

Consumer Affinity for Foreign Countries, Film Attendance, and Interest in Purchasing Products from Foreign Countries: An Exploratory Study of Korea and Ireland

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Abstract

A number of studies in recent years have begun to look at the connection between country affinity (an interest in and admiration of a particular country) and a desire to buy the products and services of that country. Country affinity has been shown to be particularly important when consumers lack other sources of information about a good or service. However, except for direct questioning, methods to identify the affinity consumers might have for another country are lacking. This study examines the degree to which attending a movie set in a particular country will be related to an affinity for that country and possibly by extension the goods and services of that country. It is not the goal of this study to suggest that movies create the affinity, but rather that the affinity will exist for viewers of the films. Two films set in Ireland and featuring Irish actors were shown to audiences composed of Korean students and a small number of Korean adults. As a point of comparison, students in two introductory consumer classes were also asked to complete a similar questionnaire. Four affinity factors were identified from a list of 17 items. Those who attended the historical drama showed a greater affinity for Ireland than those who attended the romantic musical. Affinity for Ireland among Koreans was also meaningful in predicting interest in purchasing Irish products.

Keywords

Country Affinity, Purchase Intent, Films, Korea, Ireland

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Introduction

Certain countries are known for their ability to produce high quality products. Watches from Switzerland, wines from France, and whiskey from Scotland are all widely recognized for their high quality. The extent to which consumers assign positive or negative values to products based on their country of origin is known as the country of origin effect.

It has been known for some time that consumers will use the country of origin (COO) as a factor in evaluating products. As far back as the 1960s, studies showed that consumers evaluated identical products differently if they were labeled as coming from different countries (e.g. Schooler, 1965; Reiersen, 1966; Schooler and Wildt, 1968). More recently, researchers have examined the interaction

of a country's reputation with the reputation of companies in those countries (e.g. Kang & Yang, 2010), the role of ethnocentrism in consumer decision making (e.g. Shimp & Sharma, 1987; Kosterman & Feshbach, 1989; Tsai, Yoo, & Lee, 2013), and the role of knowledge and stereotypes about countries and evaluation of products from those countries (e.g. Strutton, Pelton, & Limpkin, 1994).

An even more recent area of study has been the role that country affinity has on demand for the products of a country. Country affinity, as defined by Oberecker, Riefler, and Diamantopoulos (2008) is, "A feeling of liking, sympathy, and even attachment toward a specific foreign country that has become an in-group..." Jaffe and Nebenzahl (2006) envision a continuum of feeling about a foreign country ranging from consumer animosity on one end to consumer affinity on the other.

Recognition of the affinity that some individuals have for other countries is not new. The terms 'Francophile,' 'Anglophile,' and 'Ameriphile' are commonly used to describe those with a liking for things French, British, and American, respectively. What is new, however, is the recognition that this liking for people and things of another nation may translate into a meaningful consumer pattern which should be studied.

Several studies, mainly in the travel and tourism literature, have identified films as a means of creating interest in a foreign country (e.g. Hudson & Richie, 2006; Iwashita, 2008; Kim & Richardson, 2003). Films were identified as potentially very useful in creating interest in a location because they are visual and they appeal to the emotions of the viewer.

There are two specific questions addressed in this study. First, do those who choose to attend a film identified as coming from a particular foreign country display an affinity for that country? To address this question, the study employs a survey with affinity questions and uses analysis of variance as the primary statistical method. Second, is affinity associated with an interest in buying the products or services of the target country? Again, questionnaire results concerning the interest of the respondents in purchasing products from the target country was collected and analysis of variance is used as the statistical method. Results from a similar comparison group who did not attend the films are also included in the analysis.

Literature Review

There has been extensive research concerning the country of origin effect on consumer decision making. Bilkey and Ness (1982), Al-Sulaiti and Baker (1998), and Maurya and Gupta (2015) have written literature reviews on the country of origin effect. Relatively few articles examine the role that consumer affinity for foreign countries has on demand for products.

