that it is an established brand
6. When I see an established brand in general, I consider it of high quality
7. When it comes to shopping for clothing, I am price conscious
8. Evaluate the statement according to the scale, where 1 = strongly disagree and 5 = strongly agree
- I recommend foreign products to my friends and families
  - I tend to prefer foreign products as opposed to national ones
  - I manifest admiration for foreign products
  - I like buying products of foreign origin
  - I value foreign products a lot

- I think foreign products are superior to national products
  - Normally, I don't assign a lot of value to products made in my country
  - Sometimes I undervalue products made in my country
  - I tend to reject national products
  - Sometimes the products made in Russia cause me embarrassment when I compare them with similar products made in foreign countries
- 

The final part of the questionnaire is dedicated to the information about the respondents. The survey is completely anonymous. This information will be used exclusively for scientific purposes.

9. Gender

- Female
- Male
- Prefer not to answer

10. Your age

\_\_\_\_\_ years

11. Your level of education

- Incomplete secondary
- Average
- Bachelor's degree (in the process of obtaining)
- Bachelor's degree (completed)
- Specialty (in the process of obtaining)
- Specialty (completed)
- Master's degree (in the process of obtaining)
- Master's degree (completed)
- Other:

12. Where are you from?

- Russia
  - Other
-

## Appendix 3

t-test

Одновыборочная статистика

	N	Среднее	Среднекв. о тклонение	Среднекв. ошибка среднего
Италия ассоциируется	200	4,1000	1,00251	,07089

Одновыборочный критерий

	Значение критерия = 3					
	t	ст.св.	Знач. (двухсторо нная)	Средняя разность	интервал для разности	
					Нижняя	Верхняя
Италия ассоциируется	15,517	199	,000	1,10000	,9602	1,2398

Статистика группы

страна		N	Среднее	Среднекв.отк лонение	Среднекв. ошибка среднего
Я думаю, что название этого бренд звучит по- итальянски	Italy	100	3,700	1,2185	,1219
	Eng	100	1,250	,5198	,0520

Критерий для независимых выборок

		Критерий равенства дисперсий Ливиня		t-критерий для равенства средних						
		F	Значимость	t	ст.св.	Знач. (двухсторонн я)	Средняя разность	Среднеквадра тичная ошибка разности	95% доверительный интервал для разности	
									Нижняя	Верхняя
Я думаю, что название этого бренд звучит по- итальянски	Предполагают ся равные дисперсии	45,492	,000	18,494	198	,000	2,4500	,1325	2,1888	2,7112
	Не предполагают ся равные дисперсии			18,494	133,876	,000	2,4500	,1325	2,1880	2,7120

Статистика группы

год		N	Среднее	Среднекв.отк лонение	Среднекв. ошибка среднего
Я думаю, что год основания	1990	100	3,870	1,0698	,1070
	2022	100	1,520	,7975	,0797

Критерий для независимых выборок

		дисперсий Ливиня		t-критерий для равенства средних						
		F	Значимость	t	ст.св.	Знач. (двухсторонн я)	Средняя разность	Среднеквадра тичная ошибка	интервал для разности	
									Нижняя	Верхняя
Я думаю, что год основания показывает, что это устоявшийся бренд	Предполагают ся равные дисперсии	4,348	,038	17,611	198	,000	2,3500	,1334	2,0869	2,6131
	Не предполагают ся равные дисперсии			17,611	183,064	,000	2,3500	,1334	2,0867	2,6133

## ANOVA

Межгрупповые факторы

		Метка значения	N
страна	1	Italy	100
	2	Eng	100
год	1	1990	100
	2	2022	100

Описательные статистики

страна			Среднее	Стандартная отклонения	N
perception	Italy	1990	3,0933	,76499	50
		2022	3,6533	,74066	50
		Всего	3,3733	,80022	100
	Eng	1990	2,9533	,94763	50
		2022	3,3400	,69820	50
		Всего	3,1467	,85059	100
	Всего	1990	3,0233	,85969	100
		2022	3,4967	,73320	100
		Всего	3,2600	,83151	200
int	Italy	1990	2,7600	,92101	50
		2022	3,2333	,97880	50
		Всего	2,9967	,97499	100
	Eng	1990	2,6867	1,01555	50
		2022	2,9933	,93190	50
		Всего	2,8400	,98186	100
	Всего	1990	2,7233	,96523	100
		2022	3,1133	,95842	100
		Всего	2,9183	,97912	200

