European Expert Buyers' Perceptions of New Zealand Products and Businesses by Level of Knowledge and Experience: An Investigation of the Food and Beverage Industry.

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Jeremy Karl Hall White

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As a country, New Zealand's economy is dependent on its export markets. This is especially true for the food and beverage industry. With exporting so vital to the nation's economy, it should be imperative to understand how the country's products and businesses are perceived from a buyer's standpoint. This is especially true for the European Union, as it is New Zealand's third largest trading partner. Together, the European Union members take around 11.5 percent of New Zealand's exports (in value terms) (Statistics New Zealand, 2014). For New Zealand businesses, being able to understand how the European buyers perceive your performance should be of great importance. Knowing this would allow businesses to allocate resources more efficiently, and meet the needs of the buyers easier. This research will draw on key theory from buyer-seller relationships and the country of origin theory. There have been very few studies addressing this topic from a New Zealand context, but no studies that have looked specifically at perceptions of New Zealand businesses and products from an expert buyer's point of view. Also yet to be researched, is whether there are any differences in how buyers perceive New Zealand products and businesses across different levels of knowledge and experience. For this study, a quantitative approach was used to discover the perceptions held by the European expert buyers.

Bipolar adjective scales were used to test product and business attributes. This led to a comparison of means for the sets of scales to see how the European buyers perceived New Zealand products and businesses. One-way ANOVA's and least significant difference post hoc tests were selected as the best methods to examine whether perceptions change as European buyers gain experience with New Zealand's products and/or businesses. The 132 respondents were able to provide a diverse sample in terms of the countries they were from, industries they were in, size of their business, and experience with New Zealand's products and businesses. The perceptions of New Zealand's products and business attributes showed how well they were preforming. Largely, they were viewed as being excellent in the European market. These findings differed somewhat to what the previous literature had shown. Generally, New Zealand businesses were viewed more positively than products by the European buyers. It was also found that perceptions do change across attributes as European's gain experience with New Zealand's products and/or businesses. The ANOVA and least significant difference post hoc tests showed that perceptions about New Zealand products and businesses do change depending on level of experience/knowledge. Although, that change varies between seven product and thirteen business attributes and the level of experience (low, medium and high). It was found that the more experience a buyer has the more positively they would rate the attribute. Overall, it was concluded that with New Zealand preforming exceptionally in the European marketplace, trading should be increased. Awareness of New Zealand products and businesses inside the European marketplace needs to be increased, and perceptions should match that of the European buyers who have high experience/knowledge with New Zealand.

Keywords: Country of Origin, Country- Product Image, Country- Business Image, Expert Buyers, New Zealand Products, New Zealand Businesses, European Expert Buyers, European Marketplace, Buyer/seller Relationships, Food and Beverage Industry.

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Table of Contents

List of Tables

List of Figures

List of Abrevations

CoO	Country of Origin
EU	European Union
FTA	Free Trade Agreement
LSD	Least Significant Difference
MED	Ministry of Economic Development
NZ	New Zealand
NZTE	New Zealand Trade and Enterprise
SIC	Standard Industry Code
UK	United Kingdom
WoM	Word of Mouth

Chapter 1

Introduction

New Zealand's prosperity is dependent on its successful exports. One problem that New Zealand (NZ) faces as an exporting country is that it is isolated from its key markets (Chellew, 2008; Knight, Holdsworth, & Mather, 2007a; Maughan, 1978; New Zealand Trade and Enterprise, 2008). The ability to understand export markets better and meet customer needs can help New Zealand to overcome the tyranny of distance.

New Zealand's exports were valued at NZD$67.7 billion of goods and services for the year ended December 2014 (Statistics New Zealand, 2015). Meat and dairy products accounted for over 40 percent of New Zealand's total merchandise exports for the year ended 30 November 2014 (Treasury, 2015). The European Union (EU) accounted for over eleven percent of this, which was the third most exported to category. These included meat and edible offal (NZD$1.5 billion), fruit (NZD$505 million) and wine (NZD$453 million). Of all the products exported to Europe from New Zealand, 55 percent of them were food and beverage products (Statistics New Zealand, 2015). This shows why Europe is such an important market for New Zealand.

Being able to understand how expert buyers in Europe perceive New Zealand businesses and products would be very beneficial for New Zealand exporters, especially whether those perceptions vary across the buyers' knowledge and experience. This understanding would allow them to target their resources in the right places, meet customer needs, and build stronger buyer-seller relationships. Thus, the current research will outline the literature surrounding this topic, identify the key theories in the areas of buyer seller relationships, expert buyer's theory, and the country of origin (CoO) theory, and propose how these theories can be applied to New Zealand exporters and European buyers. The literature review will identify gaps in the existing research and form the basis for fruitful research questions and analyses.

Through looking at the literature and the research objectives, proposed research methods and design for the study are presented. Discussed in this section will be how the sample was selected that will best represent the population of the European expert buyers, questionnaire development and the analytical methods that will be used to answer the research objectives. Previous studies in the area of buyer-seller relationships and the CoO theory have been analysed to give direction for how the study and investigation can best take place.

Once the data had been collected and transformed, the results from the study were analysed. The results section provides a discussion on the European sample that was obtained at the Anuga trade show in Cologne, Germany. The country where the respondent is from, size of their business and the industry they are in will be described. This will document the broad range of respondents contributing to the research project.

Furthermore, the research objectives are addressed through firstly, examining and comparing the mean scores for each of the product and business attributes. This identifies the areas in which New Zealand businesses and products are preforming well or poorly. Secondly, these attributes from product and businesses performance are compared across the level of knowledge/experience that respondents have had with New Zealand. The final research goal is addressed with one-way ANOVAs for both products and businesses. These test the level of significance of attribute differences against level of experience the respondent has with New Zealand. Post hoc tests are used to further examine where the statistical significance occurs.

Once the results have been described there is a discussion that looks to link the results of this research with the current literature and previous findings. This section will provide a greater understanding and depth to the results. Firstly, this discussion will look at explaining the changes in perceptions of product and business attributes by level of knowledge/experience. The research will come from key theory on CoO and the Halo model already described in the literature review. The CoO theory will look to describe and explain how the perceptions change depending on level of experience/knowledge about New Zealand products and businesses. With the results suggesting that New Zealand is perceived positively, in terms of product and business performance, in the European marketplace. A discussion is presented on New Zealand's performance for the products and business attributes that were tested. This will be linked to previous findings reviewing how these perceptions differ or match.

There have been very few studies addressing this topic for a specific country, and no studies have looked specifically at perceptions of New Zealand businesses and products from an expert buyer's point of view. Overall, this discussion will display some new findings for New Zealand businesses that can be related to the European marketplace. Furthermore, implications for businesses will be presented as well as implications for policy that could help New Zealand businesses become more successful in exporting. Limitations that this research encountered will be addressed. Lastly, ideas for future research surrounding this topic will be discussed.

Finally, this thesis will finish on a comprehensive summary of all the chapters. Concluding statements about the thesis, key areas of the study and findings are made. Overall, this last section provides a good description for how the European expert buyers perceive New Zealand products and businesses, and what should be done to take advantage of these perceptions.

1.1 Research Objectives

The main theme for this research is to see how European expert buyers view New Zealand businesses as trading partners and their products that they sell. As well as this, perceptions of a country's products and businesses have not been related together and tested. Moreover, untested before is how these perceptions vary depending on the level of knowledge/experience the buyers have.

The aim for this research is to:

- Determine how European expert buyers perceive products and businesses from New Zealand.
- Identify the specific areas (within business performance and product attributes) where New Zealand is performing well and areas that need further attention.
- Examine whether perceptions change as European buyers gain experience with New Zealand's products and/or businesses.

1.2 Structure of the Thesis

The following chapter, **Chapter 2**, provides a literature review for what this research will be using as a foundation. Buyer-seller relationship theory is described and leads to an analysis on expert buyer's theory, and how that relates to key areas of selection for products and businesses. The CoO theory is examined and explores the areas of the halo model, country reputation, the CoO effect in relation to food products, and key CoO research. Key theory based on New Zealand and the European marketplace is also presented. This leads to a gap in the literature being revealed.

The research methods and design are described in **Chapter 3**. The sample that this research uses is presented. The questionnaire used for the quantitative research is discussed, and the statistical practices chosen for this study are mentioned.

Chapter 4 presents the results of the quantitative data analysis. The section looks at the sample, initial impressions that European expert buyers hold and provides results based on the research objectives.

In **Chapter 5**, the findings from the results are discussed further in relation to the current literature. The changes in perceptions of New Zealand products and businesses by European buyers are explained. New Zealand product and business performance is also analysed. Furthermore, this chapter provides implications for businesses and policy-makers, limitations that this study had and ideas for future research.

Chapter 6 provides an overview of the whole thesis, and concludes the findings that this research has discovered.

Chapter 2

Literature review

2.1 Introduction

This literature review will present theory on buyer seller relationships, expert buyer's theory, the CoO theory, and will state key findings and analysis that are based from the European marketplace and New Zealand. The literature review will finish on a gap in the literature being presented and state why this research is important.

2.2 Buyer-Seller Relationships

The development of a relationship between business partners has been the focus of a substantial body of research (J. C. Anderson & Narus, 1990; Cannon & Perreault, 1999; Dwyer, Schurr, & Oh, 1987; Wilson, 1995). Relationships generally evolve over a period of time where buyers and sellers develop trust through dealings with a product or service. In today's complex business environment these relationships have become strategic and the process of building a relationship is accelerated as firms strive to create relationships to achieve their own goals (Wilson, 1995). Wilson has stated that:

> *In this stressful environment of relationship acceleration, there is less time for the participants to carefully explore the range of long-term relationships development. The expectations of performance have increased, making the development of a satisfactory relationship even more difficult (p.336).*

The study of buyer-seller relationships has roots in social psychology, social exchange theory and theories of power and dependence (J. C. Anderson & Narus, 1990; Dwyer et al., 1987; Frazier & Summers, 1984; Salancik & Pfeffer, 1978). These theories identify what forms relationships and leads to relationship success or failure for the exchanging parties. Key areas of research for buyer-seller relationships include commitment, trust, cooperative norms, independence and power (Cannon & Perreault, 1999; Wilson, 1995).

2.2.1 Commitment

Among the research concepts, commitment appears to be the most common dependent variable used in buyer-seller relationship studies (Anderson & Weitz, 1992; E. Anderson, Lodish, & Weitz, 1987; Moorman, Zaltman, & Deshpande, 1992). Commitment can be defined as the desire to continue a relationship and develop it in order for it to benefit both parties. Wilson (1995) has stated that commitment goes hand-in-hand with cooperation. The interaction between this results in cooperative behaviour by both parties, thus leading to a strong and successful partnership. Working towards this commitment is what both parties should be striving for. In order to gain commitment, knowing what to focus and improve on needs to be known so that the relationship can develop further. For New Zealand businesses, looking to build on commitment with the European counterparts is something that should be worked towards. Knowing what areas of the relationship need attention and improvement on should help build commitment and develop the relationship.

2.2.2 Trust

Trust is another fundamental relationship model building block, and is one facet of buyer-seller relationships that is often included in research. Moorman et al. (1992) define trust as:

> *A willingness to rely on an exchange partner in whom one has confidence (p.315).*

Most definitions of trust have a belief that one partner in the relationship will act in the best interests of the other partner (Cannon & Perreault, 1999; Wilson, 1995). Anderson and Weitz (1992) defined trust as where one party believes that its needs will be fulfilled in the future by actions taken by the other party. Dwyer et al. (1987) stated it as a party's expectation that another party desires coordination, will fulfil obligations and will pull its weight in the relationship. Schurr and Ozanne (1985) added the belief that a party's word or promise is reliable. What these authors have stated is that trust is a fundamental aspect of a business relationship, without trust, having a successful relationship is difficult. This is because, businesses do not want to share information between each other, which inhibits commitment and the ability to build a relationship.

2.2.3 Other Key Concepts

Cooperative norms reflect expectations that the two exchanging parties have about working together to achieve mutual and individual goals jointly (Cannon & Perreault, 1999)**.** The concept of mutual goals can be described as:

> *The degree to which partners share goals that can only be accomplished through joint action and the maintenance of the relationship (Wilson, 1995, p. 9).*

Bradach and Eccles (1989) have stated that the development of cooperative norms reflects trust and operates as a mode of governance in commercial exchange. Interdependence and power imbalance are also important relationship variables. The power that a buyer or seller may have in a relationship closely relates to the interdependence of the partners in the relationship (E. Anderson et al., 1987; J. C. Anderson & Narus, 1990; Dwyer et al., 1987; Ganesan, 1994) . If there is an imbalance in the power that the partners have it can lead to an ability of one partner to force the other partner to do something that they would not normally do (Anderson & Weitz, 1992).

The literature has also provided other key concepts relevant to the study of buyer-seller relationships. Legal contracts give relationships legal bonds and help provide governance in the relationship. This can deter parties from acting malevolent. Information exchange is also important as it allows partners to share knowledge that may be useful to both parties. Williamson (1985) suggested that when information is not shared between the parties, that market failure is more likely. Anderson and Weitz (1992) found that when information sharing was present, it increased commitment and the relationship was enhanced, allowing both parties to contribute to a successful relationship. Knowing what forms and builds a relationship is important to understand. This research has given a base for the main theme of the thesis, which deals directly with buyer-seller relationships and how New Zealand businesses are perceived in Europe.

2.3 Expert Buyer's Theory for Selection of Businesses and Products

This next section will take the buyer-seller relationships one step further. The aim for this thesis is that it will look at expert buyers and how they perceive New Zealand businesses as trading partners. Expert buyers can be described as being better than novices at judging relevant information, processing the information analytically and ability to perform product related tasks (Brucks, 1985; Johnson & Russo, 1984; Rao & Monroe, 1988; Shanteau, 1992; Wagner, Klein, & Keith, 2001). These qualities make expert buyers better at structuring decisions and form independent product evaluations. Experts are able to structure their own decision making criteria, and make a valid summary of products or businesses than that of a novice (Perkins & Rao, 1990; Spence & Brucks, 1997). Expert buyers can include, manufactures, retail buyers, wholesale buyers, or individuals who work directly in the industry (Perkins & Rao, 1990; Rao & Monroe, 1988; Shanteau, 1992; Spence & Brucks, 1997; Wagner et al., 2001). Knowing what these buyers consider important in a relationship is necessary. For New Zealand, the food and beverage industry is what the country deals with the most in terms of trade (Statistics New Zealand, 2015; Treasury, 2015). An insight into expert buyer's theory surrounding the food and beverage industry will also be presented below.

Insch, Prentice, and Knight (2011) say that the retail buyers essentially act as gatekeepers with regard to what products are available and the range of products for the end consumer to choose from. This is also shared by other authors who state it's the retail buyers who determine product availability and range for consumers to choose from (Hansen & Skytte, 1998; McGoldrick & Douglas, 1983; McLaughlin & Rao, 1991; Sternquist, 1994). From the thousands of new products presented to buyers every year, only a small proportion make it up for sale due to the limited space in the marketplace (Insch et al., 2011). This then means that consumers can only choose from the products that have been made available to them by these expert buyers. With this in mind, it is imperative that businesses meet the needs of these buyers and form relationships (Hansen & Skytte, 1998; Heslop, Papadopoulos, Dowdles, Wall, & Compeau, 2004).

According to Sheth's (1973) often-cited review of buying research, retail and wholesale buying behaviour is:

> *Similar to consumer behaviour, the industrial buyers often decide on factors other than rational or realistic criteria (p.56).*

Sternquist (1994) says that expert buyers are much like consumers. When looking to understand these buyers, it has been noted that they can be similar to consumer markets (Insch et al., 2011). This means that it is important to try and recognise the buyers psychological characteristics and specifically their tendencies, preference structure, and decision making as the basis for making strategic decisions (Insch et al., 2011). The expert buyer's decisions are often categorised by their speed, informality and volume. These frequent and routine decisions use the buyers' knowledge to enable them to make quick decisions. There have been limited attempts to find out what criteria expert buyers use to make these judgment calls.

2.3.1 Review of Key Research on Expert Buyers

Below is a review of some of the key expert buyer's research, along with research that will help determine the key attributes to use when examining New Zealand businesses and products, and measure the perceptions regarding them.

The research on expert buyer decision-making criteria for purchasing is still unclear, and expresses the need for a solid conceptual framework to explain expert buyer decision-making (Insch et al., 2011). Previous research done by New Zealand and other researchers have shown that trust is the central component, enhancing perceived quality (Knight et al., 2007a). Knight, Holdsworth, and Mather (2007b) examined what instils the trust for the buyers. Reliability and reputation in the production and exporting process were found to be key in determining trust. CoO was also seen as a way that could be used to determine trust but it may not be paramount to the expert buyers (Knight, Holdsworth, & Mather, 2005).

From a European perspective, eight major factors have been identified that influence expert buyer's decisions to purchase. These are: quality, price, food safety, environmental aspects, ability to build a business relationship, consumer awareness and preference, and competitors in the marketplace (Wongprawmas, Canavari, Haas, & Asioli, 2012). Skytte and Blunch (2001) found that traceability, sufficient quantities, and long-term relationships were the most prominent attributes in European buyer's decision-making criteria. This suggests that product characteristics are not the only the main factor considered by these expert buyers. Supplier characteristics, ability to build a relationship, marketing strategies, and traceability are also used as key decision-making factors in evaluating foreign food products (Skytte & Blunch, 2006).

For the buyers, the research on CoO is somewhat contradictive. Knight et al. (2007b) claim that in most circumstances CoO is not a primary reason for selection of products but depending on the country it can create or inhibit trust for individual businesses. Conversely, other researchers have insisted that retail and wholesale buyers tend to select products based on the CoO of the products (Han, 1989; Heslop et al., 2004; Liefeld, 1993). For the end consumers, research shows that CoO information influences consumers when buying food products (Skaggs, Falk, Almonte, & Cárdenas, 1996). Because consumers can only choose from the range that the expert buyers have previously purchased, the CoO of the product features in the minds of expert buyers when purchasing (Han, 1989; Heslop et al., 2004).

Through an analysis of the literature and conducting a conjoint analysis, Skytte and Blunch (2006) were able to come up with 22 attributes of buying behaviour of European food retail buyers. This was later reduced to 11 with the help of industry professionals based in Europe. The 11 attributes were; product quality, consistent product quality, market information, traceability, price, supply, promotional activities, product range, long term orientated, producer reputation and nationally. They stated that it is important that food producers must be good at co-operating with the expert buyers, and understand their needs in order to be successful. Skytte and Blunch also claim there are four demands retail chains look for in producers; the ability to build long term relationships, traceability of their products, presence on the various markets which demands co-operation with subsidiaries, and sufficient quantities to fulfil the demands for the chain. Overall Skytte and Blunch (2006) state that a business looking to do well in a retail/wholesale market must have a presence in Europe. A presence was described as having a department of the business based in Europe, which helps to develop relationships with buyers.

Two other popular and comprehensive studies on retail buying behaviour were conducted by McLaughlin and Rao (1991); Nilsson and Høst (1987) . Nilsson and Høst (1987) conducted a detailed review of previous retail and wholesale buyer merchandise requirements and found that there were over 394 different types of criteria that were used to select products. This was across 34 studies. They analysed these criteria and found they could be grouped into ten main categories. Their main finding was that for the retailer, the most important selection criteria for suppliers were price and marketing campaigns that could be used to help sell the product. McLaughlin and Rao (1991) developed a model to determine the relative importance of various attributes of a new product to expert buyers. The model was tested against various food products that you would find in a grocery store. Their results showed there were four main types of criteria for buying. These were the gross margin potential, vendor effort (test marketing, presentation and point of purchase material), the presence of bill-back provision, and expected category growth. But at the same time, they stressed that:

> *Our analysis clearly points out that different categories of products are evaluated by buyers differently (p.155).*

That is why conducting research with a large sample is important so you can get a fair reflection of the population. Another study done by Leonidou, Palihawadana, and

Theodosiou (2006) has shown through structural equation modelling that trust is a central role in business relationships as it strengthens commitment, encourages cooperation and dissolves conflict. Once again trust is something that should be included as a factor for expert buyers. The idea of distance, which refers to the degree of unfamiliarity of one party in a relationship with the characteristics of the other party, was seen to be another important aspect for the expert buyers (Leonidou et al., 2006). There are many different forms of distance such as cultural, social and technological. This was seen as being important because, the less distance between parties had a positive impact on relationship aspects including cooperation, conflict, communication, commitment and dependence (Leonidou et al., 2006). So the importance of having familiarity with the cultural, social and structural and procedural aspects of the exchange partners business, means the relationship can be strengthened, bring in long-term benefits, reduce barriers and enhance reciprocity (Leonidou et al., 2006).

McGoldrick and Douglas (1983) analysed the United Kingdom (UK) retail market for food products. They found the four main aspects expert buyers were looking for in a supplier were; consumer demand for the particular product, supplier reliability, and delivery reliability, and the quality of the product. Wongprawmas et al. (2012) also confirmed elements of trust and reliability are the most important when deciding on imported food products. Another study showed food retail buyers no longer just focus on the 4 P's but, are looking for trust, traceability, and a presence (at least a sales office) in the retail chain's home country (Skytte & Blunch, 2001).

