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BRAZIL'S IMAGE: TEN COUNTRY SIMILARITIES AND DIFFERENCES ASSESSMENT

Eber Celoto Souza¹

Suzane Strehlau²

Dirceu Silva³

Vivian Iara Strehlau⁴

Abstract: This study sets out to comprehend how foreigners shape their image on Brazil and examines the evaluation's similarities and differences. The outcomes of a ten country survey comprising 4.373 respondents are herein presented. A factor analysis was conducted to map interviewee assessment of each country image dimension, followed by a discriminant analysis of replies collected from each country. Findings indicate that within researched sample frontiers, Brazil's image is quite positive. The best assessed dimension is that pertaining to affection whilst the poorest results were encountered within the communication dimension. Finally, eight statements were found to most discriminate Brazil's image.

Key-words: International Marketing; Country Image; Country of Origin

¹ M.S. in Administration (FEI's University Centre). Executive at QuestManager, São Bernardo do Campo, SP, Brazil; e-mail: eber.celoto@gmail.com

² Doctorate in Business Administration (FGV). Professor at the Nove de Julho University's (UNINOVE) Post Graduation in Administration Program, São Paulo, SP, Brazil; e-mail: strehlau@gmail.com

³ Doctorate in Education (USP). Professor at the Nove de Julho University's (UNINOVE) Post Graduation in Administration Program, São Paulo, SP, Brazil; e-mail: dirceuds@gmail.com

⁴ Doctorate in Administration (FGV). Professor at the Higher Propaganda and Marketing School's (ESPM) Masters and Doctorate International Business Management Program, São Paulo, SP, Brazil; e-mail: vstrehlau@gmail.com

Introduction

This study poses to understand how people of assorted nationalities who reside in an array of countries shape their image of Brazil, particularly: a) identify what's the latent structure people who live in the countries where most of Brazil's tourists come from resort to when shaping the same's image; b) identify this assessment's most relevant differences and similarities.

Research was conducted considering a sample comprised of 4373 respondents from ten different countries and focused on verifying the overall image of Brazilian products. Nevertheless, an important portion of the survey that gave rise to the herein discussed study springs from the mapping of the image coined abroad as pertaining to Brazilian airlines so the original scale included questions that attempted to capture an assessment of the same.

Understanding how a country's image is perceived by foreign consumers might help companies in their quest to coin the most adequate international product communication and sales strategies (GIRALDI; CARVALHO, 2009). Associating a brand or company with a given country might give rise to its products - as a result of positive associations - possessing competitive advantages on the global arena (CAMPELO, 2006). In the event negative consumer attitudes emerge, the product must be detached from the association with its home country's image (LAROUCHE et al, 2005). On the other hand, factors such as the country's characteristics, the product's category and its specificities impact a country's image (PISHARODI; PARAMESWARAN; 1992).

Prior studies (AYROSA 2000; GIRALDI; CARVALHO, 2009) recommend a country image assessment scale be applied on a more extensive sample involving different countries and cultures. This study attempts to address the suggestion by doing so on a ten diverse country sample. A given country's image might not be the same across different countries given the possible existence of cultural variations in the way evaluations shape. Another factor involves the difficulty in obtaining a large enough sample and of an array of origins that enables comparisons in search of assessment similarities and differences. Therefore, the intent herein is to narrow this particular academic research gap in as much as studies on a given country's image via assorted nationalities is concerned.

Conceptual Framework

The first studies on this subject matter address the country of origin effect, i.e., the impact the country where the product was manufactured ("made in") poses in the same's assessment (SCHOOLER, 1965). The subsequent decades sheltered the extension of pertaining theoretical literature, comprising consumer attitude in relation to countries, since then referred to as country image.

There are a number of definitions as to what country image is. Li, Fu and Murray (1997) define the term as being the image shaped by consumers on other countries and corresponding impacts on the assessment of that country's products and services. Country image was also defined as: consumer's beliefs as to a given country, sum of information, descriptions and inferences (MARTIN; EROGLU, 1993) in addition to being a stereotype, in the form of the mental representation one has about a given population, its culture, its products and national symbols (VERLEGH; STEENKAMP, 1999).

Country image influencing information is readily available whether via educational background, media advertisements, trips and so forth. Thanks to a set of cognitive, affection related and conative components, this information forms a given destination's image, in-feeding

one's mind-set (TASCI; GARTNER; CAVUSGIL, 2007). These components collectively create a general, holistic viewpoint.