Критерии межгрупповых эффектов

Источник		Сумма квадратов типа III	ст. св.	Средний квадрат	F	Значимость
Скорректированная модель	perception	14,147 <sup>a</sup>	3	4,716	7,487	,000
	int	9,179 <sup>b</sup>	3	3,060	3,302	,021
Свободный член	perception	2125,520	1	2125,520	3374,813	,000
	int	1703,334	1	1703,334	1838,423	,000
страна	perception	2,569	1	2,569	4,079	,045
	int	1,227	1	1,227	1,325	,251
год	perception	11,202	1	11,202	17,786	,000
	int	7,605	1	7,605	8,208	,005
страна * год	perception	,376	1	,376	,596	,441
	int	,347	1	,347	,375	,541
ошибка	perception	123,444	196	,630		
	int	181,598	196	,927		
Всего	perception	2263,111	200			
	int	1894,111	200			
Скорректированный итог	perception	137,591	199			
	int	190,777	199			

a. R-квадрат = ,103 (Скорректированный R-квадрат = ,089)

b. R-квадрат = ,048 (Скорректированный R-квадрат = ,034)



**Парные сравнения**

Зависимая переменная			Средняя разность (I-J)	Стандартная ошибка	Значимость <sup>b</sup>	интервал для разности <sup>b</sup>	
						Нижняя граница	Верхняя граница
perception	Italy	Eng	,227*	,112	,045	,005	,448
	Eng	Italy	-,227*	,112	,045	-,448	-,005
int	Italy	Eng	,157	,136	,251	-,112	,425
	Eng	Italy	-,157	,136	,251	-,425	,112

Основано на оцененных маргинальных средних

\*. Средняя разность значима на уровне ,05.

b. Корректировка для нескольких сравнений: Бонферрони.

**Одномерные критерии**

Зависимая переменная		Сумма квадратов	ст.св.	Средний квадрат	F	Значимость
perception	Контраст	2,569	1	2,569	4,079	,045
	ошибка	123,444	196	,630		
int	Контраст	1,227	1	1,227	1,325	,251
	ошибка	181,598	196	,927		

F проверяет критерий эффекта страна. Этот критерий основан на линейно независимых парных

**Парные сравнения**

Зависимая переменная			Средняя разность (I-J)	Стандартная ошибка	Значимость <sup>b</sup>	интервал для разности <sup>b</sup>	
						Нижняя граница	Верхняя граница
perception	1990	2022	-,473*	,112	,000	-,695	-,252
	2022	1990	,473*	,112	,000	,252	,695
int	1990	2022	-,390*	,136	,005	-,658	-,122
	2022	1990	,390*	,136	,005	,122	,658

Основано на оцененных маргинальных средних

\*. Средняя разность значима на уровне ,05.