Unfortunately, there is no clear theory focused on expert buyers' relationships and with selection of trading partners. Insch et al. (2011) have also stated there is a need for a solid conceptual framework to explain the expert buyers decision making preferences. From a managerial and marketing perspective, it is important for a nation such as New Zealand, whose economy is vitally dependent on exports of food products, to know and understand the factors that determine the outcome of such industrial, wholesale and retail buying processes (Knight et al., 2007a). This review on the key expert buyer's theory has shown the factors that influence decision-making of the expert buyers and what they deem to be important. This analysis has looked into the food and beverage industry, and has provided some insight into what could be used to measure the perceptions of European buyers of New Zealand products and suppliers.

2.4 Country of Origin

CoO has been researched since Dichter (1962) proposed the importance of the ''made-in'' information cue. Current research on CoO effects has become a well-studied domain in international marketing. CoO is used by consumers to create, reinforce, and bias initial perceptions of products. Evidence has been found that consumers in many markets are willing to pay a premium for manufactured products from more industrialised countries (Roth & Diamantopoulos, 2009). Over the years, many research methods, including experiments, surveys, and statistical analysis have been used to refine understanding of the level and extent of the phenomenon. Studies have been conducted in many countries, and respondent groups have included consumers, industrial buyers, international investors, and retail/wholesale buyers (Heslop et al., 2004). Both general and specific product images have been studied. Countries have been used as stimuli, and have included both developing and developed nations in all regions of the globe (Heslop et al., 2004). Roth and Romeo (1992) provide a definition for country image:

> *The overall perception consumer's form of products from a particular country, based on their prior perceptions of the country's production and marketing strengths and weaknesses (p.480).*

Roth and Romeo (1992) also stated that the willingness to buy a product from a particular country is likely to be high when the image of that country is also an important characteristic for the product category. Thus, the buyer's perceptions will vary depending on how well the country's production and marketing fits with that particular product category.

Knight et al. (2007a) argue the images consumers' hold of a particular country are well recognised as having a large impact on the consumer's propensity to purchase a product from that country. Liefeld's (1993) meta-analysis established that expert buyers place more importance on CoO in their product evaluations than do the end consumers. With regard to country image, Monroe (2004) stated:

> *Realistically, country image can act as only one of several extrinsic cues that buyers use to perceive quality of products or services. Generally, buyers are likely to use cues that are high in predictive value and high in confidence value to assess quality (p.160).*

2.4.1 Halo Model

Han (1989) stated, according to his halo model, even if consumers have little knowledge about a country, they will use their overall perceptions about the country to make evaluations of products. The halo model has two main aspects. The first is that:

> *When consumers are not familiar with a country's products, country image may serve as a halo from which consumers infer a brand's product attributes and which affects their attitude toward the brand indirectly through product attribute rating (p.222).*
>
> *Secondly, as consumers become familiar with a country's products, country image may become a construct that summarises consumers' beliefs about product attributes and directly affects their attitude toward the brand (p.222).*

The halo that consumers perceive about a country may influence specific tangible attributes (Erickson, Johansson, & Chao, 1984; Johansson, Douglas, & Nonaka, 1985). Knight et al. (2005) uses the halo model to give the example of New Zealand being perceived as "clean and green" and therefore viewed positively from the Lord of the Rings films and their portrayal of beautiful landscapes. This leads from these perceptions to the belief that New Zealand apples will taste better and have lower levels of agricultural spray residues than competitors' products. Han (1989) stated, when a consumer is unfamiliar with products from a particular country, the image of that country may serve as a halo for that product. The more experience the consumer has with the country's products, the more likely the initial halo of that country will be replaced by a summary one.

Liu and Johnson (2005) and Rao and Monroe (1989) also found that consumers who have low product knowledge are more likely to use CoO cues as indicators of product quality. This is due to their inability to analyse intrinsic cues, such as physical product attributes (Maheswaran, 1994; Rao & Monroe, 1989). It has also been found that CoO has a significant impact on product evaluation, particularly when buyers are less motivated to process available information when they have low product knowledge (Verlegh, Steenkamp, & Meulenberg, 2005). In other words, CoO cues will positively influence novices' expectations of purchase intention when CoO cues are favourable. On the other hand, CoO cues will negatively affect novices' expectations of purchase intention when CoO cues are unfavourable (Biswas & Sherrell, 1993; Chao, Wührer, & Werani, 2005). Consumers with high product knowledge are able to perform product-related tasks successfully and have extensive prior knowledge about product types, usage, and purchase information.

Additionally, those experts are more likely to rely on attribute-based information rather than stereotypical information in their evaluation and decision-making (Chao et al., 2005).

At the same time, there are different explanations for how experts, or consumers with high product knowledge make use of CoO in their information processing. Some studies have suggested experts tend to base their product evaluation on the attributes of products (Knight et al., 2007a; Skytte & Blunch, 2006; Wongprawmas et al., 2012). Meanwhile others insist experts tend to select products based on the CoO of the products (Han, 1989; Heslop et al., 2004; Liefeld, 1993).

Consumers do appear to use CoO cues as a cognitive shortcut when other information is scarce (Liu & Johnson, 2005; Maheswaran, 1994). As an extrinsic product cue, CoO is arguably similar to brand, price, warranty, and other intangible traits. Unlike physical characteristics, CoO cues do not directly affect product performance (Cordell, 1992). Thus, researchers have concluded a consumer's attitude would be more persistent and less affected by CoO cues over time, as long as they have both high product knowledge and motivation to process product-related attribute information (Maheswaran, 1994; Rao & Monroe, 1989).

Given the literature, it appears that knowledgeable consumers are more resistant to the effects of CoO cues, as they are motivated and able to more critically scrutinise information. Product knowledge will also help consumers attend to process information in a regulated and controlled manner when they are exposed to persuasive CoO claims. Therefore, consumers with high product knowledge are less likely to be affected by CoO cues than those with low product knowledge.

2.4.2 Country Reputation

Kotler and Gertner (2002) examined whether a country can become a brand. They state that a country's name can amount to brands in the mind of the consumer to help evaluate products. They also state that a country's name can create associations that can add or subtract from the overall perceived value. A country can also use its name to deliberately promote products, for example Colombian coffee. Kotler and Gertner state that a country's image tends to come from its geography, history, proclamations, culture, famous citizens and other features. The media also play an important role in shaping the perceptions of countries.

> *Most country images are in fact just stereotypes, extreme simplifications of the reality that are not necessarily accurate (p.251)*

These stereotypes may be dated, based on expectations or impressions rather than the actual facts. In many countries and industries there are mandatory product labelling that requires the producer to show the origin of the products. This has led to researchers looking to test the consumers understanding and awareness of foreign products. There has been a wide variety of different results and views regarding CoO. But Kotler and Gertner (2002) state that findings have consistently supported the fact consumers pervasively use CoO information as an indicator of quality. Research also shows that national stereotypes affect the relationships between manufactures and foreign clients (Knight et al., 2007a; Roth & Diamantopoulos, 2009). Extensive research supports the impact of CoO on attitudes towards foreign products, and export promotion authorities in many countries recognise their country's reputation is something that needs to be managed (Clemens & Babcock, 2004; Khanna, 1986). Overall Kotler and Gertner (2002) have stated that country images are important extrinsic cues on product evaluation, and it is important countries are conscious of country branding.

2.4.3 Country of Origin in Relation to Food Products

Research has supported the impact of country of origin towards foreign products. Export promotion authorities in many countries recognise that their country's reputation is an important asset to be managed. Overall of the many cues available at the point of purchase, CoO may serve as a signal to infer the quality and assess the social acceptability of a food product (Skaggs et al., 1996; Verbeke & Ward, 2006). The literature suggests that CoO information influences consumers when they purchase food products (Hoffmann, 2000; Skaggs et al., 1996). Juric and Worsley (1998) found that the national image acted as a halo for consumers when they were evaluating unfamiliar foreign food products. Lee and Lee (2009) also found that consumers with different levels of product knowledge tend to make use of CoO cues in their product evaluation in different ways, which agrees with the Han (1989) halo model. Juric and Worsley (1998) agreed with the fact that national image acts as a halo in the evaluation of unknown foreign food products.

Food products are considered low involvement purchases because items have a low per unit cost, comprise a small share of a consumer's total budget, and do not involve a high degree of risk (Hoyer, 1984). However, for expert buyers this is unlikely to be the case, as they are highly involved with all purchases (Insch & Jackson, 2013; Knight et al., 2007a). Since 2000, the EU has progressively introduced mandatory CoO labelling for specific commodities – beef, veal, fish and shellfish, wine, most fresh fruit and vegetables, honey, olive oil and poultry meat. For a country like New Zealand, having a positive CoO image regarding food products is something to strive for and preserve, particularly in the European market. This is because a large proportion of New Zealand's food exports are destined for European markets (Chellew, 2008; New Zealand Trade and Enterprise, 2006; Saunders, 2003; Statistics New Zealand, 2014).

Findings from other studies have shown that CoO is not a major cue for the purchase of food products (Bredahl, 2004; Scheibehenne, Miesler, & Todd, 2007). Specifically, in the Bredahl (2004) study, CoO was seen as a relatively unimportant cue for consumers when choosing food products; only mentioned by 3.5 percent of respondents. Instead, other considerations of price, taste, healthiness and quality were revealed as the main signals driving consumers' habitual food purchases (Bredahl, 2004; Scheibehenne et al., 2007).

Bredahl, Northen, Boecker, and Normile (2001) state that European consumers have become more thoughtful about their purchasing decision, especially about product quality and food safety as well as environmental and social impacts associated with food production and marketing. One of the quality cues that has been used regularly by expert buyers in the European market, especially in wine and food products, is related to product origin (Wongprawmas et al., 2012).

2.4.4 Key Country of Origin Research

One piece of key research that links well with what is being studied in this thesis is Heslop et al. (2004) work. They looked to test how expert buyers and consumers view the products, the country, and the people of selected countries. Heslop et al. found that both consumers and expert buyers relate their views of people and country competence to views of products. They found expert buyers appear to make country evaluations based solely on the descriptive qualities of the people. In general, consumers tend to use more aspects of the country when forming CoO images used in evaluating products than do the expert buyers. Overall Heslop et al. found that:

> *Country images do appear to affect beliefs about, evaluations of, and willingness to buy products, regardless of the level of development of the country or familiarity with it and its products (p.1185-1186)*

This means that for this thesis the New Zealand country image could have an effect on how expert buyers perceive New Zealand's products and businesses. The common message from this stream of research is that, although the size of the effect may vary across products, businesses, consumers, and situations, the impact of CoO is real, pervasive, and measurable (Han, 1989; Heslop et al., 2004; Knight et al., 2007a; Kotler & Gertner, 2002; Leonidou et al., 2006). The clearest conclusion is that CoO should be of concern to managers dealing in cross-cultural environments or with products sourced in different countries. For this research the CoO effect is something that is important, and should be used in developing the current study.

2.5 Theory Based Around New Zealand's Image and European Market Information

A fundamental economic fact for New Zealand is its particular dependence on export markets, but that it is also isolated from these markets (Chellew, 2008). New Zealand's exports of goods and services for the year ended December 2014 were valued at NZD$67.7 billion. Goods exports were worth NZD$50.1 billion, which was topped by dairy, meat and meat products (Statistics New Zealand, 2015). Within the export goods is the agricultural sector, this sector is highly efficient and has steadily increased the value-added component in agricultural exports. The Agricultural industry has long been the backbone of New Zealand's economy.

> *The temperate climate of New Zealand along with the absence of mineral wealth determined that New Zealand's primary exports should be the produce of the land (Maughan, 1978, p. 7).*

Meat and dairy products are the most important agricultural exports for New Zealand. Meat and dairy products have both accounted for over 40 percent of New Zealand's total merchandise for the year ended 30 November, 2014 (Treasury, 2015).

Recently, New Zealand has been more focused towards the Asian and emerging markets and somewhat less on the EU as an export market. Chellew (2008) states that New Zealand is dependent on exporting its products for its economic growth. In terms of exporting, the EU is of great importance for New Zealand as the European market demands high-quality products which in return reap high rewards (Clemens & Babcock, 2004; New Zealand Trade and Enterprise, 2006; Treasury, 2015). The European market fits within New Zealand capabilities. Europe is a market New Zealand should have more focus on because of the comparative advantages that New Zealand has in terms of agricultural products (New Zealand Trade and Enterprise, 2006).

Together, the European Union's 28 members account for 16 percent of the world imports and exports. It is the world's largest economy with a GDP of NZD$ 22.95 trillion in 2014 (European Commission, 2014). However, although the EU is powerful in trade, the trading taking place is largely inside the EU. Three-quarters of EU exports are to the other 28 countries inside the EU.

The last couple of decades has seen a decline in trade with the members of the European Union. Although there has been a decline in terms of value, taken as a bloc the EU is still New Zealand's third largest trading partner. European exports were worth NZD$5,019 million which was an increase of NZD$352 million from last year which accounted for 11.5 percent of New Zealand's exports (Statistics New Zealand, 2015). The main goods exported there were meat and edible offal (NZD$1.5 billion), fruit (NZD$505 million) and wine (NZD$453 million). Goods exports rose to the Netherlands, UK, and Italy. Out of all the products exported to Europe from New Zealand, 55 percent of them were food and beverage products (Statistics New Zealand, 2015).

2.5.1 Previous European Perceptions About New Zealand

In 2006, 67 percent of New Zealand's exports that went to the EU were agricultural products (Chellew, 2008). The EU, as said by the New Zealand Ministry of Foreign Affairs and Trade is the highest value and in some cases the fastest growing market for products such as butter, sheep meat, apples and kiwifruit. There is evidence within the literature relating to New Zealand's economic relationship with the EU that not enough is done to utilise the opportunities within Europe. For example, Holmes and Pearson (1991) pointed out:

> *The major problems for New Zealand in Europe lie not in a lack of market opportunities but in New Zealand's own failure to gear its economy and its enterprises to take advantage of them (p.304).*

Chellew (2008) stated, New Zealand needed to produce high-quality products to export to Europe and that has to be matched with high quality marketing. Currently New Zealand has a casual approach to marketing in the EU. Research has shown many New Zealand businesses looking to enter the EU, do so in an ad hoc manner with little planning (New Zealand Trade and Enterprise, 2008). Chellew (2008) said that to be more successful, New Zealand businesses and exporters should strengthen strategic planning initiatives.

Chellew (2008) looked to answer how effectively New Zealand exports to the EU. The findings from this found that New Zealand is not exporting to the EU as effectively as it could. Research is needed to better understand the wants and needs of European markets and consumers. This is important so New Zealand does not produce what is not needed or products that do not meet the demands of European buyers. As well as this, Chellew stated there is room for development in many areas of the economic relationship between European businesses. New Zealand needs to continue to engage with the EU at the diplomatic and business level to ensure it stays on the EU radar. However, New Zealand needs to develop its Research and development capabilities further to ensure innovative products and services are continually created to supply the European market.

New Zealand Trade and Enterprise (NZTE) have looked to test the perceptions of New Zealand businesses among different industry sectors in the international marketplace including, the UK, United States, China, Japan, Australia, South Korea and India. The research showed the perceptions regarding New Zealand has seen the country being viewed as clean and green, and as a country being environmentally consciousness (New Zealand Trade and Enterprise, 2006). New Zealand is viewed as being a raw materials economy that creates high quality produce (New Zealand Trade and Enterprise, 2008). Furthermore, New Zealand is perceived to be free-thinking, creative and innovative, urban and youthful country. Compared to other countries, New Zealand is seen to be pleasant to do business with, honest, sincere, and relaxed (New Zealand Trade and Enterprise, 2006).

New Zealand's appeal is that there is some kind of mystique about the country. In the UK especially, New Zealand is viewed as part of the wider family. Awareness of New Zealand's business culture and associated values is very low. People across the European market found it hard to name New Zealand companies, defaulting to tourism images to describe what they think the business culture is like (New Zealand Trade and Enterprise, 2008).

Overall, the perception of New Zealand is that it is a country with low business capabilities and low business acumen (New Zealand Trade and Enterprise, 2006). The explanation for this perception was a result of New Zealand being an isolated and emerging market which could contribute to a perception that New Zealand has little exposure to the realities of doing business in international markets. For New Zealand businesses this should be alarming. It suggests New Zealand businesses may be perceived as incapable in the international market. For a country vitally dependant on international trade, this highlights that problems in perception may be present. Further results suggest New Zealand business culture is perceived to lack the hunger and sense of urgency needed to forge a true entrepreneurial spirit (New Zealand Trade and Enterprise, 2006). New Zealand does have a national image of being risk-takers, but the medium and large businesses are viewed as being complacent and risk-averse. Further, New Zealand businesses are viewed as lacking a supportive “knowledge creation” infrastructure. This perception evokes thoughts of absence in entrepreneurial spirit. Perhaps all of this lack of perception is further evidence that businesses based inside Europe tend to be more concerned with the European markets on their doorstep, and have little sense of New Zealand other than as a holiday destination (New Zealand Trade and Enterprise, 2006). Lastly, New Zealanders are seen to be self-deprecating and this may be interpreted as lacking confidence in the international and European marketplace (New Zealand Trade and Enterprise, 2006, 2008).

This research has given insight into some of the problem areas New Zealand businesses have in overseas markets, but there has been some positive attributes New Zealand businesses have shown. New Zealand in business is seen to be high in human values (New Zealand Trade and Enterprise, 2006, 2008). Businesses interviewed by NZTE talked about the openness and directness in New Zealand business. This was seen as being in complete contrast to international businesses where there are often undisclosed purposes, disguised agendas, and undeclared conflicts of interest (New Zealand Trade and Enterprise, 2006, 2008). The New Zealand business culture is also seen as being refreshingly honest and direct.

New Zealand, in the food and beverage sector in Europe were associated with a few core generic products. These were; wine, lamb and butter. There was minimal awareness of anything else (New Zealand Trade and Enterprise, 2006). A commonly held perception is that New Zealand is a source of top-notch quality ingredients and this is strengthened by the clean, green, country perception European businesses hold (New Zealand Trade and Enterprise, 2006). These positive associations are beneficial for New Zealand’s products given the current environment, and this positioning provides opportunities to educate European consumers about other New Zealand offerings. However, the perception of a sophisticated product is easily undermined by New Zealand's lack of understanding of offshore markets and commercial savvy (New Zealand Trade and Enterprise, 2006, 2008).

New Zealand businesses inside the food and beverage industry tend to work more with high end products, which makes it easier to claim a price premium (Chellew, 2008; New Zealand Trade and Enterprise, 2008). But this niche approach may contribute to low awareness of many New Zealand products. New Zealand businesses were perceived to be pushing their product rather than filling gaps in the market. This links with the point about New Zealand's lack of understanding of offshore markets (New Zealand Trade and Enterprise, 2006, 2008).

Unfortunately, for New Zealand, the comparative advantage they have in the agricultural industry can be distorted by international trade barriers such as tariffs, quotas and by situations of imperfect competition. A well-known author on this topic, Saunders (2003), stated that the EU farming system could not compete with New Zealand's imports . So this led to imposed strict trade restrictions. For New Zealand, it is important that what does get exported to the EU must meet the expectations. The UK has welcomed cheap products from its Commonwealth countries and perhaps this is why New Zealand has focused on exporting to the UK more than countries in the EU in recent years (Chellew, 2008).

Chellew (2008) found New Zealand businesses were not the best at negotiating with their European counterparts. New Zealand businesses tended to give away their "exclusivity" which is an attitude that does not hold in European business. The European market is one that is highly specialised with highly specialised personnel and the "Kiwi ingenuity" attitude can be seen as undermining this (Chellew, 2008). Chellew also stated New Zealand marketers need to be more aware of professional standards and take greater care in their trade dealings. The lauded "she'll be right" attitude is also causing problems for New Zealand businesses. Chellew (2008) stated this can be improved through better education and specific research regarding target audiences for marketing campaigns both in terms of consumers and industry insiders.

2.5.2 Environmental Issues

Chellew (2008) has outlined that one option for New Zealand to overcome the distance of the market is to have an office based in Europe. Benson-Rea and Mikic (2005) suggest sustained presence and commitment with local partners is essential. But if the business is too small, then the tyranny of distance can be overcome through the traceability and integrity of the product or service. The traceability issue is something that has been popular in Europe. It has been found customers actually do take into account the process a product goes through before it arrives in retail outlets (Chellew, 2008; Skytte & Blunch, 2006; Wongprawmas et al., 2012). The concept of “food miles” has also been an aspect that may affect New Zealand food exporters. Food miles can be defined by Kissinger (2012) who states food miles is the distance the food has travelled along the supply chain from start to finish, and includes the CO_2 emissions and energy used to transport the food. Saunders, Barber, and Sorenson (2009) have shown a full life cycle assessment of products that were produced in New Zealand and shipped to the UK. The study takes into account all the CO_2 emissions along the full supply chain (from the farm to the plate). Saunders et al. (2009) established the energy and CO_2 emissions used to produce (which included travel along the supply chain to the end consumer) lamb in the UK was in fact four times greater than if it was sourced from New Zealand. This shows the traceability of products from New Zealand is important to document how environmentally friendly it is.