Oberecker, Riefler, and Diamantopoulos (2008) conducted in-depth, personal interviews and a focus group in Austria and Belgium to begin to understand the role that affinity plays in consumer decisions. Based on their study, they developed seven main bases for consumer affinity. First was lifestyle, referring to the traits and habits of a particular country with a particular focus on the food or fashion. Second was culture, referring to a country's history, values, and traditions. Shared languages, religions, or cultural similarities enhanced the cultural ties. Third was scenery, referring to locations, landscapes, and environment. Fourth was politics and economics, referring to a respect for a country's political, legal, and economic systems. The fifth factor that created affinity for a country was having stayed in a country for an extended period of time. The sixth factor was travel to a foreign country involving shorter stays. The seventh basis for affinity was contact with those from the foreign country. While Oberecker, Riefler, and Diamantopoulos (2008) found that contact with another country, either by living or traveling to the country or by meeting citizens of the country, could be an important driver of affinity it was not necessary for the creation of an affinity for a country. Some respondents in their study reported an affinity for a country they had not visited or having developed the affinity before they ever visited. They found that while affinity could create an interest in the goods from another country, it was not an unconditional preference. People in their study continued to hold an ethnocentric view of products and brands and pricing still played a major role in their decisions. Still, respondents held a favorable view of the products of their affinity country and 8 in 10 said they would deliberately purchase products from the country.

Oberecker and Diamantopoulos (2011) extended their research by conducting a survey of 210 Austrians concerning which countries they had an affinity. They also asked about the respondents'

willingness to purchase products from their affinity country. They found that consumer affinity was significantly related to a willingness to purchase the products of a country. They also found that, contrary to the typology of Jeffe and Nebenzahl (2006), affinity and ethnocentrism were not opposite ends of a continuum but were unrelated concepts. They found that those with a greater affinity of a country were more interested in visiting that country and were more interested in investing in the country as well.

Wongtada, Rice, and Bandyopadhyay (2012) developed a scale to measure consumer affinity toward foreign countries. Ninety-three MBA students in Thailand were asked to rank the countries they like and dislike the most. The United States was at the top of both lists, so they asked another 74 MBA students in Thailand to tell what they liked about the United States. They refined the responses into a questionnaire designed to measure affinity for other countries, animosity to that country, judgement of products from that country, and willingness to purchase the products of that country. They then administered the questionnaire to respondents asking their opinion about Singapore, the second country listed by the MBA students as both liked and disliked. Their final affinity scale consisted of four factors with fifteen total items. The factors were; education (4 items), business achievement (4 items), people and environment (4 items), and technology and innovation (3 items). Like Oberecker and Diamantopoulos (2001), they found affinity and animosity to be unrelated constructs. Affinity was associated with a country's people, business achievement, and education while animosity was based on political and economic conflicts. They also found that affinity had an impact on Thai consumers' willingness to buy products from the target country. The role of animosity was mixed as it impacted the evaluation of and purchase intent for American products but only purchase intent for Singaporean products.

Nes, Yelkur, and Silkoset (2014) used Churchill's (1979) eight step process for developing an affinity construct to create a scale to measure consumer affinity for a particular country. Based on interviews conducted in the United States and Norway, they identified eight categories related to affinity for a foreign country. These were; culture, arts and history, people, landscape and climate, food, family and ancestry, travel, and politics. After developing and administering a questionnaire in both Norway and

the United States, the authors narrowed the affinity construct to four dimensions; culture/landscape, music/entertainment, people, and politics. The culture/landscape dimension included elements such as history, arts and architecture, nature and landscape, and food. The people dimension included elements such as way of living, friendliness, and trustworthiness. The music/entertainment dimension included the country's music, movies, and other forms of entertainment. The political dimension included items such as the form of government and public policies. Nes, Yelkur and Silkoset (2014) identified people and culture/landscape as being the most mentioned and seemingly most important elements in forming an affinity for a foreign country. In a test of the dimensions using a convenience sample in Norway, they found that affinity could explain 41 percent of buying intention. Further, they found that owners of American cars had a higher affinity for the United States and evaluated their people and politics more highly than others, but not American culture/landscape or music/entertainment. Owners of French cars had a slightly higher affinity for France and rated France higher for culture and music/entertainment, but not people or politics. They go on to suggest that cars, being highly visible purchases, might be a way for consumers to display their affinity to other. They suggest that managers should be aware of the affinity that consumers hold for their home country and the nature of that affinity when designing marketing strategies.

