The congruence effect between product emotional appeal and country-based emotion: The moderating role of country-of-origin

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Abstract

Previous research has suggested that country-based emotions (i.e., emotions associated with a country) can influence consumer evaluations of a product from that country. However, it remains unclear when and how country-based emotions can be influential in consumer decision making. The results from an experiment reveal that only for a destination with a less favorable country-of-origin image will the match (vs. mismatch) between the country-based emotion and the emotional appeal of the product advertisement increase the purchase likelihood of the product. These findings are beneficial for local brands in that they can promote tourist spending at their destination by cooperating with destination marketers in developing integrated promotional campaigns that elicit congruent emotions.
Introduction

A substantial body of literature has established that a more (vs. less) favorable country-of-origin (COO) has positive impacts on product evaluations (Costa, Carneiro, & Goldszmidt, 2016; Godey et al., 2012; Roth & Diamantopoulos, 2009). In other words, COO is a judgment made about a product quality based on a stereotype of a country. This is because this stereotype provides an information for consumers, making feel certain about the quality of a product (Gürhan-Canli & Maheswaran, 2000; Herz & Diamantopoulos, 2013; Maheswaran, 1994). In this way, COO is used as a heuristic cue to form judgments and evaluations of a product (Gürhan-Canli & Maheswaran, 2000; Maheswaran, 1994).

Studies in this area have focused on the cognitive aspect of COO; for instance, processing goal or motivation can influence country-of-origin effects (Gürhan-Canli & Maheswaran, 2000; Maheswaran, 1994), corporate image can shape the country image (Lopez, Gotsi, & Andriopoulos, 2011) and evaluation mode play a role in country-of-origin effects (Chu et al., 2010). However, some research has further suggested that emotions associated with a country (i.e., country-based emotions) may influence consumer evaluations of a product (Chen, Mathur, & Maheswaran, 2014; Klein, Ettensohn, & Morris, 1998). For instance, Chen et al. (2014) showed that negative (vs. positive) country-based emotions lead to less (vs. more) favorable product evaluations. However, it is less clear when and how country-based emotions can be influential in consumer decision making. Managerially, this is also significant because governments are expending a large amount of financial resources to foster positive emotions toward their countries to attract more tourists and promote business activity (World Travel and Tourism Council, 2018).
Research on psychology and consumer behavior literatures has established that while emotions might exert significant effects on individual judgment and decision making (see Lerner et al., 2015 for a review), individuals are more likely to use their emotions in making judgments when they feel uncertain (Faraji-Rad & Pham, 2017; Pham, Lee, & Stephen, 2012). Because favorable (vs. less favorable) COO provides certainty (vs. uncertainty) about the quality of a product (Gürhan-Canli & Maheswaran, 2000; Herz & Diamantopoulos, 2013; Maheswaran, 1994), we can expect that country-based emotions should be more influential on consumer judgment process when considering a product a less (vs. more) favorable COO image.

Drawing upon the emotion-congruent theory (Kamins, Marks, & Skinner, 1991; Kim, Park, & Schwarz, 2010; Lajos, Ordabayeva, & Chattopadhyay, 2009), we further investigate whether a match (vs. mismatch) between a country-based emotion and the emotional appeal of a product advertisement will increase purchase likelihood. Specifically, we study two distinct positive emotions – excitement and peacefulness (Di Muro & Murray, 2012) – arguing that when consumers experience a congruence between a country-based emotion and the emotional appeal of a product advertisement from that same country (e.g., feeling excited about a country and then viewing an excitement-themed product appeal), their emotional expectation of that country will validate the product’s emotional claim. In other words, emotional congruence between different cues and information (Adaval, 2001; Kim et al., 2010) increases the fluency of cognitive processing and makes handling complex information in an advertisement easier (White, MacDonnell, & Dahl, 2011; Zhang et al., 2018).

When consumers are able to process information provided in an advertisement with less effort (i.e., high levels of processing fluency), they will then show more favorable evaluations of the advertised product (Schwarz, 2004; White et al., 2011). Accordingly, we propose that the
‘match-up’ effect between the emotional appeal of a product advertisement and country-based emotion will increase purchase likelihood, and this effect is driven by processing fluency. However, this effect only occurs when the COO image of the product is less favorable because this is when consumers are more likely to rely on their feelings in making judgments and decisions.