2.5.3 Tourism Image

Gnoth (2002) has presented a theoretical and practical model for how the development of a country as a tourism destination brand actually creates leverage for the country’s products for the export markets. What New Zealand has done through its tourism advertising worldwide is use the same sets of values for the country and relate it to their exporting brands. Gnoth (2002) has stated that:

> *By gradually ‘imbuing’ the country’s tourism services with the same set of values and attributes, the country emerges as a brand (p.276).*

Morgan, Pritchard, and Piggott (2002), aimed to see how the destination brand New Zealand was preforming in the international environment (Morgan et al., 2002). The research was conducted In the UK and looked to see what the British consumers perceptions were of New Zealand, along with any symbols and images that represented New Zealand (Morgan et al., 2002). They found New Zealand was felt by participants to be a more vibrantly colourful and to be warmer country in terms of temperature, than the UK. New Zealand was also viewed as being a warm, friendly and welcoming culture and was a “down-to earth” country that is characterised by its openness and a laid-back approach. It was also viewed as being natural and unpretentious, and has a reputation for good quality food and wine (Morgan et al., 2002). The word "New" in New Zealand's name has positive connotations of modernity too.

Since its launch in 1999, the "New Zealand 100% Pure" tourism campaign has been portrayed worldwide as a highly successful tourism branding campaigns that has reinforced the country's "clean and green" positioning (Hall, 2010).

> *The objective for this campaign was not only to encourage travel to New Zealand but to enhance New Zealand's national brand to better differentiate New Zealand internationally; support key sectors; and, enhance New Zealand's established/emerging areas of comparative advantage (Ministry of Economic Development, 2006, p. 3).*

The creation of brand NZ was used to help manage the perception of New Zealand internationally, and create perceptions that would help New Zealand's exporting sectors. What actually happened was that it worked well for the tourism industry and New Zealand's primary products, but was:

> *Potentially irrelevant or an impediment to credibility in others, as it may be associated with a lack of technological sophistication (Ministry of Economic Development, 2006, p. 10).*

Since the late 1990s New Zealand's government and their agencies (in particular the Ministry of economic development (MED) and NZTE) have sought to extend the place branding of New Zealand and try to portray the country as being innovative, entrepreneurial and creative. This has been referred to as "clean, green and smart" (Ministry of Economic Development, 2006). Perceptions regarding New Zealand from offshore businesses included, New Zealand as being entrepreneurial, they also believed that as a country New Zealand is "naturally beautiful" and clean and green, but not technologically advanced (Ministry of Economic Development, 2006; New Zealand Trade and Enterprise, 2008). The brand NZ program chose not to emphasise national branding mechanisms such as CoO or made in New Zealand. They instead focused on making sure that consistent marketing messages about the country were portrayed with respect to trade, investment and the attraction of appropriate migrant groups (Ministry of Economic Development, 2006). Through this the fern mark was created.

> *The fern mark was used to build New Zealand's business reputation in key international markets and by using the Fern Mark, NZTE, Tourism New Zealand and New Zealand businesses can tell a consistent story about New Zealand and increase international connections (Hall, 2010, p. 76).*

What was stated above by the authors of Chellew (2008); New Zealand Trade and Enterprise (2006); Saunders et al. (2009) shows that this creation of the Fern Mark has not worked for New Zealand businesses and may have actually hindered the perceptions of some businesses.

The generic branding of the clean green image is labelled on many of New Zealand's exports of both products and services. Chellew (2008) states that:

> *Market research is required to empirically establish whether this is an appropriate, and indeed the most effective, strategy. Furthermore, marketing efforts must be suitable to the product. Marketing must match the reality of the goods and production methods; advertising that declares a product to be 'clean and green' should not be misleading (p.103).*

Chellew (2008) research stated that to gain first hand insight into the European perspective towards New Zealand in trade negotiations and other areas of the relationship needed further investigation. This shows the need for research like this thesis to be done.

2.6 Gap in the Literature

Overall, from the research presented above, and from a New Zealand perspective it shows that there is a need for research based around their CoO image for businesses and products. Previous research has been done on country image relating to products, as well as the country image relating to the people from specific countries from both consumers and expert buyers. One area that has not been tested before is combining a specific country's businesses and products, and see if perceptions vary depending on the level of experience an expert buyer has. For New Zealand businesses it is important to see how the European expert buyers perceive their products and businesses. As well as this, they need to know where to concentrate their resources to meet the needs and build a successful relationship with their European counterparts. Through this need, and an analysis on the literature, it shows there is a gap that needs to be addressed. The theme this research will undertake to fill this gap is European expert buyer's perceptions of New Zealand businesses and the perceptions of products from New Zealand by level of knowledge and experience.

2.7 Theoretical Framework

The theories mentioned above in the literature review are what will be used to form the theoretical framework for this research. The two theories that will underpin this research are from buyer-seller relationships and the CoO theory. The buyer-seller relationship theory is based on the expert buyer's perspective, looking at what they deem to be important in building a relationship and selection of products and businesses. The CoO theory is used in the framework to explain the European expert buyer's perceptions of New Zealand products and businesses. These perceptions are based on the previous knowledge and experience the Europeans have had with New Zealand. The commentary below describes these theories in more depth, and shows how it relates to this current research.

The buyer-seller relationship theory is one of the underpinning theories for this research. For the New Zealand businesses, creating successful buyer-seller relationships with their European clients is what they are trying to achieve. This theory looks to identify what forms a relationship and what leads the relationship to success or failure for the exchanging parties. Key areas mentioned above for this theory were; commitment, trust, cooperative norms, independence and power (Cannon & Perreault, 1999; Wilson, 1995). As these relationships evolve over time, it is important to understand how the relationship is progressing. This research will give the New Zealand businesses and the products they sell an understanding of how their relationship with their European counterparts is progressing, and identify areas that can help progress to a successful relationship (Wilson, 1995).

Knowing what the European buyers look for and find to be important in the relationship is one area for this research that is of great importance. For the New Zealand businesses, being tested against these variables will show how they are perceived by the European expert buyers. Knight et al. (2007a) stated that it is vital to understand and know the factors that form a successful buyer seller relationship. The theoretical foundation of the buyer-seller theory will be looked from the perspective of expert buyers, as these are the people New Zealand exporters deal with the most. The literature review has shown what export buyers perceive to be important in building a relationship. There has been no clear theory developed for this, so instead used in this research will be a combination of factors for what authors surrounding this topic have found to be important.

The CoO theory is used as an underpinning theory for this research because CoO is used by consumers to reinforce, create and bias initial perceptions of products and in this case businesses as well (Johansson, Papadopoulos, & Heslop, 1993). Han (1989) states that if consumers have little knowledge about a country, they will use their overall perceptions about that country to make evaluations of products. Research shows that if the buyer has a low level of knowledge that they will use CoO cues more to evaluate the product or experience (Han, 1989; Liu & Johnson, 2005; Rao & Monroe, 1989). But if the buyer was considered an expert (high level of product knowledge) then they can base their perceptions on actual attributes of the product and/or business rather than stereotypical information in their evaluation and decision making (Chao et al., 2005; Han, 1989). This shows that for this thesis, expectations may vary depending on level of experience or knowledge.

For the food and beverage industry, CoO is important because it can serve as a signal to infer the quality and assess the social acceptability of a food product (Skaggs et al., 1996; Verbeke & Ward, 2006). Roth and Romeo (1992) also stated that the buyer's perceptions will vary depending on how well the country's production and marketing fits with that particular product category. For New Zealand, the food and beverage industry is of great importance and is one that the country is dependent on (Ballingall & Lattimore, 2004).

Knight et al. (2007a); Roth and Diamantopoulos (2009) have also stated under the CoO theory that national stereotypes affect the relationships between manufactures and foreign clients. As well as this, export promotion authorities in many countries recognise that their country's reputation is something that needs to be managed, which gives the need for more research around CoO for products and businesses from specific countries (Khanna, 1986). So through the research mentioned above, and in the literature review, it shows the CoO theory fits well for understanding perceptions about a country's products and businesses. Furthermore, these perceptions will vary depending on the level of knowledge and experience the individual may have (Han, 1989; Heslop et al., 2004; Knight et al., 2007a; Kotler & Gertner, 2002; Liefeld, 1993).

One piece of key research that links well with what is being studied for this thesis is Heslop et al. (2004) work. They looked to test how expert buyers and consumers view the products, the country, and the people of selected countries. Heslop et al. (2004) found both consumers and expert buyers relate their views of people and country competence to views of products. They found expert buyers appear to make country evaluations based solely on the descriptive qualities of the people. For this research the evaluations will not be based on the people of New Zealand but instead businesses from New Zealand. With this research being similar, it can assist in developing the research methods and design for the thesis. Overall, for this research it is important to understand what is central in buyer-seller relationships, especially for expert buyers. Knowing the important attributes and testing these against a specific countries products and businesses brings in the CoO effect. This also makes the CoO theory significant for this research.

2.8 Chapter Summary

This literature review has presented key theory on buyer seller relationships, expert buyer's theory, the CoO theory, and has also analysed key findings that are relevant to New Zealand and Europe. The literature review has shown New Zealand is a country dependent on its export markets. In terms of exporting for New Zealand, Europe is considered to be of great importance as the market demands high-quality products, which in return reap high rewards. This fits within New Zealand's capabilities. Prior research on a specific countries perceptions of product and business performance in another marketplace was minimal. This was especially true for New Zealand in the European marketplace.

Knowing what forms and builds a relationship is important to understand. Commitment appeared to be the most common relationship variable used in buyer-seller relationship theory, and is what both parties should be striving for. Trust was also brought up regularly as being important to building a successful relationship.

The expert buyer's theory indicated why they should be targeted for this study. Expert buyers were described as being better than the end consumers at judging relevant information, processing the information analytically and ability to perform product related tasks. These expert buyers are the people New Zealand exporting businesses deal with the most, and are the ones who get to decide on what products will be made available for the end consumer. Key factors that influence decision-making of the expert buyers and what they deem to be important in relationships, in terms of product and business performance was presented. This analysis carried on into the food and beverage industry, and provided some insight into what could be used to measure the perceptions of European expert buyers of New Zealand products and suppliers.

The CoO theory has been researched since 1962, and is used by consumers to create, reinforce, and bias initial perceptions of products and in this case businesses. The Halo model was presented and described how perceptions about a country can change based on previous knowledge or experience. CoO cues will positively influence novices' expectations of purchase intention when CoO cues are favourable. On the other hand, CoO cues will negatively affect novices' expectations of purchase intention when CoO cues are unfavourable. Given the literature, it appeared that knowledgeable consumers were more resistant to the effects of CoO cues, as they are motivated and able to critically scrutinise information. Furthermore, consumers with high product knowledge are less likely to be affected by CoO cues than those with low product knowledge.

Various concepts based around New Zealand's country image, product, and businesses performance was also presented in the literature review. Previous European perceptions of New Zealand businesses and products was also reviewed. This showed that New Zealand may have some issues present with their products and businesses performance internationally and in the European marketplace. Overall, from looking at the literature review it showed that there was a gap in the literature that this research would be able to address. The theoretical framework that forms the basis for the thesis was also described.

Chapter 3

Research Methods and Design

3.1 Introduction

This section will propose how the data gathered can answer the research objectives previously identified above. In discussing the methodology the reviewed literature will be studied for the most appropriate methodological approaches. This type of research is unusual in that the perceptions of products and businesses held by European countries' as a group has not been examined before. So in order to decide on the best approach, looking through the literature and previous authors on this topic will be examined to see how they conducted their analysis. Discussed in this section will be how the sample was selected that will best represent the population of the European expert buyers. Questionnaire development will be presented, and why this particular type of data collection was chosen. Furthermore, the analytical methods used that will answer the research objectives will be addressed.

3.2 Sample

In order to gather the data, it first must be stated where the sample will come from. The sample that this research is looking for varies between European buyers that have high previous knowledge/experience with New Zealand products and businesses, and European buyers that have low knowledge/experience. The current research had a limited timeframe and tight budget so the selection of the sample is very important to make sure the most appropriate respondents will be approached. Similar research done by Chellew (2008) looked at how effectively New Zealand as a country exports to the EU. In this research, the qualitative approach was used, and although she was able to find key New Zealand interviewees, she was unable to measure the European buyers' attitudes and had to resort to secondary data. Chellew (2008) noted that having a broader range of interviewees would have provided greater external validity to the conclusions and recommendations of the research. Further, this would have allowed some sort of empirical analysis to be conducted. Chellew (2008) also stated that studying this topic from New Zealand lent its own limitations. As the research developed and progressed, being able to investigate this topic from the

European perspective became a sought-after goal for the research. So it was decided that travelling to Europe for this thesis would be the best research approach.

For sampling and data gathering efficiency, the maximum number of respondents needed to be approached in the smallest amount of time. Frequent talks with NZTE and my supervisors, suggested that data collection could be done at the Anuga trade show, the largest food and beverage trade show in the world. The trade show features 6,800 exhibitors (4,546 exhibitors and 121,136 visitors coming from Europe in 2013) from over one hundred countries (Anuga, 2015a). Gathering the data while at the trade fair was to be done through convenience sampling. As this is an international show, ten New Zealand businesses had stands there. The aim for these ten businesses was that they would allow me to stand on or near their stands. This could be used as a way as identifying potential participants that have dealt with New Zealand businesses before. It was also decided that individuals approached for the survey will be chosen at random. Prior to attending the trade show, New Zealand businesses that have attended before, as well as attending the 2015 trade show had been contacted. They were used as a pre-test for the questionnaire, and proved valuable in their responses in terms of suggestions for the research.

3.3 Questionaire Development

With the sampling strategy in place, the question of whether the data will be quantitative or qualitative needed to be addressed. Prior research around similar topics have used both quantitative and qualitative approaches (Chellew, 2008; Heslop et al., 2004; Insch & Jackson, 2013; Knight et al., 2007a; Laroche, Papadopoulos, Heslop, & Mourali, 2005; New Zealand Trade and Enterprise, 2006; Roth & Romeo, 1992; Skytte & Blunch, 2006; Wongprawmas et al., 2012). Past qualitative research of Knight et al. (2007a); Wongprawmas et al. (2012) tested to see if the CoO of a product affects the perception of buyers from Europe. This research was conducted well with hour long interviews, but unfortunately the sample that they used was too small, and this led to a somewhat weak analysis. For this current research it would be difficult to find respondents who are willing to be interviewed for over an hour while at the trade show, and perform some statistical analysis with a small sample size. The Quantitative study by Heslop et al. (2004) tested the perceptions of both expert buyers and consumers about how they view products from a country, the country itself and the people from that country. They used a questionnaire to collect the data and were able to perform different types of statistical methods, including testing means, MANOVA tests and formed a structural equation model. Other similar quantitative research in the areas of CoO and expert buyers' theory have used a questionnaire to conduct their research (Elliot, Papadopoulos, & Kim, 2011; Insch et al., 2011; Roth & Romeo, 1992; Skytte & Blunch, 2006). Although quantitative and qualitative methods have been used in this domain. Being able to gather a large sample in a small amount of time, and preform some statistical analysis off, is what this current research is aiming to do. So it was decided a quantitative approach with a questionnaire should be used.

The questionnaire developed for the current research is based on what other studies have used and found. Elliot et al. (2011) used seven point bipolar adjective scales, where one equalled negative and seven equalled positive. The constructs were country image and products and were tested against specific indicators adapted from the constructs. Laroche et al. (2005) also used a seven point bipolar adjective scale. Their scale for country image was adapted off previous research from Li, Fu, and Murray (1998); Papadopoulos et al. (1988). The product beliefs and evaluations were also developed off the previous research of Nagashima (1977); Papadopoulos et al. (1988). Li et al. (1998) also tested the country image and products from that country. They used Roth and Romeo's (1992) research with the four scale items (innovativeness, design, workmanship and prestige) to measure the product image construct. They also used bipolar adjective scales. These four scale items of Roth and Romeo (1992) have been mentioned heavily throughout the research and have been used or adapted in many studies. Similar research to the one mentioned above has also been done by Bennett (1991); Parameswaran and Pisharodi (1994) in terms of the bipolar adjective scales used. The one study that offered the most similarity to this research was Heslop et al. (2004). They tested the CoO image as well as people and products from that country, and the perceptions of those. Through looking at the previous methods used, it shows what path this questionnaire should take. It demonstrations that a bipolar adjective scale (based on previous scales used) should be used for the questions.

For the questionnaire, the New Zealand businesses and products scale items were based on previous research. The research that was mentioned above in the buyer-seller relationship theory and the CoO theory was used to show what the expert buyers perceive to be important for the selection of businesses and products (Elliot et al., 2011; Knight et al., 2007a; Laroche et al., 2005; Leonidou et al., 2006; McGoldrick & Douglas, 1983; Wongprawmas et al., 2012). Appendix A shows what scale items were chosen and the literature the scale item is based on. What Appendix A also shows is the section on familiarity with New Zealand products and businesses. This was used by Heslop et al. (2004) to determine the level of familiarity that either the expert buyers or consumers had with products, people or the country itself. Familiarity and experience is a common variable used in CoO studies (Erickson et al., 1984; Han, 1989; Liu & Johnson, 2005; Verlegh et al., 2005). This construct will be useful to determine and make analysis on if perceptions vary depending on level of knowledge or experience.

The survey was developed from the literature review and through deliberation with my supervisors. A preview of what the survey looked like has been shown below in Appendix B. Prior to completing the survey the potential respondent was asked if they were from Europe and worked inside the food and beverage industry. This was to make sure they were in the food and beverage industry and from Europe. The survey did not have to go under any human ethics committee for approval. This is because it falls under section 6.2.3.2 under the Human Ethics Committee Policy. Although, during the interviewing, the research still followed the four guidelines of the human ethics committee (informed and voluntary consent, respect for rights of privacy and confidentiality, limitation of deception and minimisation of risk).

3.4 Analytical Methods

As already outlined, the research followed a quantitative approach. In order to decide what statistical methods should be utilised, previous research which focused on the topic was considered. Previous research analysed for selecting what forms of statistical analysis should be used are from, buyer-seller relationship theory, buying behaviour of European expert buyers, and the CoO theory around country image, products and people (Cannon & Perreault, 1999; Heslop et al., 2004; Roth & Romeo, 1992; Skytte & Blunch, 2006). The statistical methods used in this research included testing and comparing means, F and T tests, ANOVA's, MANOVA's, cluster, conjoint, confirmatory factor, discriminant analysis, and lastly structural equation modelling. Heslop et al. (2004) research is the most similar to this, in terms of a CoO study, testing products and the country's people from a consumer or expert buyer's perspective against scale items. They tested the comparisons of beliefs through a series of ANOVA tests on each of the sets of scales. They also used F-tests to see if the sets of scales were significantly different (Heslop et al., 2004). They then went on to preform structural equation modelling for the effects of consumers and expert buyers against the scale items.

For this research structural equation modelling will not be used because the technique is too complex. Instead, to answer the first two research objectives a comparison of the means of the scale items will be done to see how New Zealand products and businesses are perceived by the European expert buyers. As well as this, the different mean scores of the scale items and how European buyers have valued them depending on level of knowledge will be analysed to see how they differ. For the third research objective, one way ANOVA tests have been chosen to examine whether perceptions change as European buyers gain experience with New Zealand's products and/or businesses. One-way ANOVA's have been chosen to analyse the differences among group means and their associated procedures. The two groups set to be tested are the dependant variable (New Zealand product/business attributes) and the independent variable of experience, made up of high, medium and low knowledge/experience groups.

To investigate the significant relationships further, Fisher's least significant difference (LSD) post hoc test was chosen to test the mean differences among the groups and identify the significant relationships between them (Hayter, 1986). A significant ANOVA test only reveals that not all the means compared in the test are equal. Fisher's LSD is basically a set of individual t-tests, differentiated only in the calculation of the standard deviation. In each t-test, a pooled standard deviation is computed from only the two groups being compared (Hayter, 1986). Post Hoc LSD tests have been used in similar research in CoO theory before (Ha-Brookshire, 2012; Pérez-Trujillo, Barbaste, & Medina, 2003). The LSD test can therefore identify whether perceptions change as European buyers gain experience with New Zealand's products or businesses.

As the difference in sample size increases, larger overall sample sizes are needed to ensure robustness. Tabachnick and Fidell (1996) have recommend that a sample of at least 20 cases in the smallest group of the independent variable should be found to ensure robustness. So this means that the minimum amount needed when data collection happens is at least 20 respondents from either group of buyers that have either low, medium or high previous knowledge/experience with New Zealand products/businesses.