The existing research suggests that there is a relationship between the affinity that a consumer feels for a foreign country and the consumer's willingness to buy products from that country. However, as Nes, Yelkur and Silkoset (2014) point out, the affinity may not extend to all products but be specific to particular products and services.

Methods

This study focuses on the affinity that Koreans might have for Ireland. Korea and Ireland were selected for very specific reasons. In many ways Ireland and South Korea are very different from each other. According to the Hofstede Center web site (<http://geert-hofstede.com>), Korea and Ireland are on opposite ends of every category on the Hofstede Cultural Dimension Scale. But despite the cultural and geographic distance between the two

countries, Korea (Tudor, 2012) and Ireland (Killeen, 2012) have remarkably similar recent histories. Both countries were dominated by a more powerful neighbor until well into the 20th century and this influences the national identity of both countries. Following independence, both countries were partitioned. Both countries experienced rapid economic development in the second half of the twentieth century and both countries experienced a major economic set back within the last two decades (Chang, 1998; Honohan, *et al.*, 2010). The differences and similarities between the two countries were used as a basis for selecting the films to be shown.

Ireland was also chosen as a target country because Korean consumers are unlikely to have had considerable experience with Irish products. According to the International Trade Center's web site (www.intracen.org), Irish imports into Korea accounted for only .2 percent of total imports. The relatively small level of imports is important because several studies have suggested that country of origin becomes particularly important to consumers when they lack other information or experience (e.g. Lee & Lee, 2009; Cordell, 1997).

The Films

Two movies were selected for showing. The criteria for selection of a film were; the movie had to be filmed in Ireland, the story had to be set in Ireland, the movie had to feature at least one Irish actor in a lead role, the movie had to have been released after 2005, and the movie had to be available with Korean subtitles. The films were *Once* and *The Wind That Shakes the Barley*.

These films provided different views of Ireland and Irish life. *Once* is classified as a romantic/musical and shows a middle class Irish man as he pursues his dream of becoming a professional musician. Along the way he falls in love with a recent immigrant to Ireland who shares his passion for music. The film is located in modern Dublin and shows the life of a working class man, his family, and life in modern Ireland in general. It was selected primarily for its cultural elements and also because of its popularity with Korean audiences.

The second movie, *The Wind that Shakes the Barley*, is a historical drama set in 1920s Ireland during the fight for independence from England. The story focuses on two brothers who fight together during the struggle for independence, but find

themselves on opposites in the conflict that follows the creation of the Irish state. Eventually, one brother must order the execution of the other for treason against Ireland. *The Wind that Shakes the Barley* is set in rural Ireland. This film was selected because of the historical elements it presents and because it was not widely released in Korea but was popular elsewhere in the world.

Once was widely released in Korea and was very popular. On its opening weekend, *Once* grossed 71,392,810 won. By comparison, the top grossing movie in the United States the same year, 2007, was *Spiderman 3* which only grossed 5,592,825 won on its opening weekend in Korea (www.imdb.com). *The Wind that Shakes the Barley* was not widely released in Korea but was popular in Europe where it won the Palme d'Or at the 2006 Cannes Film Festival. It continues to be the highest grossing independent film in Ireland.

The two films provide an interesting contrast. *Once*, focuses on contemporary life in Ireland and was popular in Korea. *The Wind that Shakes the Barley* focuses on a period in Irish history that is similar to what was being experienced in Korea at the same time. The limited number of people who viewed the film in Korea also sets it apart from the first film. The two films should provide an insight into the degree to which culture, history, and the popularity of a film are related to affinity for a particular country.

Once was shown twice, one time in December 2014 and a second time in March 2015. *The Wind that Shakes the Barley* was shown only once about a month after the second showing of *Once*. All showings were in small theaters on a major university campus in Korea. Prior to the movies being shown, posters were put up around the campus to announce the times, dates, and location of the films. Mass e-mails were also sent to the students on campus with the name of the movie, the time of the showing, and the location on the Thursday prior to the day the movie was being shown. All the promotional material stressed that these were Irish films. Those who attended the movies were given free snacks and soft drinks during the showing and 1,000 won (approximately \$1.00) after the movie. Only Koreans attended the films and none of those who attended the films reported having seen them before. A total of 83 respondents attended the two films; sixty attended one of the two showings of *Once* and twenty-three attended the showing of *The Wind that Shakes the Barley*.