The findings from this study offer several important contributions to the literature. First, we have examined the conditions under which COO and country-based emotions can influence consumer evaluations of a product. To the best knowledge of the authors, none of these constructs as to how they link to each other have been investigated before. Second, we have extended the literature on emotions in tourism contexts (Chuang, 2007; Goossens, 2000) by examining how emotions associated with a country can influence the evaluation of a product from that same destination. Third, as previous tourism studies (Lee et al., 2008; Zhang et al., 2018) have mostly examined the effects of emotions based on their valence (i.e., positive or negative), we examined two distinct positive emotions (excitement and peacefulness).

From a managerial perspective, this research provides an important insight for collaborations between destination marketing organizations and destination local brands. Specifically, our findings suggest that destination marketers should work with these local brands to develop integrated promotional campaigns that elicit congruent emotions. In addition, as most companies face the risk of outsourcing their manufacturing and production to countries with relatively unfamiliar or even negative COO to reduce costs (Hamzaoui & Merunka, 2006) and expand their international trade (Insch & McBride, 2004), our findings show the importance of leveraging consumer evaluations of products using country-based emotions.
Country-of-Origin and Country-based Emotion

Research in international marketing and international relations has established that country image can influence the evaluation of products manufactured in that country (Herz & Diamantopoulos, 2013; Maheswaran, 1994; Roth & Diamantopoulos, 2009). Specifically, the COO effect is defined as the positive or negative influence of the origin of a product (i.e., where the product is manufactured) on consumers’ attitudes, product evaluations, and purchase decisions (Dinnie, 2004; Herz & Diamantopoulos, 2013; Hong & Wyer Jr, 1989). This is because consumers tend to evaluate the quality, performance, and attributes of a product based on the COO cue indicating their country stereotype and product experiences with that country (Herz & Diamantopoulos, 2013).

Previous research has further examined the cognitive aspect of COO and the conditions under which consumers are more likely to use COO in their decision making, such as processing goal (Gürhan-Canli & Maheswaran, 2000; Maheswaran, 1994) and type of information (Gürhan-Canli & Maheswaran, 2000). For example, when consumers have a low processing motivation, they want to minimize their effort to process information (Maheswaran, 1994). Consequently, they are more likely to use heuristic external cues such as COO to form a judgment and evaluation of a product (Gürhan-Canli & Maheswaran, 2000; Maheswaran, 1994).

While previous studies have established the robustness of COO, Roth and Diamantopoulos (2009) have further argued that emotional aspect of COO also exists. For instance, Klein et al. (1998) showed that Chinese consumers might not purchase Japanese products because of animosity associated with a memory of Japanese occupation. Chen et al. (2014) also demonstrated
that negative (vs. positive) country-based emotions lead to less (vs. more) favorable product evaluations. These findings suggest that emotions associated with a country (i.e., country-based emotions) can influence consumer evaluations of a product from that country. Nonetheless, the conditions under which country-based emotions can be influential in consumer decision making remain unclear.

Psychologists, marketing scholars, and consumer researchers have long since established the significant role of emotions on consumer decision making processes (see Lerner et al., 2015 for a review). Scholars have demonstrated that positive (vs. negative) emotions concerning an object can influence more (vs. less) favorable evaluations of that object (Pham, 1998; Schwarz & Clore, 1983; Yeung & Wyer, 2005). In particular, research in this area has further established that individuals are more likely to use their emotions in making judgments when they feel uncertain (Faraji-Rad & Pham, 2017; Pham et al., 2012).

As discussed, studies on COO have established that a more (vs. less) favorable COO image has positive (vs. negative) impacts on perceived quality of a product because this cue provides consumers with a sense of certainty (vs. uncertainty) regarding the quality of the product (Gürhan-Canli & Maheswaran, 2000; Hong & Wyer Jr, 1989; Maheswaran, 1994). Because consumers feeling uncertain when dealing with a product with less favorable COO, we would expect that consumers will rely on country-based emotions when evaluating a product when they experience a sense of uncertainty triggered by a less favorable COO (Faraji-Rad & Pham, 2017; Pham et al., 2012).