Finally, the open ended question at the end of the questionnaire (see Appendix B), allows the respondent to give any further insight, information or comments they have about New Zealand. While the results from this question will be anecdotal, this question could provide further knowledge of how Europeans perceive New Zealand not already included in the scale items.

3.5 Chapter Summary

This chapter has described the methods that will be used to best answer the research objectives for this thesis.

This project has been limited by a timeframe, the dates of the trade show providing data and a very tight budget, so the selection of the sample was very important to make sure the most appropriate respondents would be approached. The sample that this research was seeking was, European buyers that have low or high knowledge/experience with New Zealand products and businesses. Similar research on this topic showed that collecting the data from Europe, and having some type of questionnaire would have improved their study (Chellew, 2008). Discussions with NZTE and my supervisors, suggested that data collection could be done at the Anuga trade show, the largest food and beverage trade show in the world. Being able to gather a large sample in a small amount of time, and preform some statistical analysis off is what this current research is aiming to do. So it was decided that a quantitative approach with a questionnaire would be used.

The questionnaire developed for the current research was based on what other studies have used and found. A set of bipolar adjective scales was used to test the attributes of New Zealand products and businesses. For the questions, the New Zealand businesses, products and familiarity scale items was adapted from what has previously been researched in this field. In order to answer the research objectives further analysis on statistical techniques was discussed. Ultimately, this led to a comparison of means, one way ANOVA's and LSD post hoc tests being selected as the best methods to answer the research objectives.

Chapter 4

Results

4.1 Introduction

This section of the thesis describes the outcomes of the analysis of the questionnaires collected at the Anuga trade show in Cologne, Germany, on October, 2015. The results first describe the data by looking at the respondents profiles. The country where the respondent is from, size of their business and the industry they are in will also be analysed. This will document the broad range of respondents contributing to the research project. The variation in respondents is important because it captures the different views that may be present about New Zealand. This is then followed by an examination of the three research objectives:

- Determine how European expert buyers perceive products and businesses from New Zealand.
- Identify the specific areas (within business performance and product attributes) where New Zealand is performing well and the areas that need further attention.
- Examine whether perceptions change across as European expert buyers gain experience with New Zealand's products and/or businesses.

These research objectives are addressed through examining and comparing the mean scores for each of the product and business attributes. Specific areas in which New Zealand businesses and products are preforming well or poorly are described. Next, these attributes are compared across the level of knowledge/experience that respondents have had with New Zealand either in terms of products or businesses. The final research goal is addressed with one-way ANOVAs for both products and businesses. These test the level of significance of attribute differences against level of experience. Post hoc tests are employed to further examine where the statistical significance occurs.

4.2 Sample Description and Respondent Profile

Over the five days of recruiting and surveying respondents, 251 people were approached to answer the questionnaire. From this group, 132 subjects were able to complete the device, thus giving a response rate of 52 percent. This sample size is sufficient to support the analytical methods used with a high level of reliability, validity and robustness (Tabachnick & Fidell, 1996). The sample consisted of 87 percent being male and 13 percent female. Although this figure does not reflect the natural distribution of the genders, males tend to dominate attendance at trade shows. This study's gender distribution is similar to others (Aunga, 2015b; Shoham, 1999).

The respondents came from 26 countries and the businesses they represented came from 27. In Table 1 and 2 below, two of the respondents were not from Europe. This was because either the respondent worked in Europe and thus had experience in that market, or they were from Europe but no longer worked in the European marketplace. One notable finding when looking at the sample was that, around 30 percent of the respondents came from Germany. This enhanced local turnout is similar to that reported by Aunga (2015b). Attendees from the Netherlands, UK, France and Poland were the next highest notable groups with five percent or greater coming from these countries.

Table 1 Respondent Country of Origin.

Respondent Country of Origin					
Country	**Frequency**	**Percent**	**Country**	**Frequency**	**Percent**
Germany	40	30.3	Italy	2	1.5
Netherlands	21	15.9	Russia	2	1.5
UK	11	8.3	Sweden	2	1.5
France	8	6.1	Switzerland	2	1.5
Poland	7	5.3	Argentina	1	0.8
Denmark	6	4.5	Brazil	1	0.8
Finland	5	3.8	Greece	1	0.8
Czech Republic	3	2.3	Lithuania	1	0.8
Ireland	3	2.3	Monaco	1	0.8
Norway	3	2.3	South Africa	1	0.8
Spain	3	2.3	Turkey	1	0.8
Belgium	2	1.5	Ukraine	1	0.8
Bulgaria	2	1.5	Total	132	100
Estonia	2	1.5			

Table 2 Company Country of Origin.

Company Country of Origin					
Country	**Frequency**	**Percent**	**Country**	**Frequency**	**Percent**
Germany	41	31.1	Spain	2	1.5
Netherlands	19	14.4	Sweden	2	1.5
UK	8	6.1	Austria	1	0.8
Denmark	7	5.3	Estonia	1	0.8
France	7	5.3	Greece	1	0.8
Poland	7	5.3	Lithuania	1	0.8
Belgium	5	3.8	Macedonia	1	0.8
Finland	5	3.8	Monaco	1	0.8
Switzerland	5	3.8	Russia	1	0.8
Czech Republic	3	2.3	Singapore	1	0.8
Ireland	3	2.3	Turkey	1	0.8
Norway	3	2.3	Ukraine	1	0.8
Bulgaria	2	1.5	USA	1	0.8
Italy	2	1.5	Total	132	100

Overall, there was a broad range of countries represented in the sample. Ninety two percent of the respondents came from the European Union countries, six percent were part of the European alliance and, the final two percent were not from the European Union. This is shown in Table 3 below.

Table 3 European Group Respondent is from.

European Group		
	Frequency	**Percent**
European Union	122	92.4
European Union Alliance	8	6.1
Non-European Union	2	1.5
Total	132	100

Nearly half (47.0 percent) of the businesses in the sample were small, with only one to forty nine employees (see Table 4 below for further detail). Although the size of this group may seem high, this should not be alarming as generally it represents the population that was present at Anuga, and characterises the size of businesses in Europe (Aunga, 2015b; Eurosat, 2016).

Table 4 Number of Employees in Firm.

Size of Businesses Employee's		
	Frequency	Percent
1-49	62	47.0
50-249	29	22.0
250-999	17	12.9
1000+	24	18.2
Total	132	100.0

The industries represented in the sample were diverse. The industry that the respondent came from is shown in Table 5. Over 80 percent of the sample were characterised to be directly involved in the food and beverage industry.

Table 5 Respondents Industry.

Industry that Respondents are in		
	Frequency	Percent
Meat	42	31.8
Food	35	26.5
Other	25	18.9
Beverage	11	8.3
Produce	5	3.8
Dairy	4	3.0
Poultry	4	3.0
Bakery	2	1.5
Seafood	2	1.5
Wine	2	1.5
Total	132	100.0

Additionally, the represented industries were classified into standard industry codes (SIC). These are further classified into functions within industries including whether they manufacture the product, are retail buyers, wholesalers, or more towards the retail end of the supply chain selling to the end consumer. Other related and/or supporting industries interviewed were media outlets, distribution and market research concerns (see Table 6 below).

Table 6 Respondent Standard Industry Code.

Industry code					
	Frequency	Percent		Frequency	Percent
311: Food Manufacturing	5	3.8	445210: Meat Markets	7	5.3
31111: Animal Food Manufacturing	8	6.1	4841: General Transportation	4	3
311411: Frozen fruit, juice, and vegetable manufacturing	2	1.5	541611: General Management Consulting Services	1	0.8
31151: Dairy product manufacturing	3	2.3	541613: Marketing Consulting Services	1	0.8
424420: Packaged Frozen Food Merchant Wholesalers	2	1.5	541613: Marketing Consulting Services	2	1.5
424430: Dairy Product Merchant Wholesalers	1	0.8	541910: Marketing Research	4	3
424440: Poultry and Poultry Product Merchant Wholesalers	1	0.8	541930: Translation and Interpretation Services	1	0.8
424460: Fish and Seafood Merchant Wholesalers	2	1.5	541990: All Other Professional, Scientific, and Technical Services	1	0.8
424470: Meat and Meat Product Merchant Wholesalers	30	22.7	561910: Packaging and Labelling Services	2	1.5
424480: Fresh Fruit and Vegetable Merchant Wholesalers	5	3.8	561920: Convention and Trade Show Organizers	2	1.5
424490: Other grocery and related products wholesalers	30	22.7	722320: Caterers	6	4.5
424820: Wine Merchant Wholesalers	3	2.3	Total	132	100
445110: Supermarkets and other grocery stores	9	6.8			

Lastly, most of the respondents were at the trade show to meet and network with potential or current clients, with 63 percent of the sample included in this group. About one-fifth (18 percent) of the respondents were actively researching opportunities, competitors, or customers, and a further 18 percent were there to buy or sell products. (See Table 7)

Table 7 Why the Respondent was at the Trade Show.

Activity at the Trade Show		
	Frequency	Percent
Meet Clients	84	63.6
Research	24	18.2
Buy Products	9	6.8
Sell Products	9	6.8
Selling and Buying	4	3.0
Other	2	1.5
Total	132	100.0

In terms of experience with New Zealand's products, businesses and the country as a whole, differences between the respondents were found. Figure 1 shows that the graph for experience with New Zealand products tends to be more skewed towards the less experience end of the distribution. The range of different responses in the graph is reasonably broad. The respondents could label their experience from 0 (no experience), to 10 (dealing with New Zealand regularly). The mean for experience with New Zealand products was 4.63. This shows that generally Europeans view themselves as having below average experience with New Zealand's products. Experience with the New Zealand business was skewed towards the less experience end and then tailing off towards more experience (see Figure 1). The mean for experience with New Zealand businesses was 3.82, which was lower than the average experience with New Zealand products. This was not surprising as the chances of a respondent having some experience with New Zealand products is likely to be higher than having dealings with a New Zealand business (Knight et al., 2005). Lastly, the graph for experience with the country New Zealand as a whole is shown in Figure 1 below. This was drawn from measurements of how much the respondent thought they knew about New Zealand. This graph shows a more even distribution, approximating a bell shape. The sample shows that they have some knowledge about New Zealand as a country, with the mean score of 5.72. What this information shows is that generally, respondents tended to have greater knowledge about the country New Zealand rather than New Zealand's products or businesses.

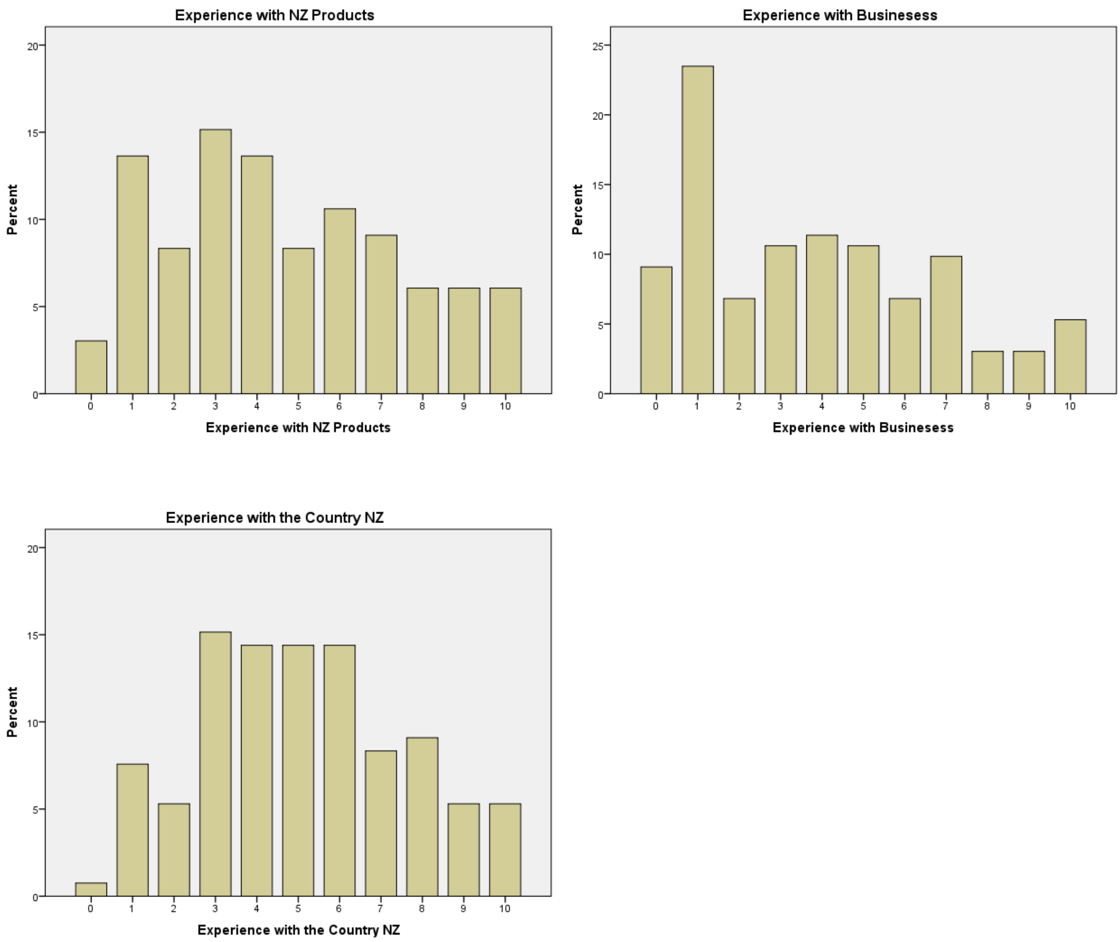

Figure 1 Experience with New Zealand Products, Businesses and Country.

Overall, the study was able to collect an extensive range of different respondents. For this study, the total respondents that answered the questionnaire was more than predicted, and the response rate higher than expected. This sample has shown to represent the population of Anuga and the European food and Beverage marketplace accurately in terms of range of countries, industries and the size of businesses (Aunga, 2015b; Eurosat, 2016; Shoham, 1999). The differing countries, industries, businesses and degree of experience with New Zealand should allow for different opinions of New Zealand businesses and products to be expressed.

4.3 Initial Impressions of New Zealand Experience

This next part of this chapter discusses observations made by respondents regarding whether they had any more information regarding New Zealand products or businesses. (See question 13 on Appendix B). While this is anecdotal evidence, the findings are still informative. Firstly, it should be stated that some potential respondents specified that they could not answer the questionnaire because they had no knowledge at all about New Zealand. This could have increased the response rate if more was known about the country. A common theme that was mentioned frequently during and after the questionnaire was New Zealand being compared to Australia. New Zealand was mentioned as being the "little brother of Australia", some even thought New Zealand was part of the country.

If not much was known about New Zealand, respondents would default to New Zealand's tourism industry. Defaulting to the tourism image would also lead to New Zealand as a country being viewed as "clean and green". But when thinking about international trade, the distance between New Zealand and the European marketplace was brought up regularly. Attached to this were the connotations of the distance the products travel having a negative impact on the environment. Also mentioned when asked about New Zealand was the Lord of the Rings and, rugby and the national team, the All Blacks (probably due to world cup being on in the UK during this time). Lastly, New Zealand was viewed as a destination to visit rather than a country to trade with. This agrees with the means of experience with New Zealand, in showing that the sample had more knowledge about New Zealand than about its products and businesses.

The respondents mentioned New Zealand products more often than businesses. Overall, however, not many products were very well known apart from New Zealand lamb and wine (which were brought up often). The dealings the respondents did have with New Zealand businesses left them impressed, with the view that New Zealand is "well above the industry average" in terms of performance. The food retailers would note that New Zealand products and businesses as being high in quality and great to work with. Respondents from the dairy industry had little knowledge about New Zealand's presence in the market. This is rather surprising with New Zealand being a leader in the Industry.

Overall, New Zealand was seen as a distant market from Europe. It was also frequently asked "why would you buy a product from New Zealand when the European market has everything on its own doorstep"? Also stated often was the perception of New Zealand being viewed as a "small fish in a big pond" or being a "spec in the ocean", and not as a country that is dealt with frequently. New Zealand's image in the European marketplace thus seems to be lacking. The respondents have stated that New Zealand products and businesses are not well known. This clearly is a problem for New Zealand in terms of knowledge about the country and its presence in the European marketplace.

4.4 Addressing of the Research Objectives

- Determine how European expert buyers perceive products and businesses from New Zealand.
- Identify the specific areas (within business performance and product attributes) where New Zealand is performing well and the areas that need further attention.
- Examine whether perceptions change across as European expert buyers gain experience with New Zealand's products and/or businesses.

4.4.1 Report of the Means for Attributes Defining New Zealand Products

European expert buyers' views of attributes presented by New Zealand's products can be seen in Table 9 below. There were 14 attributes from which New Zealand products have been analysed. Also in the table is how Europeans perceived New Zealand products based on their previous experience. The level of experience of the Europeans has been assembled into three groups of low, medium and high. The respondents were asked to label themselves as to where they best fit, from 0 -10. The questionnaire provided four different experience related criteria where the respondent could choose where they felt they best fit (see Appendix B Question 4). For this study it was decided that there should be three groups of low, medium and high experience. In order to determine the level of experience cuts were made that best suited where the respondent labelled in terms of the four experience criteria. The low experience cut was made if the respondent labelled two or less out of ten for experience with New Zealand products. For the medium category, the cut was made at six, the high experience category made up of the remaining respondents (self-labelled from seven to ten). This technique was used because it grouped the respondents in the most even way possible. The three groups can be seen in Table 8 below.

Table 8 Respondents Grouped by Level of Experience for Products.

Experience with NZ Products		
	Frequency	**Percent**
Low	33	25.0
Medium	75	56.8
High	24	18.2
Total	132	100.0

Table 9 below shows the mean scores for product attributes. The lowest level that the attributes for products were measured was one (meaning poorest) and the highest scored a seven (meaning excellent). The mean of the total sample showed New Zealand products were viewed as doing relatively well by the Europeans, with only two of the 14 attribute means valued below 5.10. The lowest scoring attributes were the innovativeness of New Zealand's products, with a mean score of 4.57, then price at 4.86. The highest scoring was the attribute of being proud to own products from New Zealand, with a mean of 5.85. This was closely followed by willingness to buy (5.77), satisfaction (5.73), and quality of products (5.72).

Table 9 Product Attribute Mean Scores and Different Experience Mean Scores.

Report of means for attributes of New Zealand products								
Attributes	Experience with NZ Products							
	Total		Low		Medium		High	
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
Proud to Own Products	5.85	.929	5.58	1.001	5.88	.885	6.13	.900
Willing to Buy Products	5.77	1.152	5.30	1.380	5.87	.963	6.08	1.213
Satisfaction with Products	5.73	.966	5.24	1.032	5.80	.885	6.17	.868
Quality of Products	5.72	.927	5.42	.867	5.80	.944	5.88	.900
Reliable Product	5.51	1.156	5.27	1.353	5.61	.957	5.50	1.414
Prestigious Product	5.48	1.007	5.36	1.141	5.43	.989	5.83	.816
Products offer Traceability	5.46	1.149	5.06	1.144	5.40	1.103	6.21	.977
Products Workmanship	5.31	.974	5.33	1.051	5.28	.924	5.38	1.056
Environmentally Conscious Products	5.27	1.210	5.36	1.270	5.19	1.099	5.38	1.469
Consumer Demand for Products	5.16	1.277	4.61	1.391	5.27	1.223	5.58	1.060
Marketability of Products	5.11	1.309	4.91	1.156	5.04	1.380	5.58	1.213
Technically Advanced Products	5.10	1.118	5.21	1.166	4.92	1.062	5.50	1.142
Reasonably Priced Products	4.86	1.120	4.73	1.206	4.87	1.119	5.00	1.022
Innovative Products	4.57	1.332	4.30	1.357	4.49	1.309	5.17	1.239

Overall, the total mean scores show that the New Zealand products do seem to perform well on the attributes that they were tested against. The high scores of proud to own, willingness to buy, overall satisfaction and quality of products should be encouraging for New Zealand as it shows they are of a high standard in the eyes of the Europeans.

Table 9 also presents the means by level of experience (low, medium, and high). Ten of the fourteen attributes have a lower mean score when there is low experience with New Zealand products, than that for medium and high experience. This shows that by and large, for these ten attributes, as experience with New Zealand increases so does the mean score. Three of the four attributes that didn't follow this pattern were environmentally conscious, technically advanced and the products workmanship. These three mean scores showed that the low and high experience respondents had higher mean scores than those with a medium level of experience with New Zealand products. The last one of the four, reliable product, showed the complete opposite, with the medium score providing the highest mean. It should be said that these four different attributes had very close mean scores and there was very little difference present. Further discussion of New Zealand products' performance will be presented in the discussion chapter below.

4.4.2 Report of the Means for Attributes Defining New Zealand Businesses

Table 11 below is focused on the attributes for New Zealand businesses, with results similar to the one described for New Zealand products. There were again 14 attributes tested against the experience of the respondent. The quartiles for experience were once again utilised to divide the sample into the three groups of low, medium and high. The division into categories was similar to that for products, but the cuts this time were made at one or less out of ten for low, two to five for medium, and six or above for high. This can be seen in Table 10 below. The reason for the different cuts to the products was to keep frequencies as equal as possible.