Despite the fact that attitude shaping elements may vary from person to person, from one country to another and so forth, the preconceived image we carry of a given country usually results from collective opinions. The notion of a country's image is not only a common denominator amongst people but also can be described as a source of information that in-feeds country and product associations (KLEPPE; MOSSBERG, 2005).

Nagashima (1970) defined the notion of country image as the representation, reputation and stereotype that consumers assign to the products of a specific country whilst the country's image itself ends up being shaped thanks to representative products, national characteristics, economic and political overview, history and traditions. Some years later, Bilkey and Nes (1982) criticized earlier studies by advocating the disadvantages of measuring a country's home image effect from a single dimension standpoint, understanding that one should rather factor in demographical, personality, country promotion and dissemination, risks and industrial development variables. Johansson et al. (1985) corroborate this statement by advocating that single-dimensional assessments may give rise to exaggerated results given the influence of other factors. Furthering along this line of thought, Yaprak and Parameswaran (1986) divided home country effect influence into two groups, namely: general country attributes (GCA) and general product attributes (GPA). These scholars also coined the hypothesis that not only attitude but purchase intent and behaviour are impacted by home country effects (GCA and GPA) and by specific product attributes (SPA) that include specificities, marketing and the company's image.

The concepts that were first been defined by Yaprak and Parameswaran (1986) were subsequently applied by Pisharodi and Parameswaran (1992) in an empirical study that investigated American consumers' perception of German automobiles, precisely resorting to these same three dimensions, namely: GCA to obtain the overall perception on the country, GPA to gather the product associated with the object of study country perception and SPA to capture specific product-oriented perceptions which have to be tailored to each product that one wants to analyse.

Kleppe and Mossberg (2005) concluded that the individual's involvement, knowledge on the analysed country and interest in relating with that given country directly impacts how assessments are conducted and the country's image shaped. This suggests the possible existence of a cross-country convergence of values and perceptions should countries for instance share common historical, ethnic, geographical location and linguistic, amongst other, bonds.

Despite attitude shapers varying from one person to another, the preconceived image people hold of a given country most often results from the collective opinion most have on a given destination. Not only the very notion of a country's image coins a common denominator across populations but it may also be deemed as a source of information for country and product associations (KLEPPE; MOSSBERG, 2005).

Roth and Diamantopoulos (2009) advocate that the terms perception, stereotype and belief are attitude components that enable the mapping of how a country is perceived by foreign consumers, identifying their beliefs, emotions and affection for a given country and pinpointing how assessment dimensions interact with one another. Irrespective of the denomination scholars assign to country image assessments, all resorted to attitude dimensions to conduct their investigations. Kao (2004) also analysed foreign consumer behaviour by applying his techniques on American consumers to evaluate their attitudes before local and foreign products such as

green tea, coffee, jazz and martial arts, extensively sold and consumed at different parts of the world. To ideate a globalization scale, this author developed a causal relationship model for the adoption of foreign products (see Figure 2) comprising three elements, namely: cognition (knowledge of the country), affection (emotions, identity and pride) and conation (intent to interact).

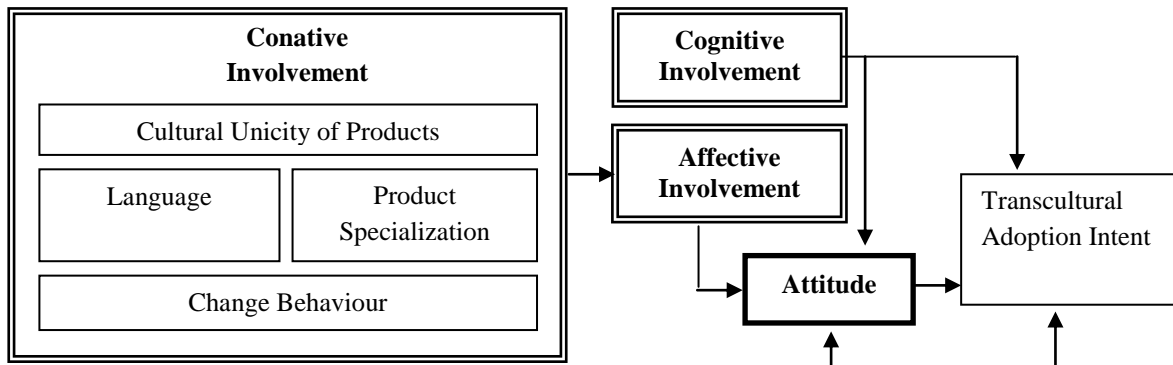


Figure 2: Causal relationship between attitude and foreign product adoption intent