Table 1. Characteristics of the Sample

	Comparison Group (n=34)	Attended Film (n=83)
Gender		
Male	8.8%	32.5%
Female	91.2%	67.5%
Age (Mean)	21.7	24.7
Have you traveled outside your home country before?		
Never	8.8%	8.4%
One or two times	14.7%	31.3%
Three to five times	35.3%	39.8%
Six to ten times	20.6%	9.6%
Over ten times	20.6%	10.8%

A comparison group of students in two different consumer sciences class also completed the questionnaire, also in December 2015 and March 2015. The survey given to the comparison group included the questions about Ireland, but excluded any questions related to the movies. The comparison groups had 34 responses from Korean students with responses from non-Korean students being excluded. Only one person who attended a film said that they had visited Ireland or had family or friends who had visited Ireland and none in the comparison group reported they had visited Ireland in the past. Information about those who were in the comparison group and those who attended the film is given in Table 1.

The Questionnaire

The questionnaire was constructed with questions from a variety of sources, but with a focus on those elements of affinity for a foreign country identified Oberecker, Riefler, and Adamantios (2008) and Nes, Yelkur, and Silkset (2014). For example, some questions were included from Baloglu and McCleary's (1999) tourism research. Others were drawn from Pisharodi and Parameswaran's Country-of-Origin Scale (Bearden and Netemeyer, 1999). Still others came from the Klein, Ettenson, and Morris' Country-of-Origin Product Image Scale (Bruner, Hensel, and James, 2005). There were a total of twenty-one questions concerning the respondent's affinity for Ireland and Irish products. Responses were on a 7-point Likert scale.

A factor analysis revealed that there were four underlying factors in the data and that a number of the questions did not meet the requirements for reliability (using the requirements of Hair *et*

al., 1998, a factor loading of .50 was required for an item to be included in the factor). A scree plot confirmed that there were four factors in the data. A varimax rotation was used for the final factor loadings. In the end, seventeen questions concerning the affinity for Ireland, the Irish people, and Irish products were included in the study. The questions and the results of the factor analysis are given in Appendix 1.

Respondents were asked if they would be more or less likely to purchase a product if they saw that it was made in Ireland. They were also asked the same question about specific classes of products as well. These include; computers, home appliances, home furnishings, artistic items, toys, food, and clothing.

The survey was translated into Korean by a person fluent in both Korean and English. The Korean version was then back translated into English by a second person, also fluent in both English and Korean and checked for consistency. The two translators operated independently of each other and when inconsistencies were found, the translators were consulted to insure that the meaning of each question would be clear to a Korean reader.

A one-way analysis of variance was conducted using SPSS statistical software to determine if attending a film was related to affinity for Ireland. A Ryan-Einot-Gabriel-Welsch multiple comparison test was run as a post-hoc test. Regression analysis was used to determine how much of the variation in demand for Irish products could be explained by the affinity for Ireland.

Findings

The results of the analysis of variance indicate that choosing to attend to film was related to affinity. The analysis of variance for the individual items revealed that there were also significant differences between the comparison group of students and those who attended the films. These difference included; the item concerning historic sites, the item concerning architecture, the item concerning cultural sites, the item concerning the friendliness of the people, the item concerning the honesty of the people, the item concerning the work ethic of the people, the item concerning the sentimentality of the people, the item concerning the future orientation of the people, and the item concerning the belief that the Irish people are like me. Results of the individual items are