**Approaches in Understanding Emotion Effects**

There are two primary approaches to understanding the influence of emotions: dimensional and categorical (Prayag et al., 2017). The dimensional approach examines the valence, positive or
negative, of emotions (Chuang, 2007; Huang, Wu, & Shi, 2018). For example, positive (vs. negative) emotions indicate positive experiences and lead to favorable evaluations of an object (e.g., product, destination; Chuang, 2007; Schwarz & Clore, 1983; Yeung & Wyer, 2005). Traditionally, most research uses the dimensional approach to understand emotional consequences because valence is considered to be the most important contrasting indicator of different emotions (Schwarz & Clore, 1983; Smith & Ellsworth, 1985). Previous studies examining emotions associated with a country and travel decisions also tend to adopt the dimensional approach to emotion (Chuang, 2007; Huang et al., 2018; Lee et al., 2008).

However, there is a growing body of literature demonstrating how the same valence emotions may have differential influences on judgments and decisions (Griskevicius, Shiota, & Nowlis, 2010; Lerner & Keltner, 2001; Septianto & Chiew, 2018). This perspective on studying emotions can be called the categorical approach, and typically explores how emotions of the same valence may lead to distinct behavioral responses. For example, contentment, but not pride, increases individuals’ preferences for familiar products because contentment drives the motivation to seek familiar places and objects (Griskevicius et al., 2010).

Building on the categorical approach to emotion (Allard & White, 2015; Hosany & Gilbert, 2010; Ribeiro et al., 2018), the current paper investigates two distinct positive emotions – excitement and peacefulness. We selected these emotions for two reasons. Theoretically, although both excitement and peacefulness are positive emotions, they differ on their arousal level. That is, excitement (peacefulness) is a positive, high (low) arousal emotion (Di Muro & Murray, 2012; Rucker & Petty, 2004). Practically, these two emotions are relevant in tourism contexts because tourism destinations or activities can be described as either ‘exciting’ or ‘peaceful’ (Kim et al., 2010).
Emotion-Congruent Effect

We want to further develop our arguments by drawing upon the emotion-congruent theory (Kamins et al., 1991; Kim et al., 2010; Lajos et al., 2009). This theory predicts that individuals would show favorable evaluations of an object when the emotional tone of that object is congruent with the emotion they experience (Kamins et al., 1991; Kim et al., 2010; Lajos et al., 2009). For instance, prior research demonstrates that sad (vs. happy) individuals prefer listening to sad (vs. happy) music (Knobloch & Zillmann, 2003; Lee, Andrade, & Palmer, 2013). In the context of TV advertising, consumers also report more favorable evaluations of a TV advertisement that has congruent emotional tones to the TV program during which it appears (Lajos et al., 2009).

Building on these findings, we can expect that when consumers experience a specific country-based emotion (e.g., excitement), they will be more likely to show favorable evaluations of a product which advertised using a similar emotional appeal (e.g., excitement). Further, this emotional congruence or fit facilitates their mental capability and makes processing complex information easier (White et al., 2011; Zhang et al., 2018), and further their emotional expectation of that country also helps them validate the product’s emotional claim (Kim et al., 2010). Furthermore, when consumers show greater ease in processing complex information (i.e., a higher level of processing fluency), they are also more able to understand and accept relevant information in an advertisement (Zhang et al., 2018), and thus show more favorable evaluations of a product promoted in that advertisement (Schwarz, 2004; White et al., 2011).

In summary, we propose that only when COO image is less (vs. more) favorable are consumers more likely to be influenced by emotions in making judgments and decisions. Furthermore, we predict a ‘match-up’ effect between country-based emotion and a product’s emotional appeal. Specifically, a product with an excitement (vs. a peacefulness) themed
advertisement will have a higher purchase likelihood when consumers also experience matching
country-based emotions (excitement vs. peacefulness), and this ‘match-up’ effect between the
emotional appeal of a product advertisement and country-based emotion is driven by increased
processing fluency. Thus, as described in Table 1, we propose a three-way interaction between
country-based emotion, emotional appeal of a product advertisement, and COO, such that:

**H1:** The match (vs. mismatch) between country-based emotion and the emotional appeal of a
product advertisement increases the product’s purchase likelihood only in the less favorable
COO condition.