Source: Adapted by the author from Kao, 2004

There's more than a mere handful of academic studies on Brazil's image. Bignami (2002) extensively ventured the subject matter by researching journalistic discourses in tourism-centred magazines. Brazil's image is strongly stereotyped and centres on "a few cultural events, some major cities and determined characteristics that qualify the Brazilian people". In sum, "Brazil is deemed a land of contrasts and to date both paradise and hell. A country of riches and scarceness. It's savage, sensual and mystical" (BIGNAMI, 2002, p.123). On the other hand, Ituassu and Oliveira (2004) analysed *Embratur's* 2000 "Destination Brazil" campaign and concluded that although it conveyed a quality-centred image, this was mostly in as much as the aesthetic aspect is concerned in reference to the country's natural beauties and made no mention to aspects for which it is often renown such as soccer and *samba*. Likewise, Strehlau and Bacha (2008) criticized the stereotypes that marked the promotion of the Brazil brand by conducting a semiotic analysis of the same.

Furthering on in as much as Brazil's image in tourism is concerned, one comes across an article Moya and Jain (2013) published on their findings when analysing Brazil's personality via Facebook comments. On one hand, promotional messages emphasize sophistication, sincerity and friendship traits whilst on the other, Facebook friends to not convey these characteristics in their messages effectively signalling that there is a gap between that which the country projects and what people effectively internalize. One also finds Mariutti; Giraldi and Crescitelli's (2013) studies that discuss Brazil's image as a touristic destination and that published by Yamanaka and Giraldi (2013) on Brazil's value for Canadian students.

In as much Brazil's image in terms of its products is concerned, one mostly comes across studies centred on the acceptance of Brazilian beef (GUINA and GIRALDI, 2013); fresh fruits (LOPES; GIRALDI and AGUIAR, 2014), fashion (SUTTER, 2012), film production assessment (STREHLAU; PONCHIO, 2010 and PESSOA; AYROSA, 2010) and an evaluation of a fast food network's image (STREHLAU; PONCHIO; RIEGEL, 2010).

There is much to come in terms of studying Brazil's image. To date, primarily descriptive investigations were identified and this seems quite fit if one takes into account the local maturity curve of research on this subject matter because both ample and in-depth knowledge on the

dimensions and variations that comprise the country's image still remain much needed. The purpose of this discussion is to progress yet another step towards understanding what the world thinks of Brazil and if this mind-set is (or not) homogeneous in an attempt to subsidize the coining and implementation of public policies to build a strong and instigating image of Brazil.

Methodology

This study employed a survey-based quantitative approach. All in all, 127.204 e-mails were sent inviting foreigners that did not live in Brazil and who featured on a large airline's fidelity and reward program mailing list, gathering 4.373 replies. Data was collected via a closed question and self-filled in on-line questionnaire.

To select the countries that would come to comprise the study, the 2008 and 2009 ranking of countries that most source Brazil-bound tourists (see Table 1 that follows) was employed. Thus, eleven countries were chosen to take part, including that eleventh ranked given that the difference between the same and the 10th posted was minor whilst that between the 11th and the 12th placed, was significant. Portugal, the 7th top tourism source market for Brazil, was excluded because the required minimum sample size was not collected.

Major tourism source markets	Tourist Arrivals in Brazil					
	2008			2009		
	Tourists	%	Position	Tourists	%	Position
Argentina	1.017.675	20,15	1°	1.211.159	25,22	1°
United States	625.506	12,39	2°	603.674	12,57	2°
Italy	265.724	5,26	3°	253.546	5,28	3°
Germany	254.264	5,03	4°	215.595	4,49	4°
France	214.440	4,25	8°	205.860	4,29	5°
Uruguay	199.403	3,95	10°	189.412	3,94	6°
Portugal	222.558	4,41	6°	183.697	3,83	7°
Paraguay	217.709	4,31	7°	180.373	3,76	8°
Spain	202.624	4,01	9°	174.526	3,63	9°
England	181.179	3,59	11°	172.643	3,6	10°
Chile	240.087	4,75	5°	170.491	3,55	11°
Others	1.408.930	19,63	-	1.241.241	17,75	-
Total	5.050.099 tourists			4.802.217 tourists		

Table 1: Brazil destined tourist source countries

Source: Federal Police Department and Ministry of Tourism, 2010.