Table 2. Analysis of Variance for Individual Items and Film Attendance

Item	Comparison Group	Attendance at <i>Once</i>	Attendance at <i>The Wind ...</i>	F
Historic sites	3.94 a	4.18 a	4.96 b	4.493*
Architecture	4.03 a	4.40 a	5.13 b	5.583*
Natural scenic beauty	5.82	5.62	6.13	2.420
Cultural sites	3.71 a	3.95 a	4.87 b	3.964*
Interesting culture	5.18	5.03	5.68	2.597
Friendly people	4.59 a	4.58 a	5.26 b	3.967*
Goods carefully produced	4.68	4.50	4.78	.963
Honest people	4.41 a	4.47 a	5.30 b	8.104*
Hard working people	4.12 a	4.33 a	5.22 b	9.854*
Educated people	4.88	4.73	4.65	.342
Skilled workers	4.15	4.00	4.44	1.477
Artistic people	5.26	5.63	5.17	2.460
Fun-living people	4.35	4.48	4.91	1.334
Romantic people	4.79	5.33	5.35	2.704
Sentimental people	4.91 a	5.70 b	5.26 a	6.022*
Future oriented people	3.44 a	3.52 a	4.26 b	4.471*
Much like me	2.94 a	3.50 a	4.30 b	6.929*

* indicates significance at .05 level

Letter indicate significant differences in mean responses

given in Table 2.

The post-hoc analysis revealed that all but one of the significant differences in the item analysis was related to the film, *The Wind That Shakes the Barley*. The only significant difference between those who attended the film *Once* and the comparison group was for the item related to the sentimentality of the Irish people.

A factor analysis was conducted using aggregated individual items based on the factors identified in the factor analysis. Three of the four factors produced significant differences in the analysis of variance results. These were; Country (items primarily related to characteristics of the country and the landscape), People-Economic (items primarily related to the productive aspects of the

population), and People-Orientation (items primarily related to orientation to time or others). The factor People-Emotional (items primarily related to the emotional aspects of the Irish character) was not significantly different between the comparison group and those who chose to attend a film. Results of the factor analysis are presented in Table 3.

The post-hoc test revealed that the significant differences in the factors were between those who attended the film *The Wind That Shakes the Barley* and those who did not attend a film and those who attended the film *Once*. Attendance at *Once* did not produce significant differences from the comparison group in any of the factors.

Table 3. Analysis of Variance for Factors and Film Attendance

Factors	Comparison Group	Attendance at <i>Once</i>	Attendance at <i>The Wind ...</i>	F
Country	22.636 a	23.170 a	26.636 b	6.193*
People-Economic	26.823 a	26.617 a	29.652 b	4.489*
People-Emotional	19.323	21.150	20.682	2.719
People-Orientation	6.382 a	7.017 a	8.565 b	7.584*

* indicates significance at .05 level

Letter indicate significant differences in mean responses

Table 4. Regression of Affinity Factors and Interest in Purchasing Irish Products

	Goods in General	Computers	Appliances	Furnishings	Artistic	Foods	Toys	Clothing
Constant	b=1.16 t=2.40*	b=.82 t=1.11	b=2.29 t=2.73*	b=3.30 t=4.73*	b=2.80 t=4.95*	b=1.33 t=1.46	b=.49 t=.57	b=.46 t=.52
Country	b=-.00 t=-.23	b=.03 t=1.07	b=.00 t=.10	b=.00 t=.12	b=.03 t=1.37	b=.03 t=1.06	b=-.01 t=-.39	b=.07 t=2.18*
People-Economic	b=.05 t=3.36*	b=.06 t=2.28*	b=.03 t=1.20	b=.02 t=1.01	b=.01 t=.65	b=.08 t=2.48*	b=.12 t=4.34*	b=.01 t=.23
People-Emotional	b=.03 t=1.38	b=-.03 t=-1.19	b=-.04 t=-1.33	b=.07 t=2.51*	b=.10 t=4.55*	b=.04 t=1.25	b=.08 t=2.41*	b=.10 t=2.99*
People-Orientation	b=.02 t=.67	b=.12 t=2.38	b=.13 t=2.27*	b=-.01 t=-.16	b=-.03 t=-.68	b=-.07 t=-1.03	b=-.08 t=-1.38	b=.02 t=.38
F-value	5.589*	6.080*	2.783*	2.661*	8.543*	3.497*	7.711*	6.809*
R2	.171	.184	.093	.090	.240	.115	.222	.201

*" indicates significance at .05 level

Finally, a series of regressions were run to look at the impact affinity had on the interest in purchasing the product of Ireland among the Koreans. There were eight linear regression equations. The first asked if the respondent would be interested in buying a product which was similar to other products if it was identified as coming from Ireland. The other questions asked about interest in buying particular types of products if they were identified as being Irish in origin. These product classes included; computers, home appliances, home furnishings, artistic items (including music), foods, toys, and clothing. The independent variables were limited to the four affinity factors. Results of the regression are presented in Table 4.