**H2:** This ‘match-up’ effect on purchase likelihood between country-based-emotion and a
product’s emotional appeal is mediated by processing fluency only in the less favorable COO
condition.

Insert Table 1 about here.

**Methodology**

**Participants**

This study recruited students as research participants, similar to previous studies (Lehto, Lee, & Ismail, 2014; Simpson & Siguaw, 2008; Thai & Yuksel, 2017). While using student samples may limit the generalizability of empirical findings, this approach is commonly accepted in experimental research due to the (relative) homogeneity of participant demographics and psychographics, which increase the effectiveness of treatment effects and minimize potential confounding factors (Lehto et al., 2014). Four hundred and twenty-one undergraduate students at a public university in Malaysia participated in this study in exchange for extra course credit.
Among the participants, 73% were female and the average age was 21.58 years (SD = 2.11). The majority of participants were of Malay (36%), Chinese (19%), and Kadazan Dusun (15%) ethnicity. Notably, English was used throughout as the work was conducted in Malaysia. In particular, all courses in this university were taught in English.

**Study Context and Design**

The study employed a $2 \times 2 \times 2$ between-subjects design. Participants were randomly assigned to one of four conditions: evaluating either a Japanese or Chinese tourism advertisement with either an exciting or a peaceful appeal (see the appendix for the stimuli). We adapted previous research (Kim et al., 2010) to develop tourism advertisements with exciting appeals (tagline: “Adventurous. Exciting. Stimulating”) and peaceful appeals (tagline: “Peaceful. Serene. Tranquil”). Specifically, we asked participants to look at the advertisement and imagine their feelings toward that country if they could travel there.

As a manipulation check for country-based emotions, we asked participants to indicate on a 7-point scale (1 = not at all, 7 = extremely) how they felt about the country if they were to visit
We used three items to measure excitement: active, exciting, and enthusiastic ($\alpha = .95$); and three items to measure peacefulness: tranquil, peaceful, and serene ($\alpha = .95$) (Kim et al., 2010). We also asked participants whether they had traveled to that country before (as a proxy for country familiarity: 1 = yes, 0 = no) and used this as a control variable. In addition, as a manipulation check for the country’s image, we measured their attitudes toward products made in that country using three items (positive, favorable, and good; $\alpha = .97$) on a 7-point scale (1 = not at all, 7 = extremely). In the second task, seemingly unrelated to the first one, participants were asked to evaluate an advertisement for a digital camera made in the country they had just evaluated in a tourism advertisement. By random assignment, participants saw the digital camera advertisements with either exciting or peaceful appeals. We used similar taglines to those in the tourism advertisements to evoke these emotional appeals. As a manipulation check for the product emotional appeals in the camera advertisement, we used the same items as those measuring country-based emotions. That is, we used three items to measure excitement: active, exciting, and enthusiastic ($\alpha = .97$); and three items to measure peacefulness: tranquil, peaceful, and serene ($\alpha = .96$).

For the focal dependent variable, participants rated their likelihood to purchase the camera on a 7-point scale (1 = not likely at all, 7 = extremely likely). To measure processing fluency, we asked participants to evaluate the camera advertisements according to five contrasting items (difficult / easy, unclear / clear, disfluent / fluent, effortful / effortless, and incomprehensible / comprehensible; $\alpha = .92$) on a 7-point scale (Graf, Mayer, & Landwehr, 2018). As for the other control variables, we asked how interested participants were in the camera in general on a 7-point scale (1 = not interested at all, 7 = extremely interested). We included this measure as a proxy for

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1 While a camera might not be ‘peaceful’ per se but the advertisement of a camera can use a peaceful appeal. This has been done in previous research (Cavanaugh, Bettman, & Luce, 2015).
product familiarity with an assumption that participants who are more interested in camera in general are also more familiar with camera. Previous studies have established that product familiarity can influence purchase intentions (Hajli et al., 2017; Jeng, 2017); thus, we sought to control for this potential confounding variable. Finally, participants provided demographic variables, such as age, gender, ethnic background, education level, and monthly expenses.