Choice fell upon a structured, internet-based questionnaire since the same offers a number of advantages in relation to other kinds of quantitative data collection tools (MALHOTRA, 2006), amongst which: data gathering flexibility, convenience and lowest possible cost for this kind of survey, involving a number of countries.

The inviting e-mail was sent in January 2011 and defined a seven day worth maximum period for replies to be forwarded. A link redirecting respondents to the language of choice - Portuguese, English, Spanish, German, Italian or French - offered queries in a native language translated version. For each country, a pre-test involving three respondents who were chosen

based on convenience, was conducted. All lived in the researched country and were both fluent in the local language and in Portuguese, thus assisting eventual corrections. Special care was taken to ensure the e-mail's introductory words made no reference whatsoever to Brazil so as to avoid losing respondents should they bear no interest in the country.

The questionnaire structured by adapting a scale used by Giraldi (2005), included a statement on Brazilian companies and on airlines given this kind of transport's specific characteristics. Both these statements are part of another analysis that does not pertain to this study. As a result of the pre-test, one of the statements that investigated technical skills was also adjusted. Statements were grouped according to the dimensions initially proposed by Ayrosa (2002) and subsequently according to Giraldi (2005) so as to define variables and come to the final version of the questionnaire (see Table 2). The scale was presented to interviewees in a Likert five point format where 1 corresponded to "fully disagree" and 5 to "fully agree".

Dimensions	Variables	Statements
Affection for the country	Affect1	I appreciate Brazil.
	Affect2	I admire Brazil.
	Affect3	I like Brazil.
	Affect4	Brazilian companies are reliable.
Beliefs in relation to Brazil's products and services	Cprod1	Brazil has technically qualified professionals.
	Cprod2	In general, Brazilian products are reliable.
	Cprod3	In general, Brazilian products are durable.
	Cprod4	In general, Brazilian products offer good quality in exchange for their price.
Beliefs in relation to art	Carte1	Brazilians are competent when it comes to artistic manifestations.
	Carte2	Brazil plays a prime role in the global artistic scenario.
	Carte3	Brazil features artistic abilities.
	Carte4	For the most part, Brazilian products are creative.
Beliefs in relation to communication and distribution	Ccom1	Generally, Brazilian products are intensely advertised.
	Ccom2	Generally, Brazilian products are sold at several countries.
	Ccom3	For the most part, ads featuring Brazilian products are informative.
	Ccom4	In general, one easily finds Brazilian products.
Relevance before the global community	Globimp1	In terms of international policy, Brazil is respected.
	Globimp2	Internationally, Brazilian companies are respected.
	Globimp3	Brazil is an important player in the international political scenario.
	Globimp4	Brazil is respected within the world's economy

Table 2: Dimensions and statements for country image analysis purposes

Source: Prepared by the author as of adaptations on Giraldi's (2005) studies

When filling in the questionnaire, statements appeared to respondents in a random manner, i.e., the first statements a given interviewee assessed were not the same first another respondent evaluated. The intent was to set a distance between affirmations measuring the same attribute, via phrases that one might deem similar.

Findings

For the purpose of characterizing respondents, most were between 26 and 55 years old, whereby the three most representative age ranges were: 26 to 35 years (22.1%), 36 to 45 years

(25.2%) and 46 to 55 years (25.6%). Table 3 presents further and detailed information on the studied per country samples.

Country	Total number	% total	% Women	% Men
Argentina	1.766	40%	35%	65%
Paraguay	705	16%	35%	65%
Uruguay	435	10%	41%	59%
United States	393	9%	15%	85%
Chile	213	5%	29%	71%
Italy	208	5%	19%	81%
Germany	185	4%	17%	83%
England	181	4%	17%	83%
France	165	4%	22%	78%
Spain	122	3%	14%	86%
Sum total	4.373	100%	30%	70%

Table 3: Per country and gender volume of answers

Source: Prepared by the author

In a general and descriptive manner, respondents seem to be acquainted with Brazil since 80% replied that have already visited the country and 16% have lived on Brazilian turf, as pictured in Table 4 that follows:

Do you know Brazil?	Total	%
I have lived in Brazil	680	16%
I have been to Brazil	3512	80%
I have read about Brazil	79	2%
I have heard of Brazil	45	1%
I do not know Brazil	57	1%
Sum total	4373	100%

Table 4: Knowledge of Brazil

Source: Prepared by the author

The country image scale's dimensionality was verified via a Varimax rotation factorial analysis, demonstrating that the five factors account for 71.39% of total data variance. The questionnaire's internal consistency was calculated and revealed a 0.930 Cronbach Alfa which was deemed very satisfactory. Factors were formed in a very similar manner to that of the original study so choice fell upon maintaining the same denominations. Factorial loads are described in Table 5 and for eased data reading purposes, all under 0.30 loads were removed.

Variables	Factor loads				
	1	2	3	4	5
Affect1	0.856				
Affect2	0.713	0.306			
Affect3	0.859				

Affect4		0.684		0.347	
Products1		0.484	0.337	0.334	
Products2		0.770			
Products3		0.778			
Products4		0.723			
Art1			0.828		
Art2			0.763		
Art3			0.818		
Art4			0.461		
GlobalImp1				0.804	
GlobalImp2		0.479		0.538	0.321
GlobalImp3				0.772	
GlobalImp4				0.771	
Communication1					0.775
Communication2				0.305	0.672
Communication3		0.471			0.518
Communication4					0.751

Table 5: Country image factorial loads

Source: Prepared by the author

First, a descriptive analysis of gathered responses was conducted on an employed scale per construct basis. For the most part, Brazil is well assessed amongst researched countries in as much as the range of herein studied dimensions is concerned, as pictured in Table 6 that follows:

Country	Affection	Product	Art	Global Relevance	Communication
Germany	3,885	3,086	3,459	3,609	2,881
Argentina	4,057	3,458	3,574	4,046	3,342
Chile	4,154	3,596	3,867	3,871	3,404
Spain	4,016	3,307	3,488	3,682	2,955
United States	4,127	3,354	3,718	3,642	2,943
France	3,964	3,159	3,486	3,623	2,788
England	3,896	3,191	3,497	3,485	2,710
Italy	4,168	3,290	3,529	3,544	2,887
Uruguay	4,103	3,663	3,916	4,087	3,547
Overall average	4,060	3,419	3,628	3,888	3,209

Table 6: Per country image of Brazil in terms of studied dimensions (average)

Source: Prepared by the author

Attention ought to be drawn to the fact that respondents from Italy (4.168) and Chile (4.154) have positively assessed their affective relation with Brazil. Product perceptions are relatively homogeneous, except for Germany where respondents registered the worst assessment. In the field of arts, once again Chile catches the spotlight by registering good evaluations (3,867) followed by Uruguay (3,916). All acknowledge the country's global relevance and the countries that most agree with this statement are Argentina (4,046) and Uruguay (4,087). Finally, amongst seven out of the ten studied countries, the dimension that measured beliefs in terms of communication gathered the lowest results, to the extent that the indicator was negative (under

3). This might be deemed as trace evidence that Brazilian products are not often promoted at these countries.

Considering that the overall evaluation is relatively homogeneous, the intent was to map which dimensions or specifically, which statements discriminated each country's respondents so as to verify if there are specificities to individual country assessments thus driving this study's secondary objectives.

Therefore, so as to address the first secondary objective – assessing how the inhabitants of Europe, South America and the US shape their image of Brazil – the Discriminant Analysis (DA) technique was employed using the “enter” method and the option “compute from group size” or analysis according to group size approach because samples were of different sizes. This technique is used to assess whether once respondent samples are separated on a by nationality basis, there are differences amongst replies.

Furthermore, one of DA's grounding assumptions - independent variables adhering to a multivariate normal distribution (MAROCO, 2005) – was not observed amongst the same. Therefore, the technique could have been deemed unfeasible but, as Sharma (1996) demonstrates, multivariate normality deviation implies in Type II error increases and does not impact Type I errors. This sustains the same level of assumption relevance that subtests conducted to obtain DA (multiple linear regressions) obtained.

The named scholar also demonstrates that if the extension of data is greater than 15 respondents per variable, non-adherences of the kind can be discarded. Thus, since 4.373 valid cases were gathered, there were approximately 132 respondents per variable (132.51), demonstrating that the desirable condition for this technique to be employed was far exceeded.