The four affinity factors explained 17 percent of the variation in Koreans' interest in purchasing Irish products in general. The only individual factor that was a significant predictor of interest was the factor People-Economic. The affinity factors explained 18 percent in the variation in interest in Irish computer products among the Koreans. There were two significant factors in this equation; People-Economic and People-Orientation. The affinity factors explained only 9 percent of the variation in interest in home appliances from Ireland. The only significant factor in this equation was People-Orientation. The affinity factors again explained only 9 percent of the interest in purchasing Irish produced home furnishing. The significant factor in this equation

was People-Emotional. The affinity factors explained 24 percent in the variation in interest in purchasing artistic items from Ireland. The significant independent factor in this model was People-Emotional. The affinity factors explained about 12 percent in the variation in interest in purchasing food items originating in Ireland. The significant factor here was People-Economic. The affinity factors explained 22 percent of the interest in purchasing toys from Ireland. There were two significant factors in the model; People-Economic and People-Emotional. Finally, the affinity factors explained 20 percent of the interest Koreans had in purchasing clothing from Ireland. The two factors that were significant in this case were Country and People-Emotional.

Discussion

Attendance at the films was associated with increased affinity for a foreign country, in this case Ireland. Attendance was a much better indicator of affinity for the historical drama, *The Wind That Shakes the Barley*, rather than for the romantic musical, *Once*. There might be a number of reasons for this. For example, even though both films were advertised prominently as "Irish films," the romantic musical might have been viewed as a film that could have been set anywhere and not just in Ireland. Additionally, the popularity of the film might have detracted from the Irishness of

the film. Viewers might have just thought about going to 'a good movie' or a 'popular movie' rather than an 'Irish movie.' The historical drama could not be perceived this way. The film was not widely known in Korea and the story could have only occurred in Ireland. Those who came to the historical drama would know they were coming to an 'Irish film' and so only with an affinity for Ireland, Irish film, or foreign films in general would have attended. This would suggest that attending a film, even one identified with a foreign country, is not necessarily associated with an affinity for that country in the minds of the consumer.

Affinity for a country and interest in buying the products of that country also provides some interesting insights. The factor involved with an affinity and belief in the productivity and quality of the Irish people was significant for the more utilitarian goods such as computers, foods, and toys. An affinity for the more emotional aspects of the Irish people as associated with more personal types of consumption such as home furnishings, artistic items, toys, and clothing. It should also be noted that while Nes, Yelkur and Silkoset (2014) identified people and culture/landscape as the more important elements in creating an affinity for a foreign country, affinity for people was an important predictor of an interest in buying the products of the target country, but the country variable was only significant for clothing. Affinity for the people, particularly the skill and productivity of the people, seemed to be far more important in predicting the desire to purchase the products of that country.

Affinity would seem to be an important element in determining the desire to purchase the products of a country, but there are clearly other factors at work as well as the affinity measures only accounted for between 9 and 24 percent of the interest in the target nation's products. Other factors might include the traditional economic elements such as relative prices of Irish goods (compared to those domestically produced or imported from other countries), income, and price of related goods. Still other factors might include previous experience with Irish products, an interest in European products in general, ethnocentrism, or some other unidentified psychographic or demographic characteristic. Identifying all of these elements was beyond the scope of this project and is worth of additional study.

Two of the affinity factors identified in this study

roughly matched those identified by Oberecker, Riefler, and Diamantopoulos (2008). The 'country' factor is similar to their 'scenery' basis for affinity with elements of their 'culture' basis also included. The factor 'people-economic' was similar to their basis for affinity, 'politics and economics.' The factors 'people-emotional' and 'people-orientation' are different from other studies. Likewise, the 'country' factor is similar to the 'people and environment' items in the Wongtada, Rice, and Bandyopadhyay (2012) study, 'people-economic' somewhat similar to the 'education' elements, and 'people-emotional' being similar to their 'technology and innovation' elements.'