**Results**

**Manipulation Checks**

*COO Image.* The results revealed significant differences between participants who evaluated products made in Japan as opposed to China ($F(1, 413) = 84.21, p < .001$). Participants reported that Japan ($M = 5.69$) had a more favorable COO image than China ($M = 4.43, t(413) = 9.18, p < .001$). Thus, the COO manipulation was confirmed.

*Country-based Emotion.* The results revealed significant differences between participants who viewed tourism advertisements with an excitement ($F(1, 413) = 39.68, p < .001$) appeal compared with a peacefulness appeal ($F(1, 413) = 70.61, p < .001$). Specifically, participants who evaluated a tourism advertisement with an excitement appeal ($M = 5.52$) expected the country to be more exciting than those who viewed a tourism advertisement with a peacefulness appeal ($M = 4.63, t(413) = 6.30, p < .001$). In contrast, participants who evaluated a tourism advertisement with a peacefulness appeal ($M = 5.66$) expected the country to be more peaceful than those who viewed a tourism advertisement with an excitement appeal ($M = 4.63, t(413) = 4.52, p < .001$). Thus, the country-based emotion manipulation was confirmed.
Product Emotional Appeal. We also found significant differences between participants who evaluated camera advertisements with an excitement appeal \( (F(1, 413) = 20.99, p < .001) \), compared with a peacefulness appeal \( (F(1, 413) = 40.72, p < .001) \). Specifically, participants who evaluated a camera advertisement with an excitement appeal \( (M = 4.82) \) reported higher levels of excitement than those who viewed a camera advertisement with a peacefulness appeal \( (M = 4.08, t(413) = 4.58, p < .001) \). In contrast, participants who evaluated a camera advertisement with a peacefulness appeal \( (M = 5.15) \) reported higher levels of peacefulness than those who viewed a camera advertisement with an excitement appeal \( (M = 4.19, t(413) = 6.38, p < .001) \). Thus, these findings suggest that our manipulations for country-based emotion and emotional appeal of product advertisements were successful.

Purchase Likelihood

We conducted a three-way ANCOVA with country, country-based emotion, product appeal, and their interactions as independent variables, and purchase likelihood as the dependent variable. Two covariates were also included: whether participants had visited the country and the extent to which participants were interested in the camera. We controlled for the significant effect of product familiarity, such that increasing interest in camera was associated with a higher purchase likelihood \( (B = .43, t(411) = 8.20, p < .001) \).

Insert Table 2 about here.

The results revealed a significant main effect of COO \( (F(1, 411) = 6.43, p = .012) \). There was also a significant two-way interaction between country-based emotion and product emotional appeal \( (F(1, 411) = 7.26, p = .007) \). More importantly, these effects were qualified by a significant three-way interaction \( (F(1, 411) = 9.82, p = .002) \). Specifically, for a Chinese camera promoted with an excitement appeal, participants reported a higher purchase likelihood when they viewed a
Chinese tourism advertisement with an excitement appeal (M = 4.86) compared to a peacefulness appeal (M = 3.94, t(411) = 2.92, p = .004). In contrast, when a Chinese camera was promoted using a peacefulness appeal, participants showed a higher purchase likelihood when they viewed a Chinese tourism advertisement with a peacefulness appeal (M = 4.85) compared to an excitement appeal (M = 3.93, t(411) = 2.94, p = .003). However, for a Japanese camera, consumers showed similar levels of purchase likelihood and there were no significant differences in purchase likelihood across country-based emotions and product emotional appeals. Taken together, these results provide evidence for Hypothesis 1 (see Figure 1).

Insert Figure 1 about here.

Moderated Mediation Analysis

To examine whether processing fluency mediated the ‘match-up’ effect between country-based emotion and product appeal on purchase likelihood, we conducted a moderated mediation analysis using PROCESS Model 12 with 5,000 bootstrap resamples (Hayes, 2017). Specifically, we examined the three-way interaction between product appeal, country-based emotion and COO effect on purchase likelihood via the indirect effect of processing fluency (see Figure 2).