As far as outcomes are concerned, DA revealed that amongst the nine discriminant functions (k-1) two (functions 1 and 2) explain 66% of perception differences whilst the other seven explain much smaller portions and thus were discarded. Table 7 features Wilk's lambda test values indicating the possibilities of DA arbitrary functions acting as discriminators according to the dependent variable (home country).

Wilk's lambda test also demonstrated that the significance values of the two functions at hand were below 0.05 ($p < 0.001$) and therefore indicated that discriminators were possibly in effect.

Function tests	Wilk's lambda	Chi square	gl	p-value	Self-values	Variance %	Cumulative %
1 through 9	0,466	3319,94	297	0,000	0,385	45,7	45,7
2 through 9	0,646	1901,75	256	0,000	0,177	20,9	66,6
3 through 9	0,760	1194,51	217	0,000	0,087	10,3	76,9
4 through 9	0,826	830,86	180	0,000	0,060	7,2	84,1
5 through 9	0,876	575,40	145	0,000	0,051	6,1	90,1
6 through 9	0,921	358,52	112	0,000	0,037	4,4	94,5
7 through 9	0,955	200,84	81	0,000	0,026	3,1	97,6
8 through 9	0,980	88,15	52	0,001	0,013	1,6	99,2
9	0,993	30,23	25	0,216	0,007	,8	100,0

Table 7: Wilk lambda test values, self-values and % of variance explained by functions

Source: Prepared by the author

As general reply trends, response options 1 and 2 were grouped to indicate five scale level disagreement and options 4 and 5 were also grouped to indicate respondent scale agreement.

Option 3 was maintained as indicative of indifference. Reply contingency results might show in what each country's respondents diverged. Thus, Table 8 pictures the variables that present discrimination on a respective country basis.

Function number 1 explains 45.7% of reply variances and its structure primarily relates to communication, i.e., the ready finding of Brazilian products, the intensity of their advertising and of where one finds them. Table 8 pictures the structured matrix (which indicates variable associations with discriminator functions) of the SPSS (statistical software package) results' outputs and evidences that only 7 variables enable respondent discrimination.

The second function – herein named as perception of Brazilian labour skills - explains 20.9% (of inter-country discrimination) of how foreigners diverge in their perception of Brazil. According to findings, Brazilian professionals are technically qualified (Cprod1 – 0.413) and Brazilians are artistically endowed (Carte3 – 0.324).

Variable		Canonical function 1's correlations value	Canonical function 2's correlations value
Ccom4	In general, one easily finds Brazilian products.	0.610*	0.200
Ccom1	Generally, Brazilian products are intensely advertised.	0.590*	0.130
Ccom2	Generally, Brazilian products are sold at several countries.	0.516*	0.205
Globimp4	Brazil is respected within the world's economy	0.392*	-0.098
Globimp2	Internationally, Brazilian companies are respected.	0.389*	0.015
Cprod2	In general, Brazilian products are reliable.	0.280*	-0.201
Cprod1	Brazil has technically qualified professionals.	0.236	0.413*
Cart3	Brazil features artistic abilities	0.077	0.324*

Table 8: Discriminant Function 1's structural matrix⁵

Source: Prepared by the author

Amongst respondents, Brazil's image is very homogeneous and positive. Nevertheless, there are differences in cross-nationality respondent perceptions. Thus, analysis focused on identifying the notions that effectively discriminate the shaping of Brazil's image.

Function 1 gathers statements that feature similarities in Brazil's image. Although the applied scale contains 20 items, one notices that there isn't much discrimination since, to a significant extent, only eight variables suggest this trend. Beliefs prove to be more relevant than attitudes when discriminating different images of Brazil. The items that most adhere to function are those that pertain to product communication, i.e., products which are duly announced and sold at several countries are easily found. The second factor highlights the statements that best explain perception amongst sampled countries differences in as much as technical skills of Brazilian professional is concerned and also, as to how Brazil features artistic abilities.

⁵ * Indicates adherence to the discriminating function

Analysing the statements that in the model topped Brazil image discrimination, one comes across: two variables that pertain to product beliefs, two to arts, one on communications and two on global importance. Furthermore, in Table 9's agreement column, one notices that the countries that tend to best assess these items in as much as Brazil is concerned, are represented by Chilean, Paraguayan and Uruguayan respondents. Chilean interviewees for instance were those that best assessed the qualification of Brazilian professionals, those from Paraguay are the ones that most trust Brazilian products whilst on the other hand, French and Spanish respondents are very critical and are the ones that most negatively assess Brazil.