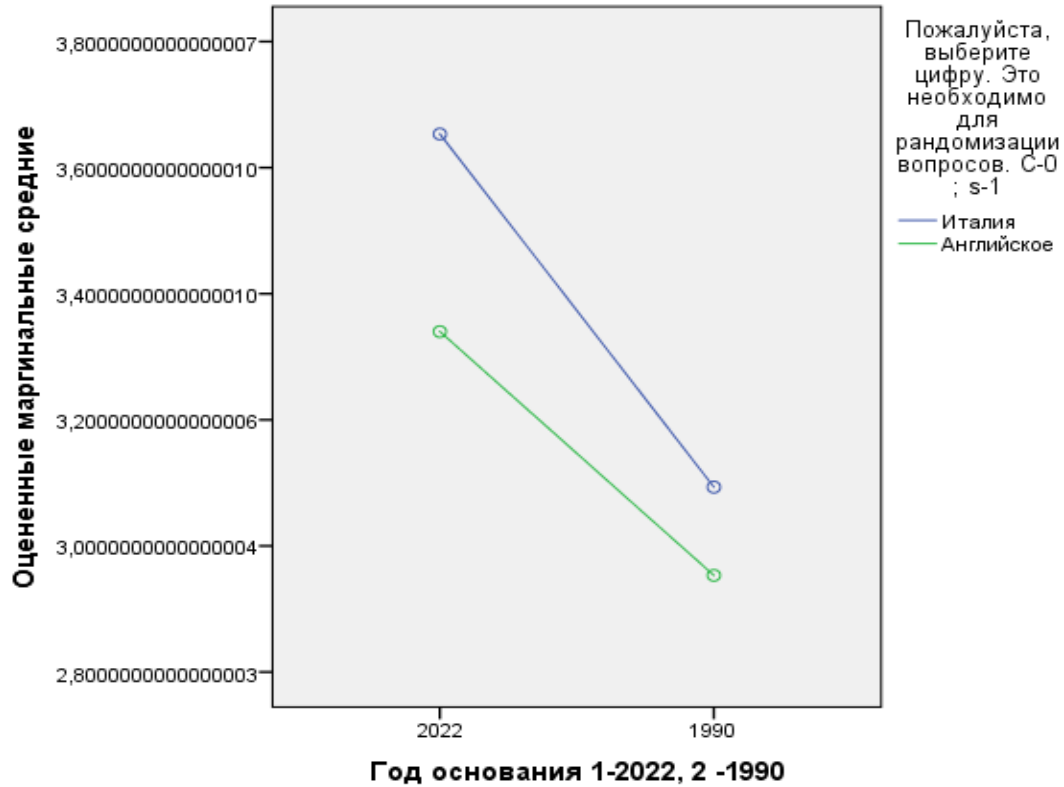
b. Корректировка для нескольких сравнений: Бонферрони.

**Одномерные критерии**

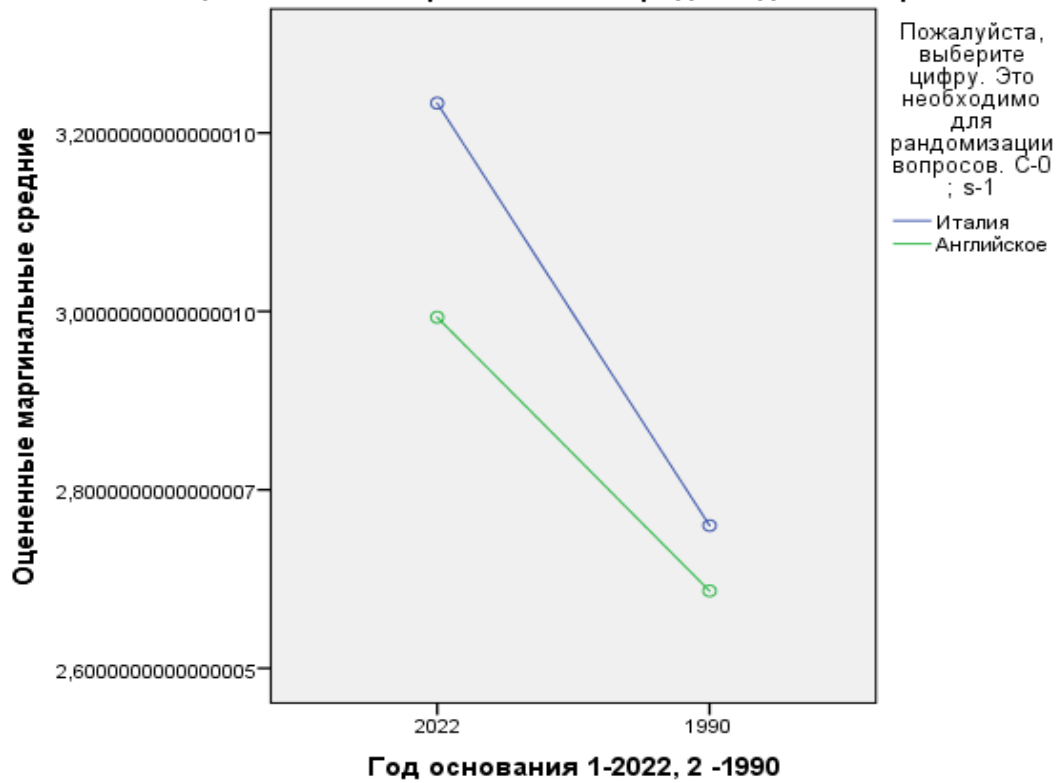
Зависимая переменная		Сумма квадратов	ст.св.	Средний квадрат	F	Значимость
perception	Контраст	11,202	1	11,202	17,786	,000
	ошибка	123,444	196	,630		
int	Контраст	7,605	1	7,605	8,208	,005
	ошибка	181,598	196	,927		