Table 10 Respondents Grouped by Level of Experience for Businesses.

Experience with NZ Businesses		
	Frequency	Percent
Low	43	32.6
Medium	52	39.4
High	37	28.0
Total	132	100.0

In general, the business's attributes have overall mean values somewhat higher than those for New Zealand products, with 5.15 the lowest mean score and 6.08 the highest. The highest mean score was for New Zealand business being viewed as “friendly”; the lowest was for Businesses being viewed as “technically advanced”. All the means were above 5.15, suggesting that New Zealand businesses are viewed positively by the European expert buyers. Five of the fourteen attributes are rated over 5.74. These were, businesses being pleasant (5.74), trustworthy (5.75), their likeability (5.89), business reputation (5.92), and friendly (6.08). Overall, this suggests that New Zealand businesses are satisfying to deal with and have a good reputation in the European marketplace. This can be seen in Table 11 below.

Table 11 Business Attribute Mean Scores and Different Experience Mean Scores.

Report of means for attributes of New Zealand businesses								
	Experience with NZ Businesses							
Attributes	Total		Low		Medium		High	
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
Businesses are Friendly	6.08	1.012	5.98	1.012	6.00	1.103	6.32	.852
Business Reputation	5.92	.938	5.91	.971	5.71	.977	6.24	.760
Likability of Businesses	5.89	.993	5.65	1.044	5.87	.991	6.19	.877
Businesses are Trustworthy	5.75	1.037	5.51	1.009	5.67	1.115	6.14	.855
Businesses are Pleasant to deal with	5.74	1.130	5.37	1.254	5.77	1.059	6.14	.948
Honesty in Business	5.66	.956	5.42	.932	5.52	.874	6.14	.948
Businesses Reliability	5.61	.947	5.40	.821	5.56	.978	5.92	.983
Satisfaction with Businesses	5.55	.968	5.16	1.022	5.50	.897	6.05	.780
Businesses Understanding of International Markets	5.48	1.162	5.23	1.231	5.40	1.015	5.86	1.206
Expertise in Business	5.47	1.022	5.23	1.065	5.40	.891	5.84	1.068
Capability of Businesses	5.42	1.127	5.09	1.151	5.44	.998	5.78	1.182
Businesses Work Hard	5.39	1.068	5.26	.978	5.17	1.150	5.84	.928
Ease of doing Business	5.33	1.258	5.05	1.068	5.27	1.345	5.76	1.256
Businesses Technologically Advanced	5.15	1.081	5.12	1.028	4.92	1.118	5.51	1.017

In terms of experience with the New Zealand businesses, out of the fourteen attributes, only three do not follow the same pattern of the more experience, the greater the mean scores. The three that do not follow this are, businesses working hard, reputation and technically advanced. For these three, the medium experience category provides a lower mean score than low and high experience. Half of the high experience mean scores are rated over six out of a possible seven. This documents how well New Zealand businesses are thought to preform when buyers in Europe have dealt with them previously. Overall, New Zealand businesses are perceived to have performed better than the products New Zealand sells. This could be due to more interaction between both parties when dealing with businesses, rather than just dealing with the product. Generally speaking, with 21 of the 28 attributes tested, it could be said that the more experience with either products or businesses the greater the mean score becomes.

4.4.3 One-way ANOVA's for New Zealand Product and Pusiness Attributes Against European Experience

One way ANOVA's have been chosen to analyse the differences among group means and their associated procedures. The two groups tested are the dependant variable (New Zealand product/business attributes) and the independent variable of experience, made up of high, medium and low experience groups. One way ANOVA's were chosen to see if there was significant statistical difference present for perceptions about New Zealand through different levels of experience. Out of the previous 14 attributes for New Zealand products described above, only five yielded a significant relationship at the .050 level of significance. This can be seen in Table 12. These were innovative products (p = .040), consumer demand for products (p = .008), products offer traceability (p = .001), willingness to buy (p = .020) and satisfaction with products (p = .001). This shows that there is some statistical difference between the level of experience and its relationship with these products attributes. All significant relationships have been put in bold in Table 12 below.

Table 12 Anova for Relationship Between Product Attribute and Level of Experience.

Products ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Quality of Products	Between Groups	3.943	2	1.972	2.340	.100
	Within Groups	108.686	129	.843		
	Total	112.629	131			
Reasonably Priced Products	Between Groups	1.053	2	.527	.416	.660
	Within Groups	163.212	129	1.265		
	Total	164.265	131			
Innovative Products	Between Groups	11.337	2	5.668	3.308	**.040**
	Within Groups	221.050	129	1.714		
	Total	232.386	131			
Environmentally Conscious Products	Between Groups	1.072	2	.536	.363	.697
	Within Groups	190.648	129	1.478		
	Total	191.720	131			
Technically Advanced Products	Between Groups	6.685	2	3.342	2.746	.068
	Within Groups	157.035	129	1.217		
	Total	163.720	131			
Products Workmanship	Between Groups	0.187	2	.093	.097	.908
	Within Groups	124.078	129	.962		
	Total	124.265	131			
Prestigious Product	Between Groups	3.653	2	1.827	1.822	.166
	Within Groups	129.316	129	1.002		
	Total	132.970	131			
Reliable Product	Between Groups	2.660	2	1.330	.996	.372
	Within Groups	172.332	129	1.336		
	Total	174.992	131			
Consumer Demand for Products	Between Groups	15.280	2	7.640	4.968	**.008**
	Within Groups	198.379	129	1.538		
	Total	213.659	131			
Marketability of Products	Between Groups	7.075	2	3.537	2.099	.127
	Within Groups	217.441	129	1.686		
	Total	224.515	131			
Products offer Traceability	Between Groups	18.973	2	9.487	7.955	**.001**
	Within Groups	153.837	129	1.193		
	Total	172.811	131			
Proud to Own Products	Between Groups	4.364	2	2.182	2.592	.079
	Within Groups	108.606	129	.842		
	Total	112.970	131			
Willing to Buy Products	Between Groups	10.250	2	5.125	4.044	**.020**
	Within Groups	163.470	129	1.267		
	Total	173.720	131			
Satisfaction with Products	Between Groups	12.788	2	6.394	7.540	**.001**
	Within Groups	109.394	129	.848		
	Total	122.182	131			

A one way ANOVA was also used for the New Zealand business attributes against the level of European experience (low, medium and high). The same 14 attributes for the New Zealand businesses were used as the dependant variables and tested against the independent variable of European experience. Out of the 14 variables, 13 were found to have statistically significant relationship at the level of .05. This can be seen in Table 13 below, with businesses being friendly the only variable not producing a significant result. The level of significance ranged from 0.000 to 0.050. This shows that the business attributes tested against experience was found to be more statically significant than that those for products. All significant relationships have been put in bold in Table 13 below.

Table 13 Anova for Relationship Between Business Attribute and Level of Experience.

Businesses ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Businesses are Pleasant to deal with	Between Groups	11.641	2	5.820	4.825	**.010**
	Within Groups	155.602	129	1.206		
	Total	167.242	131			
Businesses are Trustworthy	Between Groups	8.239	2	4.120	4.010	**.020**
	Within Groups	132.511	129	1.027		
	Total	140.750	131			
Businesses Work Hard	Between Groups	10.640	2	5.320	4.950	**.008**
	Within Groups	138.655	129	1.075		
	Total	149.295	131			
Businesses are Friendly	Between Groups	2.998	2	1.499	1.475	.233
	Within Groups	131.085	129	1.016		
	Total	134.083	131			
Likability of Businesses	Between Groups	5.795	2	2.897	3.026	**.050**
	Within Groups	123.501	129	.957		
	Total	129.295	131			
Business Reputation	Between Groups	6.131	2	3.065	3.624	**.029**
	Within Groups	109.112	129	.846		
	Total	115.242	131			
Businesses Technologically Advanced	Between Groups	7.616	2	3.808	3.379	**.037**
	Within Groups	145.354	129	1.127		
	Total	152.970	131			
Businesses Reliability	Between Groups	5.652	2	2.826	3.259	**.042**
	Within Groups	111.863	129	.867		
	Total	117.515	131			
Ease of doing Business	Between Groups	10.385	2	5.192	3.401	**.036**
	Within Groups	196.949	129	1.527		
	Total	207.333	131			
Honesty in Business	Between Groups	11.889	2	5.944	7.115	**.001**
	Within Groups	107.770	129	.835		
	Total	119.659	131			
Capability of Businesses	Between Groups	9.517	2	4.759	3.917	**.022**
	Within Groups	156.725	129	1.215		
	Total	166.242	131			
Expertise in Business	Between Groups	7.658	2	3.829	3.823	**.024**
	Within Groups	129.221	129	1.002		
	Total	136.879	131			
Businesses Understanding of International Markets	Between Groups	8.414	2	4.207	3.220	**.043**
	Within Groups	168.518	129	1.306		
	Total	176.932	131			
Satisfaction with Businesses	Between Groups	15.975	2	7.987	9.652	**.000**
	Within Groups	106.752	129	.828		
	Total	122.727	131			

4.4.4 Post Hoc Tests (LSD) for Products and Businesses

New Zealand Products

To investigate the significant relationships further, Fisher's LSD test was chosen to test the mean differences among the groups and identify the significant relationships between them (Hayter, 1986). A significant ANOVA test only reveals that not all the means compared in the test are equal. Fisher's LSD is basically a set of individual t-tests, differentiated only in the calculation of the standard deviation. In each t-test, a pooled standard deviation is computed from only the two groups being compared (Hayter, 1986). Fisher's LSD test computes the pooled standard deviation from all groups which thus increases the tests statistical power. Post Hoc LSD tests have been used in similar research in CoO theory before (Ha-Brookshire, 2012; Pérez-Trujillo et al., 2003). The LSD test can therefore identify whether perceptions change as European buyers gain experience with New Zealand's products or businesses.

For New Zealand product attributes, the post hoc test was examined against European experience this can be seen in Table 14 A and B below. The five significant attributes that were found in the previous ANOVA table all had mean differences at a significance level of .050. Although not all the experience levels of low, medium and high were significant, they all had at least one significant relationship present between the levels of experience. The significant relationships have once again been put in bold in the table.

Table 14 Post HOC LSD Test for Different Levels of Experience Against Product Attribute.

Multiple Comparisons Products Table A

Dependent Variable	(I) Experience with NZ Products	(J) Experience with NZ Products	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Quality of Products	Low	Medium	-0.376	0.192	0.052	-0.76	0.00
		High	-0.451	0.246	0.069	-0.94	0.04
	Medium	Low	0.376	0.192	0.052	0.00	0.76
		High	-0.075	0.215	0.728	-0.50	0.35
	High	Low	0.451	0.246	0.069	-0.04	0.94
		Medium	0.075	0.215	0.728	-0.35	0.50
Reasonably Priced Products	Low	Medium	-0.139	0.235	0.554	-0.60	0.33
		High	-0.273	0.302	0.368	-0.87	0.32
	Medium	Low	0.139	0.235	0.554	-0.33	0.60
		High	-0.133	0.264	0.614	-0.66	0.39
	High	Low	0.273	0.302	0.368	-0.32	0.87
		Medium	0.133	0.264	0.614	-0.39	0.66
Innovative Products	**Low**	Medium	-0.190	0.273	0.488	-0.73	0.35
		High	**-0.864***	0.351	0.015	-1.56	-0.17
	Medium	Low	0.190	0.273	0.488	-0.35	0.73
		High	**-0.673***	0.307	0.030	-1.28	-0.07
	High	**Low**	**0.864***	0.351	0.015	0.17	1.56
		Medium	**0.673***	0.307	0.030	0.07	1.28
Environmentally Conscious Products	Low	Medium	0.177	0.254	0.487	-0.33	0.68
		High	-0.011	0.326	0.972	-0.66	0.63
	Medium	Low	-0.177	0.254	0.487	-0.68	0.33
		High	-0.188	0.285	0.510	-0.75	0.38
	High	Low	0.011	0.326	0.972	-0.63	0.66
		Medium	0.188	0.285	0.510	-0.38	0.75
Technically Advanced Products	Low	Medium	0.292	0.230	0.207	-0.16	0.75
		High	-0.288	0.296	0.333	-0.87	0.30
	Medium	Low	-0.292	0.230	0.207	-0.75	0.16
		High	**-0.580***	0.259	0.027	-1.09	-0.07
	High	Low	0.288	0.296	0.333	-0.30	0.87
		Medium	**0.580***	0.259	0.027	0.07	1.09
Products Workmanship	Low	Medium	0.053	0.205	0.795	-0.35	0.46
		High	-0.042	0.263	0.874	-0.56	0.48
	Medium	Low	-0.053	0.205	0.795	-0.46	0.35
		High	-0.095	0.230	0.680	-0.55	0.36
	High	Low	0.042	0.263	0.874	-0.48	0.56
		Medium	0.095	0.230	0.680	-0.36	0.55
Prestigious Product	Low	Medium	-0.063	0.209	0.764	-0.48	0.35
		High	-0.470	0.269	0.083	-1.00	0.06
	Medium	Low	0.063	0.209	0.764	-0.35	0.48
		High	-0.407	0.235	0.086	-0.87	0.06
	High	Low	0.470	0.269	0.083	-0.06	1.00
		Medium	0.407	0.235	0.086	-0.06	0.87

*. The mean difference is significant at the 0.05 level.

Multiple Comparisons Products Table B

Dependent Variable	(I) Experience with NZ Products	(J) Experience with NZ Products	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Reliable Product	Low	Medium	-0.341	0.241	0.161	-0.82	0.14
		High	-0.227	0.310	0.465	-0.84	0.39
	Medium	Low	0.341	0.241	0.161	-0.14	0.82
		High	0.113	0.271	0.677	-0.42	0.65
	High	Low	0.227	0.310	0.465	-0.39	0.84
		Medium	-0.113	0.271	0.677	-0.65	0.42
Consumer Demand for Products	**Low**	**Medium**	**-0.661***	0.259	0.012	-1.17	-0.15
		High	**-0.977***	0.333	0.004	-1.64	-0.32
	Medium	**Low**	**0.661***	0.259	0.012	0.15	1.17
		High	-0.317	0.291	0.278	-0.89	0.26
	High	**Low**	**0.977***	0.333	0.004	0.32	1.64
		Medium	0.317	0.291	0.278	-0.26	0.89
Marketability of Products	Low	Medium	-0.131	0.271	0.630	-0.67	0.41
		High	-0.674	0.348	0.055	-1.36	0.01
	Medium	Low	0.131	0.271	0.63	-0.41	0.67
		High	-0.543	0.304	0.077	-1.15	0.06
	High	Low	0.674	0.348	0.055	-0.01	1.36
		Medium	0.543	0.304	0.077	-0.06	1.15
Products offer Traceability	**Low**	Medium	-0.339	0.228	0.139	-0.79	0.11
		High	**-1.148***	0.293	0.000	-1.73	-0.57
	Medium	Low	0.339	0.228	0.139	-0.11	0.79
		High	**-0.808***	0.256	0.002	-1.32	-0.30
	High	**Low**	**1.148***	0.293	0.000	0.57	1.73
		Medium	**0.808***	0.256	0.002	0.30	1.32
Proud to Own Products	**Low**	Medium	-0.304	0.192	0.115	-0.68	0.07
		High	**-0.549***	0.246	0.027	-1.04	-0.06
	Medium	Low	0.304	0.192	0.115	-0.07	0.68
		High	-0.245	0.215	0.257	-0.67	0.18
	High	**Low**	**0.549***	0.246	0.027	0.06	1.04
		Medium	0.245	0.215	0.257	-0.18	0.67
Willing to Buy Products	**Low**	**Medium**	**-0.564***	0.235	0.018	-1.03	-0.10
		High	**-0.780***	0.302	0.011	-1.38	-0.18
	Medium	**Low**	**0.564***	0.235	0.018	0.10	1.03
		High	-0.217	0.264	0.413	-0.74	0.31
	High	**Low**	**0.780***	0.302	0.011	0.18	1.38
		Medium	0.217	0.264	0.413	-0.31	0.74
Satisfaction with Products	**Low**	**Medium**	**-0.558***	0.192	0.004	-0.94	-0.18
		High	**-0.924***	0.247	0.000	-1.41	-0.44
	Medium	**Low**	**0.558***	0.192	0.004	0.18	0.94
		High	-0.367	0.216	0.092	-0.79	0.06
	High	**Low**	**0.924***	0.247	0.000	0.44	1.41
		Medium	0.367	0.216	0.092	-0.06	0.79

*. The mean difference is significant at the 0.05 level.

Innovative products and **products traceability** showed a significant difference in the means of low and high and medium and high. Statistically, this shows there is a relationship present between the differences of low and high experience and medium and high experience for how Europeans view these two attributes. This shows perceptions of New Zealand products do change when there is a difference in experience. This group also had similar means plots of the attributes against the level of experience (see Figure 2).

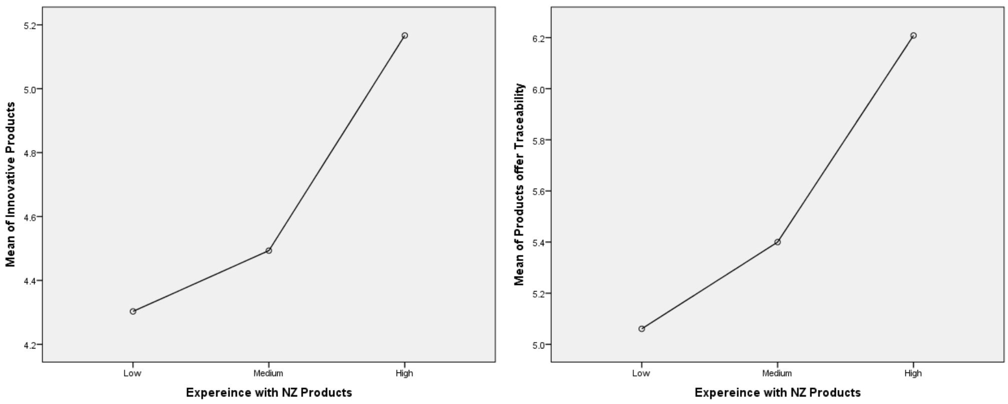

Figure 2 Mean Plots for Low and High and Medium and High Relationships.

The second group was made up of the attributes **consumer demand**, **willingness to buy** and **satisfaction** with products. These attributes had the same relationship of mean difference between low and medium and low and high. These variables have also been grouped by their similar mean plots (see Figure 3). This information can also be used to help predict the nature of the level of experience relating to how the product attribute will be viewed.

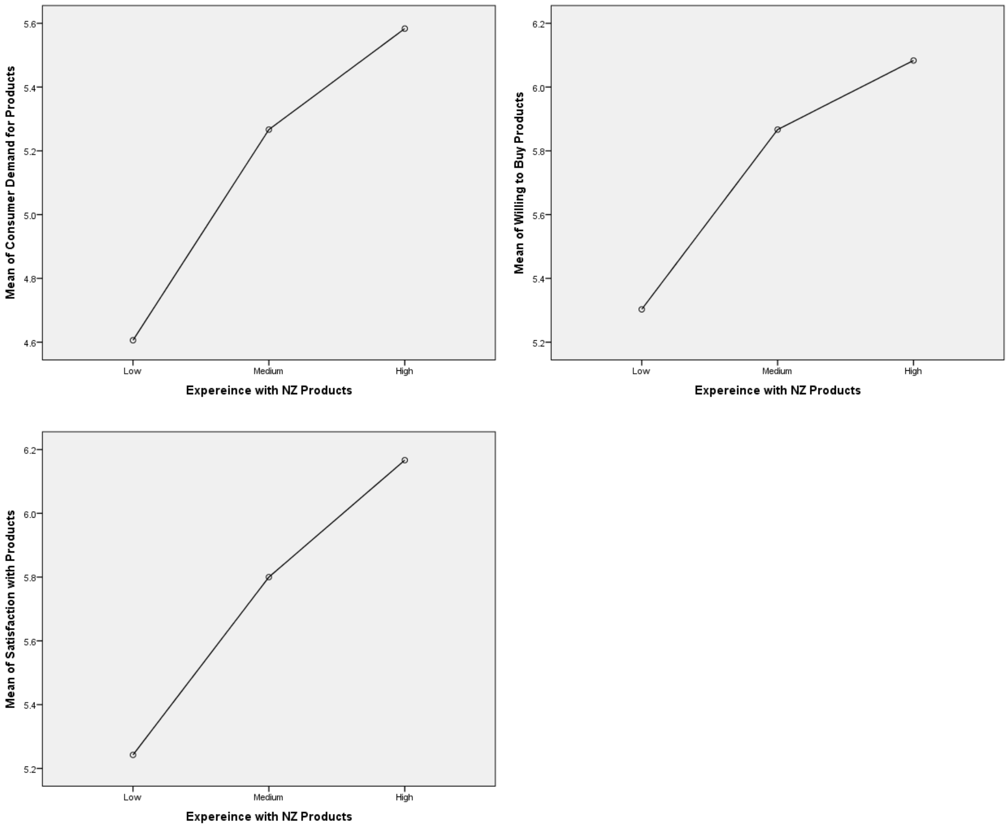

Figure 3 Mean Plots For Low and Medium and Low and High Relationships.