REPLY TREND (per maximum values - COUNTRY)			
VARIÁVEL	Non-Concurrence	Indifference	Concurrence
Cprod1: Brazil has technically qualified professionals	Germany	Argentina	Chile
Cprod2: In general, Brazilian products are reliable	USA	France	Paraguay
Cart3: Brazil features artistic abilities	Spain	France	Uruguay
Cart4: For the most part, Brazilian products are creative	Spain	England	Uruguay
Globimp2: Internationally, Brazilian companies are respected.	France	Spain	Paraguay
Globimp4: Brazil is respected within the world's economy.	Italy	England	Uruguay
Ccom2: Generally, Brazilian products are sold at several countries.	France	Germany	Paraguay
Ccom4: In general, one easily finds Brazilian products.	England	Germany	Paraguay

Table 9: Per country reply trend (according to the most discriminating variables)

Source: Prepared by the author

It's of interest to note that the favourable image three of the four studied Latin American countries have of Brazil might possibly be either due to the cultural distance that lies between them or even by the very geographical distance that enables their knowing more of the country object of this research. If one takes Hofstede's (2011) cultural dimensions into account, similarities between Brazil, Uruguay and Chile arise for items that relate to power distance (73, 62 and 64 respectively), individualism (50, 39 and 28), aversion to uncertainty (76, 100 and 86) and masculinity (50, 39 and 28).

Finally, when analysing DA method crossed validations (see Table 10) – a test that verifies the probability of each respondent adhering to their group or original sample (HAIR et al, 2009) – it becomes apparent that only Argentina's sample remains coherent in replies (highlighted in yellow column and line) whilst other respondent's replies tend to behave in alignment with Argentina. This fact justifies the poor discriminating ability of respondents, according to their country of origin (dependent variable). For instance, amongst German respondents, 51.9% tend to manifest their opinions in a similar manner/as if they were Argentinians, 10.8% as if they were North Americans and 4.9% replied in a similar fashion to those of Paraguay.

		COUNTRIES										TOTAL (%)
		Germany	Argentina	Chile	Spain	USA	France	England	Italy	Paraguay	Uruguay	
COUNTRIES	Germany	15,7	51,9	3,2	0,5	10,8	8,6	2,2	1,1	4,9	1,1	100
	Argentina	1,1	84,5	1,5	0,1	2,7	1,2	0,4	0,8	6,7	1,1	100
	Chile	2,3	55,4	19,7	0	7	3,3	0,9	0,9	8	2,3	100
	Spain	0	73,8	2,5	0	11,5	2,5	0	4,1	5,7	0	100
	USA	3,1	45,3	3,8	0,8	31,8	1,3	3,8	3,1	6,4	0,8	100
	France	1,8	55,8	1,8	0	5,5	24,8	1,8	4,8	3,6	0	100
	England	2,2	42,5	1,7	0	29,3	3,3	7,2	6,1	6,6	1,1	100
	Italy	1	60,6	2,9	0	12	4,3	0,5	13,9	4,8	0	100
	Paraguay	0,4	56,2	4,3	0	2,1	0,3	0,7	0,6	34,3	1,1	100
	Uruguay	0,9	73,6	4,1	0	4,1	0,7	0,7	0,2	10,1	5,5	100

Table 10: Cross validation – probability of a respondent being a member within his sample

Source: Prepared by the author

Conclusion

A country's image before consumers has increasingly become important to both corporate expansion and internationalization strategy and processes. When one associates a given brand name or company with a specific country, the outcome may prove to coin competitive advantages or disadvantages. Literature indicates that if a country's image is positively assessed it can be jointly explored with a product's brand name and if there is a negative attitude, one must disassociate the product from the home country's image (ZEUGNER-ROTH; DIAMANTOPOULOS; MONTESINOS, 2008; BILKEY; NES, 1982; LAROCHE et al, 2005).

The purpose of this study was to map the image foreigners shape of Brazil, seeking similarities and differences in their assessments. The overall country's holistic image is favourable. If one analyses the sample's breakdown per Feye and Crompton's (1991) recommendations, it becomes apparent that 96% are experienced in Brazil, whether having gotten to know the country as tourists or residents and this shapes a complex destination image where memories of a place one visited plays a relevant role. Only 3% demonstrated to hold an induced kind of image whereby one possibly intends to visit the country and actively seeks information to this effect.