F проверяет критерий эффекта год. Этот критерий основан на линейно независимых парных сравнениях

### Оцениваемые маргинальные средние для Впечатление



### Оцениваемые маргинальные средние для Намеренья



Описательные статистики

страна				Среднее	Стандартная отклонения	N	
perception	Italy	1990	nonxeno	3,2099	,71700	27	
			xeno	2,9565	,81218	23	
			Всего	3,0933	,76499	50	
		2022	nonxeno	3,3333	,73030	16	
			xeno	3,8039	,70648	34	
			Всего	3,6533	,74066	50	
		Всего	nonxeno	3,2558	,71580	43	
			xeno	3,4620	,85392	57	
			Всего	3,3733	,80022	100	
		Eng	1990	nonxeno	2,7976	,76087	28
				xeno	3,1515	1,13028	22
				Всего	2,9533	,94763	50
	2022		nonxeno	3,2685	,75095	36	
			xeno	3,5238	,51829	14	
			Всего	3,3400	,69820	50	
	Всего		nonxeno	3,0625	,78539	64	
			xeno	3,2963	,94878	36	
			Всего	3,1467	,85059	100	
	Всего		1990	nonxeno	3,0000	,76174	55
				xeno	3,0519	,97431	45
				Всего	3,0233	,85969	100
		2022	nonxeno	3,2885	,73810	52	
			xeno	3,7222	,66430	48	
			Всего	3,4967	,73320	100	
Всего		nonxeno	3,1402	,76072	107		
		xeno	3,3978	,89045	93		
		Всего	3,2600	,83151	200		
int	Italy	1990	nonxeno	2,8025	,94850	27	
			xeno	2,7101	,90623	23	
			Всего	2,7600	,92101	50	
		2022	nonxeno	2,8125	,91059	16	
			xeno	3,4314	,95885	34	
			Всего	3,2333	,97880	50	
		Всего	nonxeno	2,8062	,92362	43	
			xeno	3,1404	,99592	57	
			Всего	2,9967	,97499	100	
		Eng	1990	nonxeno	2,5238	,82367	28
				xeno	2,8939	1,20575	22
				Всего	2,6867	1,01555	50
	2022		nonxeno	3,0926	,71096	36	
			xeno	2,7381	1,34723	14	
			Всего	2,9933	,93190	50	
	Всего		nonxeno	2,8438	,80774	64	
			xeno	2,8333	1,24595	36	
			Всего	2,8400	,98186	100	
	Всего		1990	nonxeno	2,6606	,89002	55
				xeno	2,8000	1,05505	45
				Всего	2,7233	,96523	100
		2022	nonxeno	3,0064	,77962	52	
			xeno	3,2292	1,11757	48	
			Всего	3,1133	,95842	100	
Всего		nonxeno	2,8287	,85213	107		
		xeno	3,0215	1,10314	93		
		Всего	2,9183	,97912	200		