Two other variables were not found to be significant in the one- way ANOVA's, but did have some significant mean differences. The first of these was **proud to own products**, which had a significant relationship between low and high. The mean plot for proud to own can be seen in Figure 4 below.

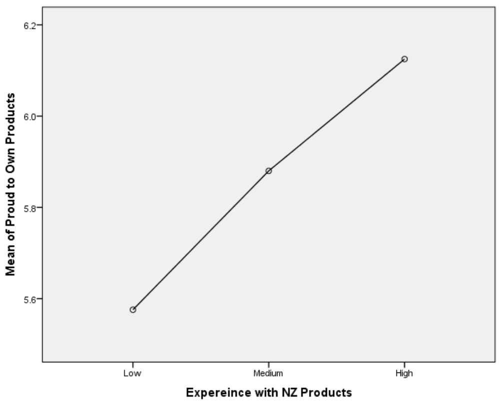

Figure 4 Mean Plot for Low and High Relationship.

The second variable was **technically advanced** which had a relationship between medium and high. The other seven variables did not show any relationships present. The mean plot for technically advanced can be seen in Figure 5 below.

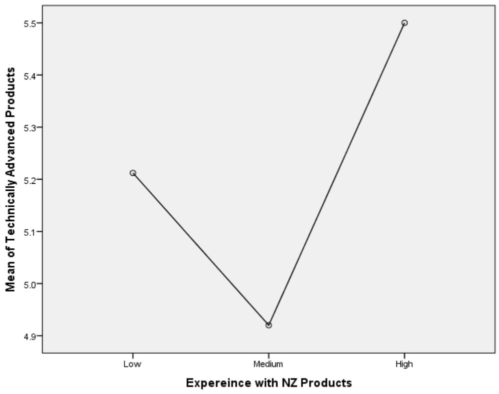

Figure 5 Mean Plot Medium and High Relationship.

New Zealand Businesses

The businesses testing variables, were once again very different than the products. This was to be expected, with 13 significant one-way ANOVA relationships. The post hoc test was done in the same manor for the business variables against the three levels of experience, and tested at .050 level of significance between the mean differences. The post hoc test can be seen in Table 15. For these 13 attributes, they can be divided in three groups that have the same relationship present from the post hoc test.

Table 15 Post HOC LSD Test for Different Levels of Experience Against Business Attribute.

Multiple Comparisons Businesses Table A

Dependent Variable	(I) Experience with NZ Businesses	(J) Experience with NZ Businesses	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Businesses are Pleasant to deal with	**Low**	Medium	-0.397	0.226	0.082	-0.85	0.05
		High	**-0.763***	0.246	0.002	-1.25	-0.28
	Medium	Low	0.397	0.226	0.082	-0.05	0.85
		High	-0.366	0.236	0.124	-0.83	0.10
	High	**Low**	**0.763***	0.246	0.002	0.28	1.25
		Medium	0.366	0.236	0.124	-0.10	0.83
Businesses are Trustworthy	**Low**	Medium	-0.161	0.209	0.441	-0.57	0.25
		High	**-0.624***	0.227	0.007	-1.07	-0.17
	Medium	Low	0.161	0.209	0.441	-0.25	0.57
		High	**-0.462***	0.218	0.036	-0.89	-0.03
	High	**Low**	**0.624***	0.227	0.007	0.17	1.07
		Medium	**0.462***	0.218	0.036	0.03	0.89
Businesses Work Hard	**Low**	Medium	0.083	0.214	0.699	-0.34	0.51
		High	**-0.582***	0.232	0.014	-1.04	-0.12
	Medium	Low	-0.083	0.214	0.699	-0.51	0.34
		High	**-0.665***	0.223	0.003	-1.11	-0.22
	High	**Low**	**0.582***	0.232	0.014	0.12	1.04
		Medium	**0.665***	0.223	0.003	0.22	1.11
Businesses are Friendly	Low	Medium	-0.023	0.208	0.911	-0.43	0.39
		High	-0.348	0.226	0.127	-0.79	0.10
	Medium	Low	0.023	0.208	0.911	-0.39	0.43
		High	-0.324	0.217	0.137	-0.75	0.10
	High	Low	0.348	0.226	0.127	-0.10	0.79
		Medium	0.324	0.217	0.137	-0.10	0.75
Likability of Businesses	**Low**	Medium	-0.214	0.202	0.290	-0.61	0.18
		High	**-0.538***	0.219	0.016	-0.97	-0.10
	Medium	Low	0.214	0.202	0.290	-0.18	0.61
		High	-0.324	0.210	0.126	-0.74	0.09
	High	**Low**	**0.538***	0.219	0.016	0.10	0.97
		Medium	0.324	0.210	0.126	-0.09	0.74
Business Reputation	Low	Medium	0.195	0.190	0.304	-0.18	0.57
		High	-0.336	0.206	0.105	-0.74	0.07
	Medium	Low	-0.195	0.190	0.304	-0.57	0.18
		High	**-0.532***	0.198	0.008	-0.92	-0.14
	High	Low	0.336	0.206	0.105	-0.07	0.74
		Medium	**0.532***	0.198	0.008	0.14	0.92
Businesses Technologically Advanced	Low	Medium	0.193	0.219	0.379	-0.24	0.63
		High	-0.397	0.238	0.098	-0.87	0.07
	Medium	Low	-0.193	0.219	0.379	-0.63	0.24
		High	**-0.590***	0.228	0.011	-1.04	-0.14
	High	Low	0.397	0.238	0.098	-0.07	0.87
		Medium	**0.590***	0.228	0.011	0.14	1.04

*. The mean difference is significant at the 0.05 level.

Multiple Comparisons Businesses Table B

Dependent Variable	(I) Experience with NZ Businesses	(J) Experience with NZ Businesses	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Businesses Reliability	**Low**	Medium	-0.162	0.192	0.399	-0.54	0.22
		High	**-0.524***	0.209	0.013	-0.94	-0.11
	Medium	Low	0.162	0.192	0.399	-0.22	0.54
		High	-0.361	0.200	0.074	-0.76	0.04
	High	**Low**	**0.524***	0.209	0.013	0.11	0.94
		Medium	0.361	0.200	0.074	-0.04	0.76
Ease of doing Business	**Low**	Medium	-0.223	0.255	0.383	-0.73	0.28
		High	**-0.710***	0.277	0.012	-1.26	-0.16
	Medium	Low	0.223	0.255	0.383	-0.28	0.73
		High	-0.488	0.266	0.069	-1.01	0.04
	High	**Low**	**0.710***	0.277	0.012	0.16	1.26
		Medium	0.488	0.266	0.069	-0.04	1.01
Honesty in Business	**Low**	Medium	-0.101	0.188	0.594	-0.47	0.27
		High	**-0.717***	0.205	0.001	-1.12	-0.31
	Medium	Low	0.101	0.188	0.594	-0.27	0.47
		High	**-0.616***	0.197	0.002	-1.00	-0.23
	High	**Low**	**0.717***	0.205	0.001	0.31	1.12
		Medium	**0.616***	0.197	0.002	0.23	1.00
Capability of Businesses	**Low**	Medium	-0.349	0.227	0.127	-0.80	0.10
		High	**-0.691***	0.247	0.006	-1.18	-0.20
	Medium	Low	0.349	0.227	0.127	-0.10	0.80
		High	-0.341	0.237	0.152	-0.81	0.13
	High	**Low**	**0.691***	0.247	0.006	0.20	1.18
		Medium	0.341	0.237	0.152	-0.13	0.81
Expertise in Business	**Low**	Medium	-0.171	0.206	0.408	-0.58	0.24
		High	**-0.605***	0.224	0.008	-1.05	-0.16
	Medium	Low	0.171	0.206	0.408	-0.24	0.58
		High	**-0.434***	0.215	0.046	-0.86	-0.01
	High	**Low**	**0.605***	0.224	0.008	0.16	1.05
		Medium	**0.434***	0.215	0.046	0.01	0.86
Businesses Understanding of International Markets	**Low**	Medium	-0.171	0.236	0.469	-0.64	0.29
		High	**-0.632***	0.256	0.015	-1.14	-0.13
	Medium	Low	0.171	0.236	0.469	-0.29	0.64
		High	-0.461	0.246	0.063	-0.95	0.03
	High	**Low**	**0.632***	0.256	0.015	0.13	1.14
		Medium	0.461	0.246	0.063	-0.03	0.95
Satisfaction with Businesses	**Low**	Medium	-0.337	0.188	0.074	-0.71	0.03
		High	**-0.891***	0.204	0.000	-1.29	-0.49
	Medium	Low	0.337	0.188	0.074	-0.03	0.71
		High	**-0.554***	0.196	0.005	-0.94	-0.17
	High	**Low**	**0.891***	0.204	0.000	0.49	1.29
		Medium	**0.554***	0.196	0.005	0.17	0.94

*. The mean difference is significant at the 0.05 level.

The first group only has the one relationship present with significant mean differences. This was between the low and high experience. The group that had this relationship was made up of six variables (**businesses pleasant to deal with, their likeability, reliability, ease of doing business, business capability** and **understanding of international markets**). This relationship between low and high experience, shows that perceptions about these businesses attributes are statistically different when compared against low and high experience. The mean plots for these six variables follow a similar pattern as well, with most mean plots showing a steady increase from low to high (see Figure 6).

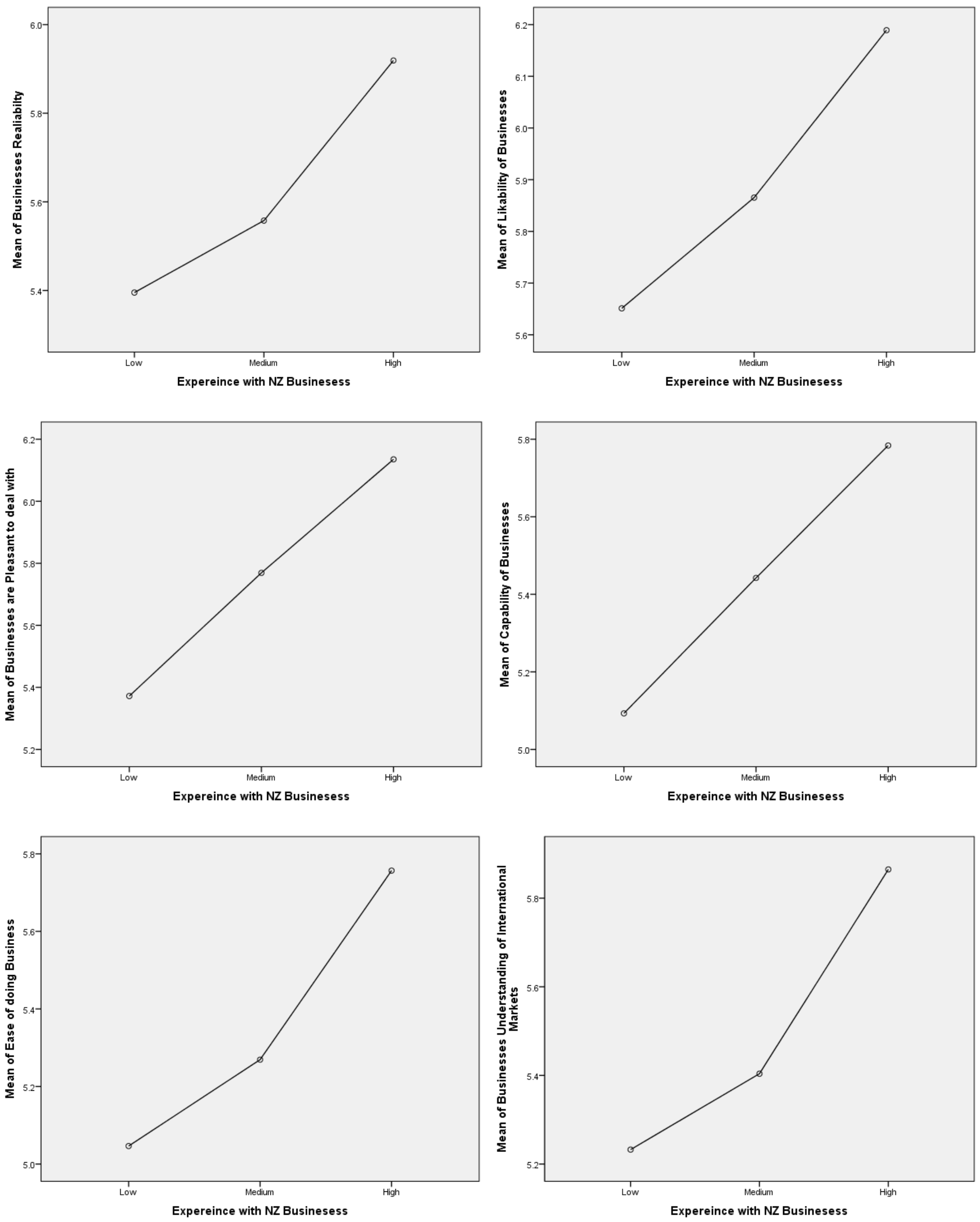

Figure 6 Mean Plots for Low and High Relationship.

The next group is made up of five different business variables, and includes two different mean difference relationships. The two mean differences of experience with New Zealand businesses were between low and high and medium and high. The five businesses variables were businesses being **trustworthy, work hard, honest, show expertise** and the **overall satisfaction**. The mean plots can be seen in Figure 7 below. The mean plots for the variables show an interesting trajectory. The relationship between low and medium are either just above or below each other and the high point is well above the two. These mean plots suggest why this post hoc test came up with these results, suggesting that differences are due to the large gap between the high experience and the other two categories.

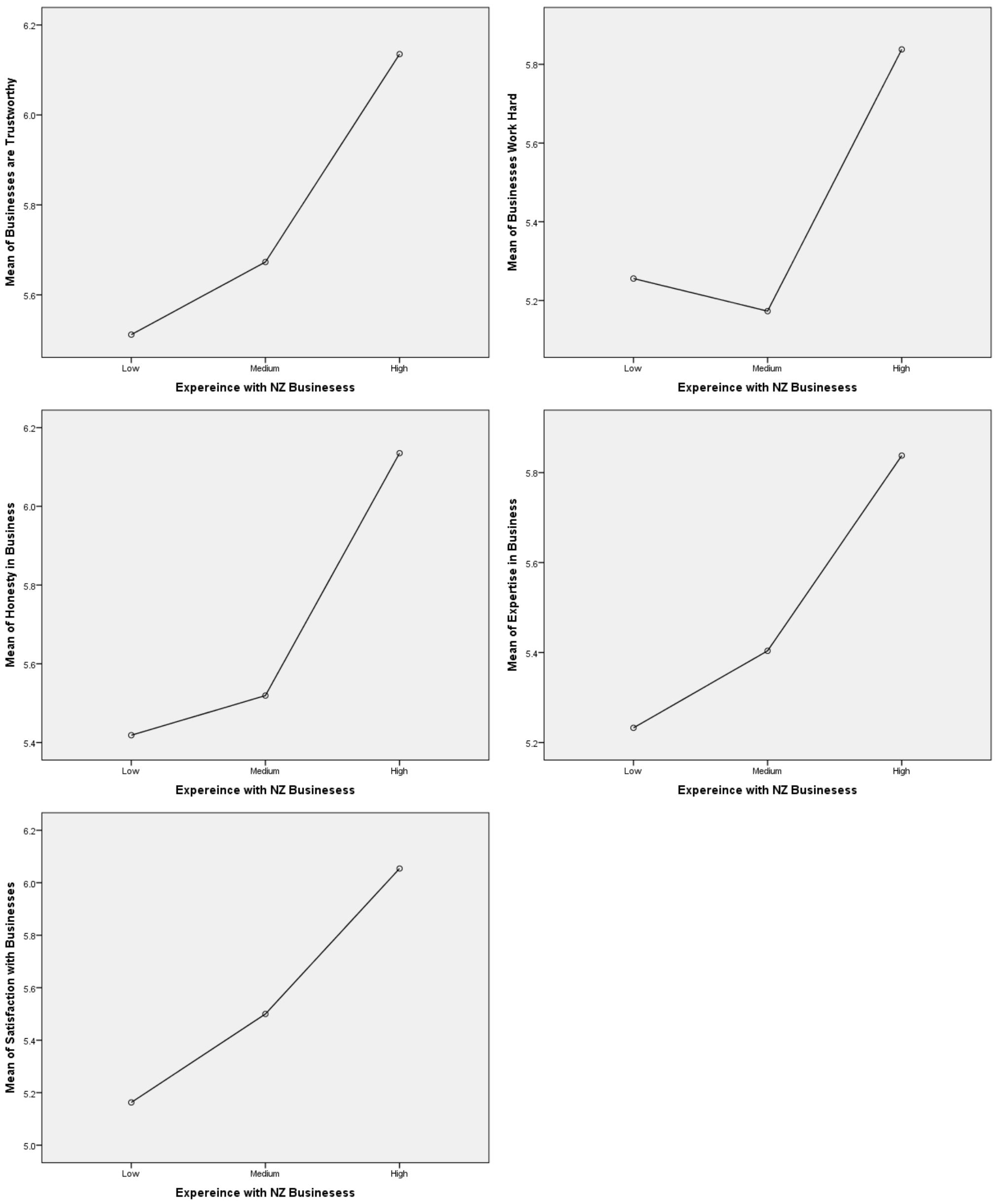

Figure 7 Mean Plots for Low and High and Medium and High Relationships.

The final group is made up of the last two attributes, business reputation and technically advanced. The only significant mean difference is between medium and high. Thus, if Europeans are categorised into the medium or high experience group, there is statistical difference in the level of experience that reflects on the mean scores for the attributes. The mean plots for these show why this relationship is present. The medium level is less than how the low group view the variable, and therefore the difference between medium and high is statistically greater. This can be seen in the two mean plots below in Figure 8.

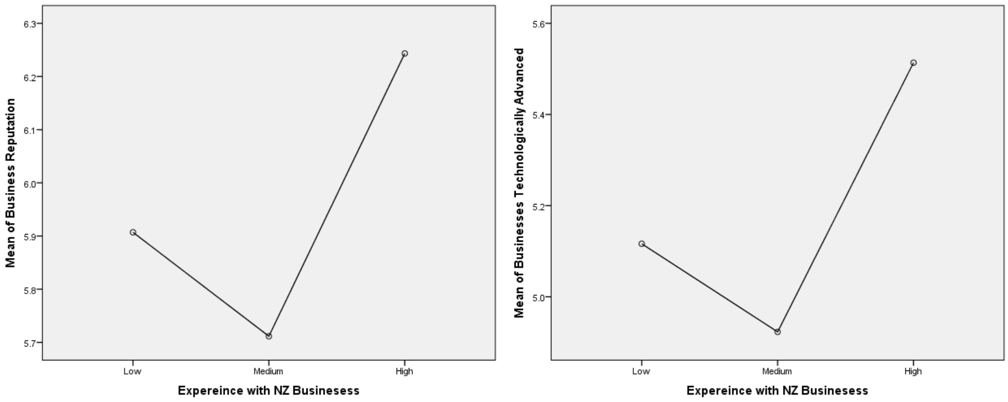

Figure 8 Mean Plots for Medium and High Relationship.

4.5 Chapter Summary

This results section has been able to give a description of the sample, and show the comprehensive range of interviewees the data collection captured. The sample that was collected met all the needs for this study and has allowed for different opinions of New Zealand businesses and products to be expressed. The 132 respondents were able to provide a diverse sample in the countries they were from, industries they were in, size of their business, and reasons for attending the trade show. Initial European buyers' impressions of New Zealand showed it as being a distant market from Europe, and as a country not dealt with frequently. Furthermore, New Zealand's image in the European market may be lacking, and there are perceptions of New Zealand being viewed as destination to visit rather than a country to trade with.

The chapter has examined means on experience with New Zealand products, businesses and the country itself. This presentation showed that there may be an issue with New Zealand's country image, with mean scores being relatively low. In contrast the attributes of New Zealand products and businesses generally showed how well they were preforming. Largely, they were viewed as being sound in the European market. Even so, New Zealand businesses were viewed more positively than products by the European buyers. There was also a discussion on the different mean scores by level of experience of low medium and high. This analysis was able to answer the first two research objectives, with further analysis of this chapter to be presented in the discussion section below.

Finally, the last research objective was accomplished, showing that perceptions do change across attributes as European's gain experience with New Zealand's products and/or businesses. ANOVA tests showed if the attribute changed value significantly against level of experience, the LSD test then showed where the significance was present for each attribute. Overall, it showed perceptions about New Zealand products and businesses do change depending on level of experience/knowledge, but that change varies between different attributes and experience level. A brief summary of the results has been presented below in Table 16. This shows how the attributes for both products and businesses were valued, and if an attributes perceptions change depending on level of knowledge/experience.

