

THE IMPACT OF COUNTRY PERSONALITY ON BEHAVIORAL INTENTIONS: FIVE DIMENSIONS RATHER THAN THE ORIGINAL SIX DIMENSIONS SCALE

Burcio, Carlos, ISCTE-IUL, Lisbon, Portugal, carlos.burcio@gmail.com ;
Da Silva, Rui Vinhas, ISCTE-IUL, Lisbon, Portugal, rui.vinhas.silva@iscte.pt ;
Salgueiro, Fátima, ISCTE-IUL, Lisbon, Portugal, fatima.salgueiro@iscte.pt

Abstract

The current paper investigates the country personality dimensions and their impact on consumer behavioral intentions. A quota sample of 821 individuals from Brazil was surveyed and 685 usable questionnaires were analyzed. Country personality is defined as a mental representation of a country on dimensions that typically capture human-like characteristics. Country personality scale was borrowed from original d'Astous & Boujbel (2007) scale, and translated to Brazilian Portuguese. Portugal was chosen as the stimulus country and was evaluated using the 24 items of personality traits with the help of 5-point scale. Behavioral intentions - can be seen as a result of anticipated satisfaction with an object and therefore very useful for marketing purposes - were measured using five items. Exploratory factor analysis was performed on the 24 personality items to identify the underlying personality dimensions using the principal component analysis method. The resulted five factors explained 62.22% of the total variance of the initial variables. Four of the factors (agreeableness, assiduousness, conformity, and unobtrusiveness) were in line with the results of the original scale. The identification of the fifth factor (snobbism) was slightly different as it aggregates all the original scale proposed items plus the items defined as being part of the wickedness factor. The proposed research model was estimated within the structural equation modeling framework using AMOS 20.0. The percentage of the variance of the behavioral intentions explained by the perceived country personality dimensions equals 18.3%. The findings suggest differences from earlier studies. Each personality dimensions showed significant influence on behavioral intentions. Practical and theoretical implications are discussed. Complementarily, and as suggested by the personality traits frequency analysis, Portugal is seen as a religious and traditionalist country.

Keywords: Country personality; country personality scale; country personality dimensions; behavioral intentions; Portugal; Brazil