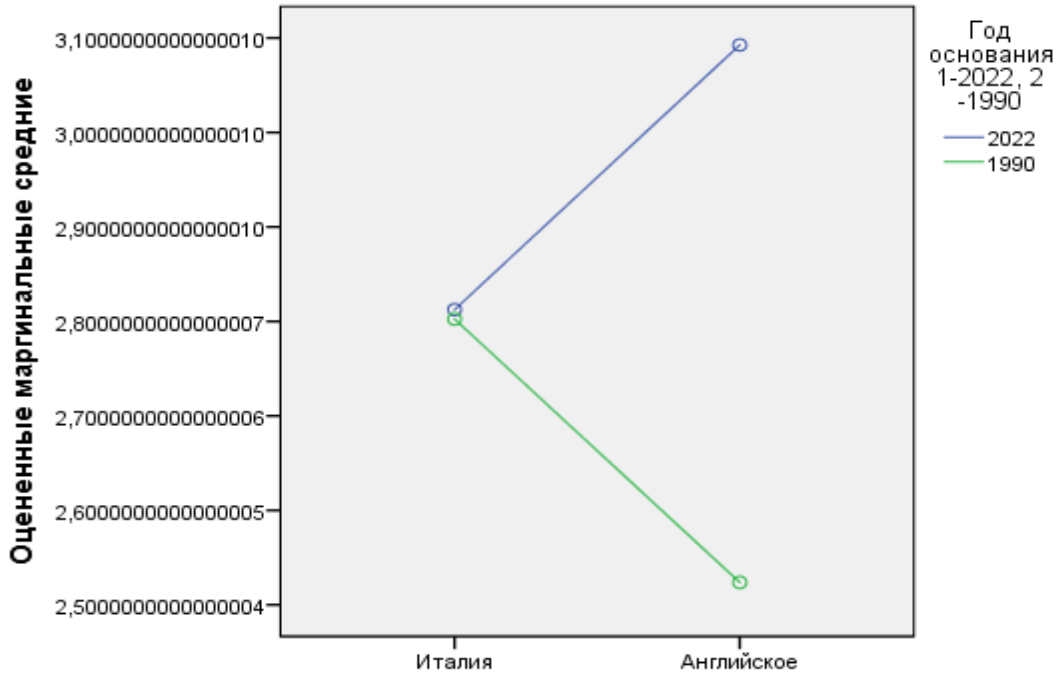
**Критерии межгрупповых эффектов**

Источник		Сумма квадратов типа III	ст.св.	Средний квадрат	F	Значимость
Скорректиро- ванная модель	perception	19,553 <sup>a</sup>	7	2,793	4,544	,000
	int	16,407 <sup>b</sup>	7	2,344	2,581	,015
Свободный член	perception	1922,743	1	1922,743	3127,527	,000
	int	1500,066	1	1500,066	1651,730	,000
страна	perception	,896	1	,896	1,457	,229
	int	,732	1	,732	,806	,371
год	perception	9,328	1	9,328	15,172	,000
	int	3,711	1	3,711	4,086	,045
хено1	perception	1,936	1	1,936	3,149	,078
	int	,833	1	,833	,917	,339
страна * год	perception	,046	1	,046	,075	,784
	int	,287	1	,287	,316	,575
страна * хено1	perception	,435	1	,435	,708	,401
	int	,740	1	,740	,815	,368
год * хено1	perception	1,108	1	1,108	1,803	,181
	int	,001	1	,001	,001	,981
страна * год * хено1	perception	1,918	1	1,918	3,119	,079
	int	5,843	1	5,843	6,434	,012
ошибка	perception	118,038	192	,615		
	int	174,370	192	,908		
Всего	perception	2263,111	200			
	int	1894,111	200			
Скорректиро- ванный итог	perception	137,591	199			
	int	190,777	199			

a. R-квадрат = ,142 (Скорректированный R-квадрат = ,111)

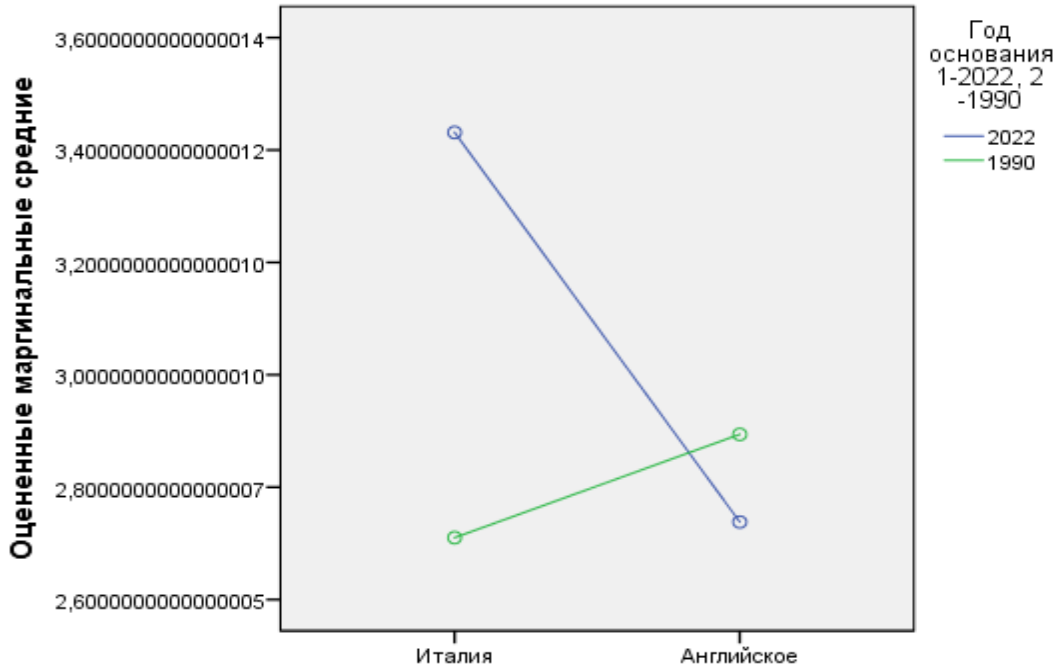
b. R-квадрат = ,086 (Скорректированный R-квадрат = ,053)