Table 16 Summary of Findings.

Summary of Findings					
New Zealand Products			New Zealand Businesses		
Attribute	Overall Mean Score	If Perceptions Statistically Change with Level of Experience	Attribute	Overall Mean Score	If Perceptions Statistically Change with Level of Experience
Proud to Own Products	5.85	Yes	Businesses are Friendly	6.08	No
Willing to Buy Products	5.77	Yes	Business Reputation	5.92	Yes
Satisfaction with Products	5.73	Yes	Likability of Businesses	5.89	Yes
Quality of Products	5.72	No	Businesses are Trustworthy	5.75	Yes
Reliable Product	5.51	No	Businesses are Pleasant to deal with	5.74	Yes
Prestigious Product	5.48	No	Honesty in Business	5.66	Yes
Products offer Traceability	5.46	Yes	Businesses Reliability	5.61	Yes
Products Workmanship	5.31	No	Satisfaction with Businesses	5.55	Yes
Environmentally Conscious Products	5.27	No	Businesses Understanding of International Markets	5.48	Yes
Consumer Demand for Products	5.16	Yes	Expertise in Business	5.47	Yes
Marketability of Products	5.11	No	Capability of Businesses	5.42	Yes
Technically Advanced Products	5.10	Yes	Businesses Work Hard	5.39	Yes
Reasonably Priced Products	4.86	No	Ease of doing Business	5.33	Yes
Innovative Products	4.57	Yes	Businesses Technologically Advanced	5.15	Yes

Chapter 5
Discussion

5.1 Introduction

This discussion will look to link the results of this research with the current literature and previous findings. This will show how New Zealand businesses are currently performing in the European market. This section will provide greater insight and depth to the results. The results have suggested that New Zealand is perceived positively, in terms of product and business performance, in the European marketplace. This is a departure from previous research in the area. With New Zealand's economy being dependent on its exports, it should be of great importance to know how these results can benefit not only individual businesses, but the food and beverage industry and New Zealand as a whole (Chellew, 2008; Knight et al., 2007a; Maughan, 1978; New Zealand Trade and Enterprise, 2008). Exports for New Zealand are valued over NZD$67 billion, and 40 percent of this comes from meat and dairy products. Furthermore, the European marketplace accounts for over eleven percent of the total exports for New Zealand globally (Statistics New Zealand, 2014; Treasury, 2015).

Having information and understanding how New Zealand is performing with their exporting in the European marketplace is important. In terms of product performance and business relationships, it can allow New Zealand firms to identify areas that they are performing well, and the areas that need further attention. In turn, this can allow them to allocate their resources more efficiently and improve their presence and market share in the highly specified European Marketplace (Chellew, 2008; Kaefer, 2014). Although this research hasn't taken into account all of the European marketplace, it has looked at the most important areas for New Zealand. The food and beverage industry, which accounts for over half of all the products exported to Europe (Statistics New Zealand, 2014).

Firstly, this discussion will look at explaining the changes in perceptions of product and business attributes by level of experience. The research will draw on key theory from CoO and the Halo model, already previously described in the literature review. The CoO theory will look to describe and explain how the perceptions change depending on level of experience/knowledge about New Zealand products and businesses. Next, an analysis is presented on New Zealand's performance for the products and business attributes that were tested. This will be linked to previous findings reviewing how these perceptions differ or match. There have been very few studies addressing this topic for a specific country, and no studies have looked specifically at perceptions of New Zealand businesses and products from an expert buyer's point of view. This discussion will display some new findings for New Zealand businesses that can be related to the European marketplace. Furthermore, implications for businesses will be presented, as well as implications for policy that could help New Zealand businesses become more successful in exporting. Next, limitations for the research will be addressed, and finally, ideas for future research on this topic will be presented.

5.2 The Changes in Perceptions of New Zealand Products and Businesses Explained

5.2.1 Summary of Findings

The results have shown that perceptions about New Zealand product and business attributes do change depending on the level of experience/knowledge that a European buyer has. The ANOVA tests showed what attributes for both products and businesses were found to be significant. The LSD test then showed where the significance was present for each attribute. Overall, it showed perceptions about seven New Zealand product attributes and thirteen business attributes do change depending on level of experience/knowledge. Although that effect varies between different attributes and different knowledge/experience levels. Further discussion on why and how these changes in perceptions are present needs to be done. The country of origin theory will be revisited and demonstrate how the theory can be linked to the results found.

5.2.2 The Country of Origin Theory

The CoO theory is rather important to help describe the differences that a buyer may have depending on the level of knowledge or experience about a product or business. Roth and Romeo (1992) have stated the buyer's perceptions will vary depending on how well the country's production and marketing fits with that particular product category. For New Zealand, this is the food and beverage industry, and is one that the country is dependent on (Ballingall & Lattimore, 2004). Heslop et al. (2004) have found both consumers and expert buyers relate their views of people and country competence to views of products. Knight et al. (2007a); Roth and Diamantopoulos (2009) have also stated under the CoO theory that national stereotypes affect the relationships between manufactures and foreign clients. Knight et al. (2007b) claim in most circumstances CoO is not a primary reason for selection of products but depending on the country it can create or inhibit trust for individual businesses. For expert buyers, research shows that CoO information influences them when buying food products (Skaggs et al., 1996). This brief explanation of the CoO theory shows why it is of particular interest for this thesis. Previous perceptions based on New Zealand's CoO images and views of their products and businesses have already been described above in the literature review.

The model that is consistent with what the results have found is Han's (1989) Halo model. This model can help explain the differences that were present between the perceptions of products/businesses and level of knowledge/experience. Han stated that, according to his halo model, even if consumers have little knowledge about a country, they will use their overall perceptions about the country to make evaluations of products. The halo model has two main aspects:

> *When consumers are not familiar with a country's products, country image may serve as a halo from which consumers infer a brand's product attributes and which affects their attitude toward the brand indirectly through product attribute rating (p.222).*
>
> *Secondly, as consumers become familiar with a country's products, country image may become a construct that summarises consumers' beliefs about product attributes and directly affects their attitude toward the brand (p.222).*

In other words, CoO cues will positively influence novices' expectations of purchase intention when CoO cues are favourable. On the other hand, CoO cues will negatively affect novices' expectations of purchase intention when CoO cues are unfavourable (Biswas & Sherrell, 1993; Chao et al., 2005).

5.2.3 Link Between Theory and Results

With this in mind, the halo model can assist in explaining the differences that were present in the ANOVA's and Post Hoc tests. The differences were between the low, medium, and high experience respondents, which were tested against the product and business attributes. Just looking at the mean differences between low and high experience for both products and businesses, it shows that the mean score for all attributes increases for the respondent when they have a high level of knowledge or experience than those that had low. This shows that in general, the halo image of New Zealand was used by respondents to help best describe with what they thought about New Zealand products or businesses. As the respondents experience or knowledge increased, the actual beliefs about the product or business attributes showed. Moreover, the low experience mean scores for both products and businesses, shows that New Zealand's CoO image are viewed positively in the European food and beverage industry. With the halo model in mind, New Zealand's CoO cues have positively influenced novices' expectations because the CoO cues are favourable.

Previously outlined above, were the different groupings of ANOVA significance through a post hoc test, between the three levels of experience and the business or product attributes. These tests showed the statistical significant difference between how the respondents valued New Zealand product and business attributes, against the level of experience for low, medium and high. The CoO theory and the halo model can help in explaining these statistical differences that were found.

New Zealand Products

For New Zealand products, after looking at the one way ANOVA's and the LSD post hoc test. It showed that there were seven attributes that could be statistically confirmed as having a significant relationship between the three levels of experience. The Post hoc test was able to show where the statistical differences were present between low, medium and high. The seven significant attributes could be divided into four groups that held the same significant mean difference of level of Knowledge or experience with New Zealand products. The first group showed a significant relationship with low to medium and low to high experience/ knowledge. The attributes for this relationship were, satisfaction, consumer demand and willingness to buy products. What this shows is that as experience increases between these two relationships, the perception of the attribute also changes, to be viewed more positively.

The second group had a significant relationship between low and medium and medium and high experience with the attributes of Innovation and Traceability. This group shows a similar trend to the first, but the significant relationship has changed. The conclusion is still the same in being the more experience, the more positive the attribute will be viewed. The final two groups had the last two significant attributes of proud to own and technically advanced. For proud to own New Zealand products the relationship was between low and high, and technically advanced was between medium and high. Although these weren't found to be significant in the ANOVA table, they were significant in the post hoc tests. These two attributes also have a significant relationship for the more experience the greater the attribute is valued.

Based on previous research it shows that as experience or knowledge with a country's products increases, buyers no longer rely on cues from the outside environment as indictors towards product attributes (Han, 1989; Heslop et al., 2004; Roth & Diamantopoulos, 2009). Instead they rely on attribute related information to form their evaluation. What the post hoc tests have showed is that the seven attributes for New Zealand's products do change by level of experience/knowledge that a consumer may have. The evaluation varies between low, medium or high experience. For these seven attributes, it showed a European counterpart would value New Zealand product attributes more positively when their level of experience or knowledge was greater. The significant relationships present in the Post Hoc tests can be seen in Table 14 in the results section.

New Zealand Businesses

For New Zealand businesses, as already outlined in the results, thirteen of the fourteen attributes tested, showed to have a significant relationship with level of experience through one way ANOVA's and LSD post hoc tests. Once again, all thirteen attributes tested did not show the same significance between the levels of experience. Instead it varied between low, medium and high, similar to the products. The different statistical significance of experience for the thirteen attributes of New Zealand businesses were divided into three groups in the results section.

The first group was made up of significant mean differences between low and high experience. The attributes that tested positive for this relationship were; businesses being pleasant to deal with, their likeability, reliability, ease of doing business, business capability and understanding of international markets. What this has shown, is that the perception of the attributes positively increases between the low and high experience. The second group was made up of five different business variables and includes two mean difference relationships. The two mean differences of experience with New Zealand businesses were between low and high and medium and high. The five businesses variables were businesses being trustworthy, work hard, honest, show expertise and the overall satisfaction. These attributes can also be seen as scoring higher when the level of experience increases. This is also the same for the last group, which consists of two attributes, business reputation and technologically advanced. The significant mean relationship was only between medium and high experience.

Once again, this research has followed a similar pattern to what has previously been done in CoO literature (Han, 1989; Heslop et al., 2004; Knight et al., 2005; Roth & Diamantopoulos, 2009). For New Zealand businesses, the thirteen attributes tested, showed that perceptions do change dependant on the level of knowledge or experience. It has shown that New Zealand business image varies depending on level of experience/knowledge. The CoO cues that are used to evaluate New Zealand businesses attributes, do change to relate to the actual performance when level of experience increases. This leads to perceptions changing into actual attribute information and becoming more favourable. The post hoc tests have shown that these changing perceptions vary between the levels of experience for the thirteen attributes (see Table 15). At some level these relationships show that the CoO theory and halo model impact Europeans when valuing New Zealand businesses. Overall, for both New Zealand products and businesses, the CoO image impacts Europeans with low level of experience. As experience increases, the CoO image turns into a summary construct and the perceptions for New Zealand products and businesses are viewed more positively by the European expert buyers.

Comparison of Country of Origin Cues and Actual Attribute Information

The results have suggested that the European buyers with little knowledge about either products or businesses from New Zealand, evaluated the attributes less, than if a consumer had more experience with a product or a business. From the CoO theory, it suggests that New Zealand's CoO cues or stereotypical information regarding products or businesses do not quite meet the actual attribute related information views. Looking at the mean scores from the low and high knowledge/experience categories in Tables 9 and 11, it shows that the attribute is valued more positively when the respondent has had high previous knowledge/experience with New Zealand. This shows that the perceptions held about New Zealand are in fact not the same as the reality of how they are performing in the European marketplace.

Overall, New Zealand's CoO image has shown to be positive, with New Zealand businesses performing well in the European marketplace. However, the difference between perception and reality is something that could be improved. Being able to positively improve New Zealand's image is something that the New Zealand government and businesses should be striving for (Clemens & Babcock, 2004; Holmes & Pearson, 1991). The image portrayed to the European marketplace should be one that exhibits the views of individuals with a high experience of New Zealand products and businesses. Increasing the awareness of New Zealand's CoO cues, could only positively impact New Zealand businesses. Improving the CoO image could lead to an increase of positive word of mouth (WoM) inside Europe. This could increase business with buyers who haven't dealt with New Zealand before. It could also lead to rise in overall satisfaction with buyers, which may bring about more trading. So matching the CoO cues with actual performance is something New Zealand businesses should be striving for.

To conclude, the CoO theory suggests that buyers who have low knowledge or experience about products or businesses are more likely to use CoO cues as indicators of evaluation for products and businesses. Furthermore, the buyers who have high knowledge, are more likely to rely on attribute-based information rather than stereotypical information in their evaluation and decision making (Han, 1989; Heslop et al., 2004; Knight et al., 2007a; Kotler & Gertner, 2002; Liefeld, 1993; Liu & Johnson, 2005; Rao & Monroe, 1989). This has been able to explain and show how New Zealand products and businesses are being evaluated in the European marketplace. Also described was how seven product attributes and thirteen business attributes are affected by the CoO theory, showing that perceptions do vary depending on level of knowledge and experience. The CoO effect varies differently between low, medium and high experience between these twenty variables. But as knowledge or experience increases so does the attribute's evaluation, to become more positive. What this has also shown is that if a consumer did have low knowledge or experience with New Zealand products or businesses, they would fall back on the CoO cues. The problem behind this is that for New Zealand products or businesses, these cues regarding their performance do not match the actual attribute related based information of the product or business.

5.3 Linking the Previous Perceptions About New Zealand with the Current Research

5.3.1 Products

One of the research objectives looked to find out how Europeans perceive New Zealand products and business. Previous literature showed that New Zealand may not be meeting expectations that the marketplace holds (Chellew, 2008; Holmes & Pearson, 1991; Kaefer, 2014; New Zealand Trade and Enterprise, 2006; Saunders et al., 2009). Some areas New Zealand were viewed as performing great, while others not.

The European marketplace demands high quality products which in return reap high rewards (Clemens & Babcock, 2004; New Zealand Trade and Enterprise, 2006; Treasury, 2015). Chellew (2008) has stated that New Zealand needs to produce high quality products to export to Europe, and that New Zealand was not meeting the necessary standards, and instead had a casual marketing approach in the EU.

This research has shown something different. Overall, the mean scores of quality of products, willingness to buy and overall satisfaction were significantly high. With scores of 5.7 or greater out of a possible seven. This shows that perhaps in recent years New Zealand's image around their products have improved, and they now perform great in the European marketplace.

Another area mentioned in the literature was the environmentally conscious/traceability issue that New Zealand has to deal with due to their location. It has previously been found that customers actually do take into account the full life cycle that a product goes through before it arrives in retail outlets (Chellew, 2008; Skytte & Blunch, 2006; Wongprawmas et al., 2012). The environmental impact that the product has on the earth is shown to be a factor in purchasing (Saunders et al., 2009). For New Zealand products, it has previously been found that their products are environmentally friendly (New Zealand Trade and Enterprise, 2006; Saunders et al., 2009). Allowing consumers to see this process is important. So it should be encouraging for New Zealand businesses selling products into Europe to see how well they were viewed in being environmentally friendly and offering traceability for their products. This was shown in their mean scores of 5.27 and 5.46 respectively. This was to be expected though, with previous research showing that New Zealand was viewed as being clean and green, natural and unpretentious, and a country that has a reputation for being environmentally friendly (Morgan et al., 2002).

Chellew (2008) has also stated that New Zealand needs to develop its research and development capabilities further to ensure that innovative products and services are continually created to supply the European market. This is something that this research has also shown with innovation performing the worst out of all the product attributes with a score of 4.57. So improvement in this area for New Zealand businesses developing their products is something that should be addressed. The mean scores for all product attributes can be seen in Table 9.

Since 2000, the EU has progressively introduced mandatory CoO labelling for specific commodities such as, beef, veal, lamb, fish and shellfish, wine, most fresh fruit and vegetables, honey, olive oil and poultry meat (Saunders et al., 2009). For a country like New Zealand, having a positive CoO image regarding food products is something to strive for. This is particularly true in the European market, due to the importance of it for New Zealand's economy (Chellew, 2008; New Zealand Trade and Enterprise, 2006; Saunders, 2003; Statistics New Zealand, 2014). This research has suggested, that New Zealand's product image is viewed as being positive in the eyes of the European expert buyers.

Overall, all of the product attributes tested all showed above average scores. This shows that New Zealand products are performing fairly in the European Marketplace. While some improvements can still be made in price and innovation, all other attributes have a mean score of 5 or more out of a possible seven. From what some of the literature has previously stated with New Zealand not meeting the European marketplace expectations (Chellew, 2008; New Zealand Trade and Enterprise, 2006), it seems that for New Zealand products, they have improved in recent years and now perform decently in the European marketplace.

5.3.2 Businesses

Relationships generally evolve over a period of time where buyers and sellers develop trust through dealings with a product or service. In today's complex business environment these relationships have become strategic and the process of building a relationship is accelerated as firms strive to create relationships to achieve their own goals (Wilson, 1995). Understanding businesses performance and perceptions surrounding them should be of great importance. Worryingly, New Zealand businesses were perceived negatively on some characteristics. New Zealand Trade and Enterprise (2008) have stated that the positive perceptions that are held about New Zealand's products can easily be undermined by New Zealand's lack of understanding of offshore markets and commercial savvy. Previous perceptions of New Zealand have included it as a country with low business capabilities and low business acumen (New Zealand Trade and Enterprise, 2006). Furthermore, the New Zealand business culture is perceived to lack the hunger and sense of urgency needed to forge a true entrepreneurial spirit (New Zealand Trade and Enterprise, 2006).

However, this study has shown that this is not the case. New Zealand businesses have in fact been viewed as being highly capable in the European market. As well as this they were seen as being high in business expertise. The results of how the respondents viewed these attributes showed how well they are performing, with well above average mean scores of around 5.5 out of a possible seven. Being capable in business and having high businesses expertise, should allow the New Zealand businesses to continue to meet the needs of their counterparts, build and develop a strong relationship.

Previous research has also shown some other poor perceptions based around New Zealand businesses. Some of these have included being complacent and risk averse (Holmes & Pearson, 1991; New Zealand Trade and Enterprise, 2006). New Zealanders have also been seen to be self-deprecating, and Chellew (2008) stated that this could be may be interpreted as lacking confidence in the international and European marketplace. As well as this, Europeans have indicated that New Zealanders need to be more aware of professional standards and take greater care in their trade dealings. The lauded "she'll be right" attitude has been bought up as negatively affecting New Zealand in the International marketplace (Chellew, 2008). Thankfully, from this current research, it shows that New Zealand businesses may not be doing as badly as what has previously been thought. What this investigation into New Zealand businesses, has shown is that they are viewed to be hard working and reliable in their business practices, with mean scores of 5.39 and 5.61 respectively. Furthermore, they were viewed as having a good reputation. This means that New Zealand businesses do not need to be self-deprecating, and should instead take pride in these perceptions. The last perception of having a poor understanding of the international marketplace was also not found in this research. Instead, for New Zealand businesses it was the opposite, with understanding of international markets perceived to be high, with the mean score of 5.48.

Previous perceptions regarding New Zealand were not all negative. Prior to this research, some positive perceptions included the view that New Zealand business culture is refreshingly honest and direct. Compared to other countries New Zealand is seen as being pleasant to deal with, honest, sincere and relaxed (New Zealand Trade and Enterprise, 2006). Moreover, they are seen to be high in human values (New Zealand Trade and Enterprise, 2006, 2008). European businesses also talked about the openness and directness that is present with New Zealand businesses. These previous perceptions held tend to follow a similar pattern to what this study found. The attributes tested that were similar to these previous findings were, honesty in businesses, trustworthy, pleasant to deal with, friendly, ease of doing business and overall satisfaction. These attributes in the study were all shown to be rated highly by the respondents. The mean scores were all well above five, and this shows that this research around New Zealand's positive observations can be confirmed (See Table 11 for businesses mean scores). For New Zealand businesses this should be encouraging as Leonidou et al. (2006) has shown through structural equation modelling that trust is a central role in business relationships as it strengthens commitment, encourages cooperation and dissolves conflict. Wongprawmas et al. (2012) also confirmed that elements of trust and reliability are the most important when deciding on imported food products.

As outlined above, scoring well in these attributes should show that New Zealand businesses are worthy to build business relationships with. Having a successful relationship inside the European marketplace, allows New Zealand business to continue to work with European businesses, add to their reputation and build commitment, which is a key contributor to creating a successful buyer-seller relationship (Anderson & Weitz, 1992; Moorman et al., 1992). All of the attributes for New Zealand businesses showed a high mean score of over five out of a possible seven. So it shows that in Europe, New Zealand businesses are viewed as a country that is exceptional to trade with.