From a business/marketing perspective, affinity for a country and the use of films to identify those with an affinity for a country would be a useful path to pursue. Still, it is clear that not every film will attract only or even a significant number of people, with an affinity for the country in question. This is not to say that methods like product placement in the film might not be effective as a product is likely to have an appeal beyond its place of origin. Further, there are any number of ways of identifying an affinity for a country other than movies. For example, sponsored travel events, cultural event days (e.g. A Taste of Ireland, Irish Cultural Day, Irish Dancing events, etc.), rebroadcast of popular television programs, and cultural exchanges might also be ways to attract and identify those with a national affinity for a particular country. Other forms of cultural contact, such as meeting an individual from a foreign country, reading the literature from the country, courses in the language, culture, or history of the country, eating the food of a country, or exposure to people from similar cultures might also create or reinforce an affinity for a particular country. This might be particularly relevant for a country such as Ireland, because Irish literature is widely read, characters with an Irish heritage appear in a number of popular films, and individuals with an Irish background are widely dispersed around Europe and North America.

Limitations and Future Research

As with any research that deals with a specific population, in this case Koreans, and a specific target country, in this case Ireland, it is possible that the results are only applicable to those two

groups. While this study may give indications of general trends in consumer affinity for the products of a foreign country, it should not be viewed as conclusive proof for all groups in all situations.

Also, since this study employs a limited sample size and is predominately composed of college students, there is a chance that the results are specific to those groups alone. The relatively small sample size was not completely unexpected as only those with an interest in Ireland, Irish films, foreign films in general, or a particular film being shown were expected to attend. The relationship between the desire to attend a film clearly identified as Irish and affinity for Ireland was a central question of the research so the smaller sample size was the result.

A further limitation is that this study assumes that those with an affinity for a particular country will be attracted to the popular entertainment of that country. It is possible that the films may create the affinity for the target country as well as attracting those with a pre-existing affinity. This would require a different research design (e.g. random assignment of people to movies, pre-treatment/post-treatment testing, etc.). This approach was not selected here because it was judged to be too far removed from the real world where people select the movies they will attend rather than having them assigned. However, a follow-on study using an alternative design could identify the factors that were pre-existing and the factors that were related to the movie.

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Appendix 1.

Questions Concerning Affinity for Ireland and Cronbach's Alpha for Factors

Country		Cronbach's Alpha
Q1	Ireland has an interesting culture and customs	.764
Q2	Ireland has interesting cultural sites	
Q3	Ireland has beautiful architecture	
Q4	Ireland has a variety of historic sites	
Q5	Ireland has natural scenic beauty	
People-Economic		
Q6	Ireland has friendly people	.814
Q7	Products made in Ireland are carefully produced and have fine workmanship	
Q8	Generally speaking, I believe Irish people are honest	
Q9	Generally speaking, I believe Irish people are hard working	
Q10	Generally speaking, I believe Irish people are educated	
Q11	Generally speaking, I believe Irish people are skilled	
People-Emotional		
Q12	Generally speaking, I believe Irish people are artistic	.822
Q13	Generally speaking, I believe Irish people are fun loving	
Q14	Generally speaking, I believe Irish people are romantic	
Q15	Generally speaking, I believe Irish people are sentimental	
People-Orientation		
Q16	Generally speaking, I believe Irish people are future oriented	.642
Q17	Generally speaking, I believe Irish people are much like me	

Factor Analysis of Questions

	Component 1	Component 2	Component 3	Component 4
Q1	-.077	.200	.618	.295
Q2	.067	-.061	.757	.281
Q3	.265	.194	.629	.069
Q4	.116	.083	.821	.093
Q5	.204	.325	.536	-.071
Q6	.544	.180	.187	.420
Q7	.672	.188	.253	-.092
Q8	.801	-.150	.090	.126
Q9	.803	-.102	.045	.146
Q10	.639	.403	.112	.029
Q11	.592	.294	.019	.273
Q12	.233	.788	.236	-.033
Q13	-.278	.594	.249	.187
Q14	.179	.865	.073	.117
Q15	.064	.854	.071	.093
Q16	.133	.071	.127	.808
Q17	.191	.111	.294	.720