Insert Figure 2 about here.

To confirm the significance of the conditional moderated mediation analysis via processing fluency in the less favorable COO image condition, we considered the bias-corrected 95% confidence interval (Hayes, 2017). As this interval excluded zero (B = .8314, SE = .2575. 95% CI [.3711, 1.3784]), we found supporting evidence for the proposed conditional effect. Specifically, examining a camera made in China, processing fluency mediated the predicted match-up effect between ‘peaceful’ country-based emotion and ‘peaceful’ product emotional appeal on purchase intentions (B = -.3502, SE = .1654. 95% CI [-.6966, -.0462]) and the effect between ‘excited’
country-based emotion and ‘excited’ product emotional appeal on purchase intentions (B = .4811, SE = .1761. 95% CI [.1576, .8468]). However and as expected, the indices of conditional moderated mediation analysis via processing fluency were non-significant in the favorable COO image condition (B = .1132, SE = .1889, 95% CI [-.2494, .4928]). This means that the indirect effect of process fluency in mediating the effect of the interaction between country-based emotion and product emotional appeal was only significant for China as the COO, but not Japan. These findings provide support for Hypothesis 2 (see Table 3).

Insert Table 3 about here.

Discussion and Implications

This research examined how the congruence between emotions associated with a country and emotional appeals in a product advertisement can influence the purchase likelihood of the product made in that country, and whether this effect is moderated by the favorability of the COO image. The results show that the match between the emotions (excitement vs. peacefulness) associated with a country with a less favorable COO image (e.g., China) and the emotional appeal (excitement vs. peacefulness) of an advertisement for a camera from China leads to higher processing fluency and thus higher purchase likelihood. However, these effects are not significant when the county in the advertisements has a favorable COO image (e.g., Japan). When evaluating a product from Japan, consumers reported a higher purchase likelihood regardless of the congruence between country-based emotion and product emotional appeal.

Our findings add three important theoretical contributions. First, by showing that COO moderates the ‘match-up’ effect between country-based emotions and product emotional appeals, these findings add to the COO literature by identifying the conditions under which country-based
emotion and COO are more influential in consumer decision making. That is, we have demonstrated that country-based emotions can influence consumer behavior only when COO image is less favorable. From a different perspective, while prior research generally suggests that a congruent emotion or processing style leads to favorable evaluations of a product or an advertisement (Adaval, 2001; Kim et al., 2010; White et al., 2011), we have identified a boundary condition for the effect, such that the congruence between country-based emotions and product emotional appeals is attenuated when the COO image is more (vs. less) favorable.

Second, research on emotions in tourism literature (Chuang, 2007; Goossens, 2000; Prayag et al., 2017) has mostly examined emotional experiences of tourists and how these emotions can influence their travel experiences or a destination’s image. We have extended this stream of literature by exploring emotions associated with a destination or country and examining their links with product emotional appeals. Importantly, going beyond positive versus negative feelings associated with a country (Lewicka, 2011; Scannell & Gifford, 2010), we investigated specific emotions associated with a country to demonstrate the importance of the congruence between country-based emotions and emotional appeals in product advertisements. In fact, while a few studies have examined the positive relationship between COO and destination image in general (Lee & Lockshin, 2012), to the best of our knowledge the current study is the first to establish a more nuanced link between country-based emotion, COO, and the emotional appeals in a product advertisement.

Third, as prior tourism studies have mostly employed the dimensional approach to emotion (Chuang, 2007; Huang et al., 2018; Lee et al., 2008), we have added to the growing literature on tourism by studying discrete positive emotions via the categorical approach (Hosany & Gilbert, 2010; Hosany et al., 2015). In particular, prior research on tourism has validated three discrete
emotions as important in capturing tourists’ emotional experience: joy, love, and positive surprise (Hosany & Gilbert, 2010; Hosany et al., 2015; Hosany et al., 2017). However, previous examinations of these emotions do not fully capture the arousal dimension of emotion (Di Muro & Murray, 2012; Rucker & Petty, 2004). We have extended this literature by investigating two other positive but diverging emotions in the arousal dimension – excitement and peacefulness (Di Muro & Murray, 2012; Kim et al., 2010) – and their effects on purchase likelihood in the contexts of destination promotional campaigns and product advertisements.