Оцениваемые маргинальные средние для Намеренья  
в Ксеноцентризм группа = Не ксеноцентричные



Пожалуйста, выберите цифру. Это необходимо для рандомизации вопросов. С-0 ; s-1

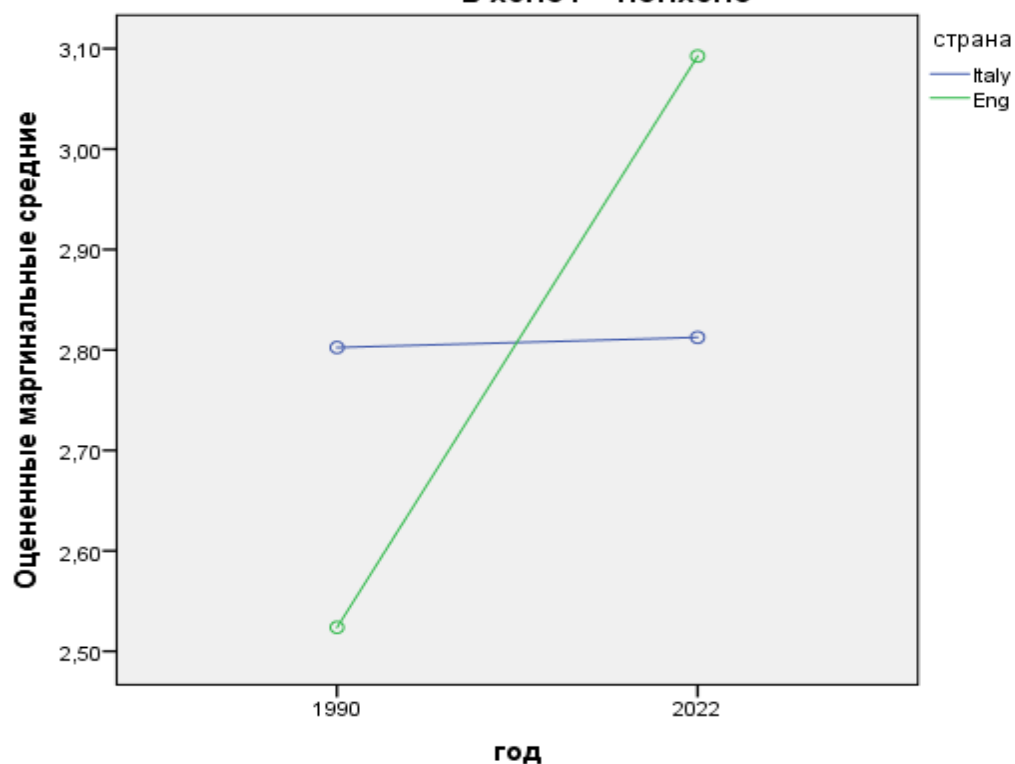
Оцениваемые маргинальные средние для Намеренья  
в Ксеноцентризм группа = Ксеноцентричные