Italians and Chileans best assess Brazil in terms of the affection dimension. In as much as Brazilian products are concerned, the assessment is quite homogeneous despite Germans having replied offering the worst evaluation. Communication beliefs' dimension gathered the lowest results at seven of the ten studied countries, revealing a negative indicator (below 3) suggesting that Brazilian products are not promoted to a satisfactory extent at these countries.

Analysing the top Brazil image discriminant statements, one notices that two variables that relate product beliefs, two on arts, one on communication and two on global importance rank as most relevant. Special mention must be made to the fact that, from observing the concurrence column of mapped findings, one notices that those who tend to best evaluate Brazil on these variables specifically are respondents from Chile, Paraguay and Uruguay. For instance,

Chileans are the ones who best grade the qualification of Brazilian professionals whilst respondents from Paraguay are the ones who most trust Brazilian products.

If countries share historical ties in aspects such as ethnic groups, geographical location and language (KAO, 2004 for instance, values and inter-nation perceptions may converge (KLEPPE; MOSSBERG, 2005)). This study introduces empirical evidence as to individuals from countries that have similar cultural profiles assessing Brazil in a similar manner and consequently, individuals from these nations better assessing the country in contrast to others that come from countries that feature an entirely different cultural profile. As one can see, Hofstede's (2011) cultural dimensions unveiled similarities between Brazil, Uruguay and Chile in as much as power distance, individualism and aversion to uncertainty are concerned. A suggestion that rests for future study purposes is to continue this investigation verifying the statistical outcome of such similarities.

The fact that only 30.34% of people that started to fill in the questionnaire did so till the end might indicate that the large number of statements that called for concurrence assessments might have lead respondents to give up half way through the process. Therefore, suggestions include that future surveys that pose to analyse country images as of Pisharodi and Parameswaran's (1992) scale test outcomes employing fewer statements (questions).

Likewise, a vast and interesting study may also arise from correlating country image research with a historical analysis of the inter-country study object's relation. Furthermore, as recommended by most behavioural studies, comparing the evolution of outcomes would also prove to be instigating. Recommendations also include that this study be applied once again - preferably at the same countries - once large world events such as the World Cup and Olympic Games are hosted by Brazil since these might bring a longitudinal view in as much as the possible effects of the country being exposed on world mass media on the attitudes of foreigners towards Brazil is concerned.

Country image is one of the aspects that interferes in tourist loyalty before a given destination and directly depends on the way the country's communication is conducted abroad (MAZZON; VERA, 2008). Therefore, a favourable image not only serves to induce desire of visiting a country but also to do so repeatedly.

One of this study's limitations resides in the fact that the sample employed consisted of loyalty program members of Brazil's largest airline, comprised thousands of interviewees, at ten countries and two continents and given the complexity of the entire process, called for translation into five languages and a considerable per country minimum sample size (more than 105 people). Choice thus fell upon resorting to non-probabilistic sampling since this approach would enable the addressing of both proposed objectives and inter-country comparisons. .

This study's outcome indicates that companies that seek to enter new markets can make use of the home country's perceived image to obtain a pre-diagnosis of what are the local inhabitant's habits and what are the most valued aspects that society appreciates. This kind of information is of core importance to the planning of a marketing strategy that takes into account local peculiarities and offers greater chances of success.

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IMAGEM DO BRASIL: SIMILARIDADES E DIFERENÇAS NA AVALIAÇÃO EM DEZ PAÍSES

Resumo: Este artigo busca compreender como estrangeiros formam sua imagem sobre o Brasil e investiga similaridades e diferenças nessa avaliação. O trabalho apresenta os resultados de uma survey com 4.373 entrevistados em dez países. Foram realizadas análises para identificar a avaliação de cada dimensão da Imagem de um país, seguida de uma análise discriminante das entrevistas de cada país, que indicaram que o Brasil tem uma imagem levemente positiva na amostra pesquisada. A dimensão afeto é a que possui a melhor avaliação, enquanto a dimensão comunicação é a pior, sendo que oito afirmativas apresentam a maior discriminação na imagem do Brasil.

Palavras-chave: Marketing Internacional; Imagem de País; País de Origem

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