From the managerial perspective, the findings of this research are potentially beneficial for destination marketing organizations, tourism policy-makers, and firms in general. In particular, the research indicates how destination marketers and tourism policy-makers can collaborate with local firms to develop effective integrated marketing communications. Because the tourism industry and firms in other industries have their own purposes and perspectives when developing advertising campaigns, our findings regarding how the congruence between country-based emotions and product emotional appeals affects a product’s purchase likelihood are critical. These findings are especially relevant for destination marketers and firms where the COO image is less favorable. In addition, in this era of globalization, companies outsource production and expand their international trade (Insch & McBride, 2004) to countries with relatively unfamiliar or even negative country images (Hamzaoui & Merunka, 2006). Thus, it is crucial to understand how to leverage consumer evaluations of products by working together with destination marketing organizations and using country-based emotions (e.g., via a matching emotional appeal).

We acknowledge several limitations of the current research. First, this study focused only on a specific product (a digital camera). Because different product categories (e.g., food, fashion products) and types (e.g., utilitarian vs. hedonic, high vs. low involvement products) have their
own unique characteristics (Kivetz & Zheng, 2016; Okada, 2005), it would be of interest to extend our findings in such contexts. Second, this study used purchase likelihood as a dependent variable. It is therefore important to replicate the findings using behavioral measures (e.g., field experiment, secondary data). Finally, the current research also focused on a specific sample (Malaysian students). Hence, future research could examine populations with a different cultural background. In conclusion, the findings of this research are an important step in understanding specific country-based emotions and their influence in enhancing the effectiveness of emotional appeals in a product advertisement.
References


Table 1. Summary of Predicted Directions

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Table 2. Summary of Descriptive Statistics

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<th>Processing Fluency (Mediator)</th>
<th>Purchase Likelihood (DV)</th>
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<td>52</td>
<td>5.30</td>
<td>1.20</td>
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</table>
Table 3. Full Regression Results

<table>
<thead>
<tr>
<th>Antecedent</th>
<th>Processing Fluency (M)</th>
<th>Purchase Likelihood (Y)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Coeff</td>
<td>SE</td>
</tr>
<tr>
<td>Country-based Emotion (X)</td>
<td>-0.684</td>
<td>0.279</td>
</tr>
<tr>
<td>Processing Fluency (M)</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Product Appeal (W)</td>
<td>-0.942</td>
<td>0.279</td>
</tr>
<tr>
<td>Country-of-Origin (Z)</td>
<td>-0.409</td>
<td>0.280</td>
</tr>
<tr>
<td>X × W</td>
<td>1.624</td>
<td>0.399</td>
</tr>
<tr>
<td>X × Z</td>
<td>1.003</td>
<td>0.402</td>
</tr>
<tr>
<td>W × Z</td>
<td>0.878</td>
<td>0.394</td>
</tr>
<tr>
<td>X × W × Z</td>
<td>-1.403</td>
<td>0.565</td>
</tr>
<tr>
<td>Travel (Covariate)</td>
<td>-0.434</td>
<td>0.270</td>
</tr>
<tr>
<td>Product Familiarity (Covariate)</td>
<td>0.165</td>
<td>0.046</td>
</tr>
<tr>
<td>Constant</td>
<td>5.235</td>
<td>0.584</td>
</tr>
</tbody>
</table>

Model Summary

<table>
<thead>
<tr>
<th></th>
<th>Processing Fluency (M)</th>
<th>Purchase Likelihood (Y)</th>
</tr>
</thead>
<tbody>
<tr>
<td>R²</td>
<td>0.084</td>
<td>0.349</td>
</tr>
<tr>
<td>F(9, 411)</td>
<td>4.18, p &lt; 0.001</td>
<td>21.98, p &lt; 0.001</td>
</tr>
</tbody>
</table>


Figure 1. Purchase Likelihood by Country, Country-based Emotion, and Ad Appeal Conditions
Figure 2. Conceptual Model
Appendix: Advertisement Stimuli

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