Пожалуйста, выберите цифру. Это необходимо для рандомизации вопросов. С-0 ; s-1

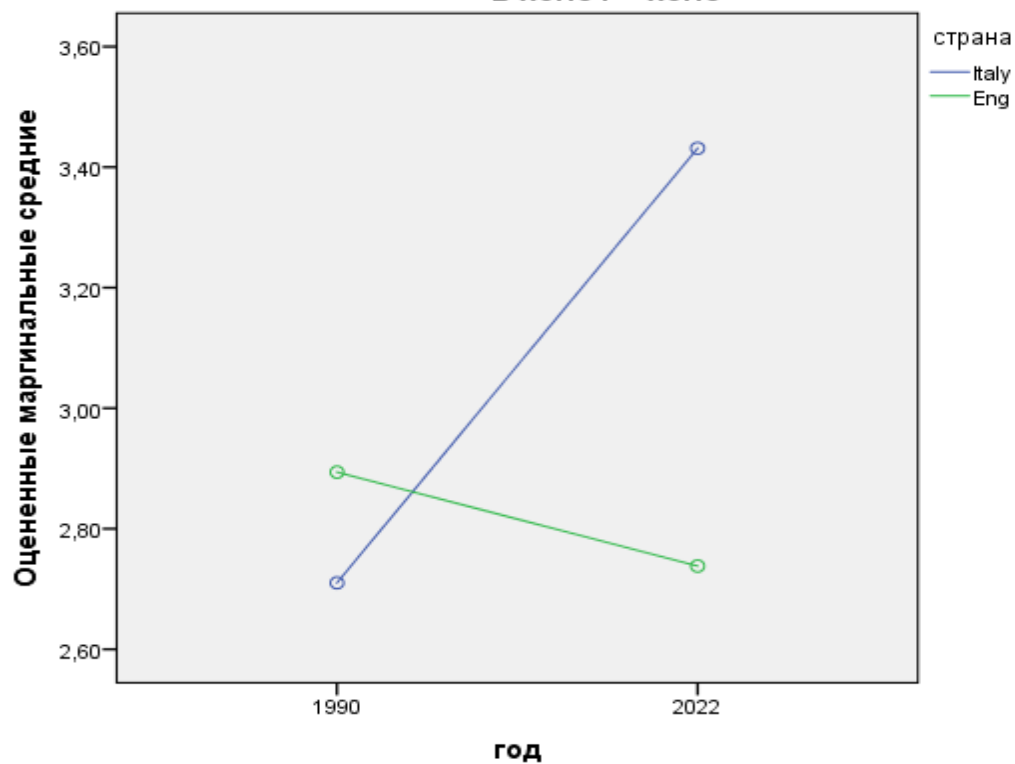
### Оцениваемые маргинальные средние для int

в хенo1 = nonхенo



### Оцениваемые маргинальные средние для int

в хенo1 = хенo



## Simple Effects

### Парные сравнения

Зависимая переменная: int

год				Средняя разность (I-J)	Стандартная ошибка	Значимость <sup>b</sup>	интервал для разности <sup>b</sup>	
							Нижняя граница	Верхняя граница
1990	nonxeno	Italy	Eng	,279	,257	,280	-,228	,786
		Eng	Italy	-,279	,257	,280	-,786	,228
	xeno	Italy	Eng	-,184	,284	,519	-,744	,377
		Eng	Italy	,184	,284	,519	-,377	,744
2022	nonxeno	Italy	Eng	-,280	,286	,329	-,845	,285
		Eng	Italy	,280	,286	,329	-,285	,845
	xeno	Italy	Eng	,693*	,303	,023	,096	1,290
		Eng	Italy	-,693*	,303	,023	-1,290	-,096

Основано на оцененных маргинальных средних

\*. Средняя разность значима на уровне ,05.

b. Корректировка для нескольких сравнений: Бонферрони.

### Одномерные критерии

Зависимая переменная: int

год			Сумма квадратов	ст.св.	Средний квадрат	F	Значимость
1990	nonxeno	Контраст	1,067	1	1,067	1,175	,280
		ошибка	174,370	192	,908		
	xeno	Контраст	,380	1	,380	,418	,519
		ошибка	174,370	192	,908		
2022	nonxeno	Контраст	,869	1	,869	,957	,329
		ошибка	174,370	192	,908		
	xeno	Контраст	4,766	1	4,766	5,248	,023
		ошибка	174,370	192	,908		

Каждый F проверяет критерии простых эффектов страна в каждом сочетании уровней других показанных эффектов. Эти критерии основаны на линейно независимых парных сравнениях среди оценочных маргинальных средних.