5.3.3 New Zealands Image for Products and Business

One area that New Zealand products and businesses do seem to have a problem with is awareness inside the European marketplace. Previous research has shown that inside the food and beverage sector in Europe, New Zealand were associated with a few core generic products, these were, wine, lamb and butter. There was minimal awareness of anything else (New Zealand Trade and Enterprise, 2006). Although actual product knowledge about New

Zealand was not tested in this research, it was brought up regularly by respondents that they did not know many products from New Zealand. They would also default to lamb and wine regularly. While lamb and wine are exported to Europe, awareness of other products should be of importance for New Zealand businesses. For New Zealand businesses, European awareness is also another area that should require further attention. Previous research on this have included the awareness of New Zealand's business culture and associated values being low. People across the European markets found it hard to name New Zealand companies, defaulting to tourism images to describe what they think the business culture is like (New Zealand Trade and Enterprise, 2008). As well as this Chellew (2008) stated that there is room for development in many areas of the economic relationship between European businesses. New Zealand needs to continue to engage with the EU at the diplomatic and business level to ensure that it stays on the EU radar (Chellew, 2008). The respondents from this current study have also shown this. The defaulting to the tourism image of New Zealand was brought up regularly. Not many New Zealand businesses could really be named, instead the All Blacks were brought up. These findings can also be confirmed when you look at the mean scores from the overall previous knowledge/experience of New Zealand products and businesses (See Figure 1). The mean scores for previous knowledge/experience of products and businesses were both relatively low with 4.63 and 3.82 respectively out of a possible ten.

For New Zealand products and businesses there seems to be an awareness/image issue present here. Without awareness inside of Europe, it would be very difficult for New Zealand firms to increase trading and create demand for their products. This one area that should be addressed by not only New Zealand businesses but also the government, as assistance for increasing New Zealand product and business awareness seems necessary.

5.4 Business Implications

This research has discovered some thought-provoking findings. These findings, both from previous and current research will have some implications for businesses. Firstly, businesses currently trading or looking to trade inside the European marketplace, need to generate more awareness of their products or businesses. This research has shown that for New Zealand products and businesses, knowledge and experience could be improved. With minimal awareness of products or businesses, the likelihood of being successful or increasing trade is low. Skytte and Blunch (2006) have stated that a business looking to do well in trading inside of Europe must have a presence inside the marketplace. This means having an actual office in Europe where the businesses can be based and relationships can be built easily without distance being a problem. For businesses looking to increase awareness to European buyers, presence at trade shows could help build existing relationships and meet new clients. It was disappointing that only seven New Zealand businesses attended this year's Anuga trade show. This seems quite low considering it is the world's largest food and beverage show. So, an increase of attendance at trade shows could be a first step to help generate more business. Furthermore, an Increase of advertising inside Europe about New Zealand could also help create more awareness.

With Europeans suggesting that the distance and environmental concerns between New Zealand and Europe inhibits trading, promoting New Zealand's clean green image, and actual traceability of New Zealand products could help change this perception.

New Zealand businesses with suitable products should be looking to increase their trade inside the European marketplace. New Zealand products and businesses were both found to be highly valued in the eyes of the European buyers. All signs also point towards positive overall satisfaction for both New Zealand products and businesses. Even Europeans with a low level of knowledge or experience with New Zealand products or businesses still rate them highly. With positive perceptions present, looking to increase trading inside Europe is what New Zealand businesses should be considering.

5.5 Implications for Policy

From a New Zealand perspective, with businesses and product performance valued so highly inside the European marketplace, facilitating an increase of European trade should be a government strategy. Unfortunately for New Zealand, the last trade arrangements with the EU were set nearly 30 years ago (New Zealand Foregin Affairs & Trade, 2015), so for New Zealand businesses, looking to increase trading may be difficult with the existing quotas and restrictions from Europe. Decreasing restrictions and increasing quotas for New Zealand's products would make trade much easier, especially with how well New Zealand is perceived to be performing in Europe, and the overall quality New Zealand produces for the market.

Furthermore, there have been talks about establishing a free trade agreement (FTA) with the EU and New Zealand. In the last 30 years, both the EU and New Zealand have had active FTA agendas. As a result, New Zealand is now one of only six WTO members without an EU FTA in place or under negotiation. This puts New Zealand at a competitive disadvantage in the EU market (New Zealand Foregin Affairs & Trade, 2015). New Zealand should be pushing for a FTA to be built with the EU. This would benefit New Zealand businesses currently or looking to trade inside Europe greatly.

New Zealand's government have previously created 'brand NZ' to manage the perception of New Zealand internationally, and create perceptions designed to help New Zealand's exporting sectors. It seems that the government could do something similar in Europe. Some government funding could be put towards increasing New Zealand's image and showing why New Zealand products and businesses are exceptional. This would assist New Zealand businesses in terms of awareness and could increase consumer demand for their products.

5.6 Limitations

The study presented in this thesis is limited in several ways. Firstly, the sample size. Being limited to only collecting the data in five days meant that the sample size would be smaller than if more time was allowed to collect the data. Increasing the sample size could have brought about more statistical power and analysis being present in the results, as well as increasing the validity of the findings.

Time taken to complete the survey was another limitation that this study had. The questionnaire could have been larger and included more important facets of New Zealand products and business. Further, the knowledge about New Zealand products and businesses was based solely of the respondent's personal opinion. Testing the respondent's objective level of knowledge about New Zealand could have allowed more testing and potentially better groupings of the respondents by actual knowledge. But if the questionnaire was larger it would have taken more time to complete. For this research having a quick and simple survey was a must, with respondents not having much free time to complete a long survey.

When conducting a literature review of this topic, it was found that there was minimal research done around this subject. With little research, specific hypotheses were not made, opting for broad research objectives instead. If more empirical research was available, concentration into specific areas of the Europeans relationship with New Zealand could have been proposed and tested. Different statistical tests would have been available and hypothesis could have been tested.

Having a broader range of interviewees would have provided a greater external validity to the conclusions and recommendations of this research allowing these to be applied to other areas. With data collection in a food and beverage expo it meant that New Zealand companies operating in other industries were not included in the sample. Finally, while the scale items in the questionnaire were drawn from research in the area and found to be valid, they were drawn from a variety of investigations and from different types of research. As such, the current set of questions had not been used together in previous research. This may hinder the reliability and validity of the measure.

5.7 Ideas for Future Research

As already outlined in the limitations, not being able to test the respondent's actual knowledge about New Zealand with an objective test could have brought about different results. If a test was developed to test Europeans actual knowledge (not what they perceive) about New Zealand products and businesses, different conclusions on what the Europeans believe may have been reached. It could have also led to Europeans being grouped into different knowledge levels, and the CoO effect could have been different. So testing the Europeans actual knowledge of New Zealand could one idea for future research.

Research around New Zealand's image in the European marketplace for products and businesses seems to be full of future opportunities. As this research was rather exploratory, more research in this area would allow a clearer picture on how New Zealand is performing. Furthermore, different industries within the European market could be tested. This would give a broader picture on the whole European market perceptions and not just the food and beverage industry.

While the European industry is important to New Zealand in terms of trading, the Asian marketplace plays a larger and more important role for New Zealand. The Asian market contributes almost 50 percent to New Zealand's total exports (Ministry of Business Innovation and Employment, 2015). Research similar to the current study could be replicated in the Asian market. Seeing that the Asian market is so important, the results could be very interesting and could help New Zealand's firms to see how they are performing in that market.

Specific research examining the wants and needs of the European markets and consumers requires further study. New Zealand cannot expect trade to flourish inside Europe in the face of restrictions. Furthermore, businesses cannot expect to flourish if these restrictions are minimalised or removed if what New Zealand produces are not wanted or required at its end destination. Therefore, specific, targeted marketing strategies that will effectively reach European consumers require attention. Looking at the end consumer, and seeing how they perceive New Zealand products and businesses can help with this. Buyers for the European market, will not purchase a product that the end consumer will not buy (Chellew, 2008; Knight et al., 2005; McGoldrick & Douglas, 1983). Therefore understanding perceptions of the end consumers wants and needs is important and a good idea for some new research.

5.8 Chapter Summary

This chapter has presented a discussion that has taken the results found and linked them with current CoO and expert buyers theory and previous perceptions surrounding New Zealand products and businesses.

Firstly, the discussion looked to explain the changes in perceptions of the European expert buyers when valuing New Zealand products and businesses. The CoO theory and the halo model helped explain the differences that were present in the ANOVA's and Post Hoc tests. It was found that the seven product attributes and thirteen business attributes are affected by the CoO theory, showing that perceptions of the attributes do vary depending on level of knowledge and experience. Although this effect varies between the twenty attributes by the changing levels of experience/knowledge of low, medium and high. It was concluded that buyers who have low knowledge or experience about products or businesses are more likely to use CoO cues as indicators of evaluation for products and businesses. Furthermore, the buyers who have high knowledge were more likely to rely on attribute-based information rather than stereotypical information in their evaluation and decision making. This explains why New Zealand products and businesses are being evaluated differently by expert buyers in the European marketplace. Overall, it shows that for these twenty product/business attributes, as experience/knowledge increases so does the attribute's evaluation to be valued superior. It also shows that New Zealand’s CoO cues are considered to be less favourable than the actual attribute related performance of products and businesses.

Commentary on the mean values for New Zealand products and businesses demonstrated that previous perceptions about New Zealand in the European marketplace may not be true. Previous negative perceptions around New Zealand not meeting the necessary standards for product performance in Europe, were found to not be the case for this study. Instead New Zealand products mean scores performed reasonably. Although innovativeness and price of products could be improved. Overall, for the New Zealand products it seems that they have improved their performance in recent years and are now meeting the European buyer’s expectations.

For New Zealand businesses previous perceptions were rather negative and their performance was below average. Similar to the product attributes, this research found the complete opposite to what has previously been found. All of the attributes for New Zealand businesses showed high mean scores of over five out of a possible seven. So it demonstrated that in Europe, New Zealand businesses are viewed as a country that is excellent to trade with. Furthermore, the mean scores of buyers with high experience valued the New Zealand business attributes exceptionally highly.

One problem for New Zealand firms was the awareness of products and businesses lacking in the European marketplace. Little was known about products that New Zealand creates or businesses that are from New Zealand. Instead European buyers could only name a few products from New Zealand and defaulted to the tourism industry when talking about New Zealand businesses. So awareness of products that New Zealand creates and exports, and businesses that deal with European buyers deal with, is one area that needs to be addressed by New Zealand firms.

To conclude, implications for businesses were presented. These implications included New Zealand firms looking at increasing trade into Europe. But this may prove difficult, as outlined in the implications for policy, there needs to be a decrease in restrictions and a FTA should be sought after. Limitations that this research had were addressed, and finally, ideas for future research on this topic were presented.

Chapter 6

Conclusion

This final section of the thesis will provide an overview of what has been discovered in this research. All sections of thesis will be discussed and overall conclusions of this research will be presented.

For New Zealand, a country that is dependent on its export markets, understanding perceptions regarding its product and business performance should be of great importance. In terms of exporting, Europe is considered to be an important market for New Zealand as it demands high quality products and offers high rewards. For New Zealand, 11 percent of the total exports are destined for the European market. From this 11 percent, 55 percent of the exports go to the food and beverage industry. From the outset, it was clear that research into New Zealand's performance in the European food and beverage market would be beneficial.

Prior research on a specific country's perceptions of product and business performance in another marketplace is rare. This was especially true for New Zealand in the European marketplace. This has led to some exploratory objectives being generated that would form the basis for the thesis.

Through analysing the literature, buyer-seller relationship theory (in particular expert buyer's theory) and the CoO theory would be the key areas to best address the research objectives. A literature review on these theories then followed. Knowing what forms and builds a relationship is important to understand. Commitment appeared to be the most common relationship variable used in buyer-seller relationship theory. Trust was also brought up regularly as important to building a successful relationship.

The expert buyer's theory indicated why they should be targeted for this study. Expert buyers were described as being better than end consumers in judging relevant information, processing the information analytically, and their ability to perform product related tasks. These expert buyers are the people that New Zealand exporting businesses deal with the most, and are the ones who decide on what products will be made available for the end consumer. Understanding these buyers' perceptions of New Zealand products and businesses is important in identifying areas that they are performing well and those that they are not. This led to an examination on expert buyer's theory. Key factors that influence decision making of the expert buyers and what they deem to be important relationships, in terms of product and business performance was presented. This analysis looked into the food and beverage industry, and also provided some insight into what may be used to measure the perceptions of European expert buyers of New Zealand products and suppliers.

The CoO theory has been researched since 1962, and is used by consumers to create, reinforce, and bias initial perceptions of products and in this case businesses. The CoO theory demonstrated why it should be used for this study. The Halo model showed how perceptions about a country can change based on previous knowledge or experience. Further research showed that CoO cues will positively influence novices' expectations of purchase intention when CoO cues are favourable. On the other hand, CoO cues will negatively affect novices' expectations of purchase intention when CoO cues are unfavourable. Given the literature, it appeared that knowledgeable consumers are more resistant to the effects of CoO cues, as they are motivated and able to more critically scrutinise information. Furthermore, consumers with high product knowledge are less likely to be affected by CoO cues than those with low product knowledge.

Theory based around New Zealand's country image, product and businesses performance was presented in the literature review. Previous European perceptions of New Zealand was also studied. This showed that New Zealand may have some issues present with their product and business performance internationally, and in the European marketplace. Moreover, there was minimal awareness of New Zealand's product and business image in the European marketplace. Overall, from looking at the literature review it showed that there was a gap in the literature that this research would be able to address.

The next section covered in this thesis was the research methods and design. The sample that this research is looking for varied between European buyers that have high previous knowledge/experience with New Zealand products and businesses, and European buyers that have low knowledge/experience.

Frequent talks with NZTE and my supervisors, suggested that data collection could be done at the Anuga trade show, the largest food and beverage trade show in the world. Being able to gather a large sample in a small amount of time, and perform some statistical analysis is what this current research was aiming to do. So it was decided a quantitative approach with a questionnaire should be used.

The questionnaire developed for the current research was based on what other studies have used and tested. A bipolar adjective scale was used for the questions. For the questions, the New Zealand businesses, products and familiarity scale items was adapted from what has previously been researched in this field. In order to answer the research objectives further analysis on statistical techniques was discussed. Ultimately, this led to comparison of means, one way ANOVA's and LSD post hoc tests being selected as the best methods to answer the research objectives.

The sample that was collected meet all the needs for this study and allowed for different opinions of New Zealand businesses and products to be expressed. The 132 respondents were able to provide a diverse sample in terms of the countries they were from, industries they were in, size of their business, and reasons for attending the trade show. A brief analysis of previous experience with New Zealand products, businesses and as country, showed a wide range of differing familiarity.

Initial European buyer's impression of New Zealand showed New Zealand as distant market from Europe, and as a country not dealt with frequently. Furthermore, New Zealand was viewed as being more of a destination to visit rather than a country to trade with.

Results on New Zealand products/business attributes were presented through looking at their mean scores. The overall mean scores for the attributes showed that generally New Zealand was viewed positively in the European marketplace. There was also a discussion on the different mean scores by level of experience of low medium and high. The last research objective was addressed, and five product and thirteen businesses attributes showed to have a significant one way ANOVA test against the level of experience. The LSD test then showed where the significance was present for each attribute. Overall, it showed that perceptions about New Zealand products and businesses do change depending on level of experience/knowledge, but that change varies depending on attribute and level of experience.

The results lead to a discussion linking the current study with previous research on the CoO theory and expert buyer's perceptions surrounding New Zealand products and businesses.

Firstly, the discussion explored the changes in perceptions of the European expert buyers when valuing New Zealand products and businesses. The CoO theory and the halo model helped explain the differences that were present in the ANOVA's and Post Hoc tests. It was found that the seven product attributes and thirteen business attributes are affected by the CoO theory, showing that perceptions do vary depending on level of knowledge and experience. But this effect varies differently between these twenty variables by the changing levels of experience/knowledge of low, medium and high.

It was concluded that buyers who had low knowledge or experience about products or businesses were more likely to use CoO cues as indicators of evaluation for products and businesses. Furthermore, the buyers who had high knowledge were more likely to rely on attribute-based information rather than stereotypical information in their evaluation and decision making. This partly explained how New Zealand products and businesses are being evaluated differently by expert buyers in the European marketplace. Looking at the low experience mean scores for both products and businesses, it showed that New Zealand's CoO image is viewed positively in the European food and beverage industry. With the halo model in mind, New Zealand's CoO cues have positively influenced novices' expectations because the CoO cues were favourable. Overall, it can be stated that for these twenty product/business attributes, as experience/knowledge increases so does the attribute's evaluation to be valued more positively. It also shows that New Zealand's CoO cues are considered to be less favourable than the actual attribute related performance of products and businesses.

These findings show that trade between New Zealand and Europe should be continued, and increased. Increased trade would strengthen New Zealand's image in the European marketplace as the rise in experience leads to more positive perceptions being present. This would also reinforce New Zealand's CoO cues becoming more favourable and in the long run matching the actual attribute related information. This could mean more demand for New Zealand products with the higher overall satisfaction and generating positive WoM in the European marketplace.

A discussion on the mean values for New Zealand products and businesses showed that previous perceptions about New Zealand may no longer hold true in the eyes of the European buyers. Previous negative perceptions around New Zealand not meeting the necessary standards for product performance in Europe, were found to not be the case for this study. Generally, New Zealand products performed well. Although, innovativeness and price of products did not perform as well. This follows similar research around New Zealand products and is one area that New Zealand businesses should address and look to improve. Overall, for the New Zealand products this research has shown that they are performing fairly well in the European Marketplace, it seems that they have improved in recent years and now meeting the European buyer's expectations.

Previous perceptions about New Zealand businesses were seen in a rather negative light. Some of these perceptions included a lack of understanding of offshore markets and commercial savvy, a country with low business capabilities and low business acumen, high complacency, and risk aversion. But the current research found the complete opposite and all of the attributes for New Zealand businesses showed a high mean score of over five out of a possible seven. So it showed that in Europe, New Zealand businesses are viewed as a country that is excellent to trade with. Furthermore, the mean scores of buyers with high experience valued the New Zealand business attributes exceptionally.

Finally, it was concluded that awareness of New Zealand's products and businesses is lacking in the European marketplace. Not much was known about products New Zealand creates or businesses that are from New Zealand. Instead Europeans could only name a few products from New Zealand and defaulted to the tourism industry when talking about the country. So awareness of products that New Zealand creates and exports, and businesses that deal with European buyers is one area that needs to be addressed.

This research provided some implications that not only could affect businesses but policy makers as well. The main theme for the implications is looking to increase trade with the European counterparts and generate more awareness of New Zealand products and businesses inside of Europe. Increasing trade seems logical with the positive perceptions present about New Zealand from both low to high experienced European buyers. But without the backing from the EU and New Zealand's government, it could be difficult with the trade restrictions and no FTA between parties. This research has lent itself to some limitations, and these were addressed. Lastly, ideas for future research were presented and this showed some ways this research could be carried on or taken in a new direction.

Overall, this thesis has been able to provide an investigation on European expert buyers perceptions of New Zealand businesses and the perceptions of products from New Zealand, and if these perceptions vary by level of knowledge and experience. The results showed that the attributes tested for New Zealand products and businesses, were perceived to be performing excellent in the European marketplace. How the European buyers perceived New Zealand product and business attributes did in fact vary by level of experience/knowledge. The variation found was that the greater experience/knowledge the buyer had, the more favourable they would perceive the attribute. To conclude, New Zealand should be looking to increase their awareness and trade inside the European marketplace and take advantage of the good reputation the European expert buyers have reported.

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Appendix A

Origin of Selected Scale Items for Questionnaire

A.1 New Zealand Products

Quality (Elliot et al., 2011; Heslop et al., 2004; Laroche et al., 2005; Li et al., 1998; McGoldrick & Douglas, 1983; Roth & Romeo, 1992; Skytte & Blunch, 2006; Wongprawmas et al., 2012)

Consistency of product quality (Skytte & Blunch, 2006)

Workmanship (Elliot et al., 2011; Heslop et al., 2004; Laroche et al., 2005; Li et al., 1998; Roth & Romeo, 1992)

Innovativeness (Elliot et al., 2011; Heslop et al., 2004; Li et al., 1998; Roth & Romeo, 1992)

Value for money(Elliot et al., 2011; Heslop et al., 2004)

Willingness to buy product (Heslop et al., 2004; Laroche et al., 2005)

Proud to own products from NZ (Heslop et al., 2004; Laroche et al., 2005)

Prestige (Li et al., 1998; Roth & Romeo, 1992)

Traceability(Skytte & Blunch, 2006) (Chellew, 2008)

Price (Heslop et al., 2004; Skytte & Blunch, 2006; Wongprawmas et al., 2012)

Technology level (Heslop et al., 2004)

Reliability (Heslop et al., 2004; McGoldrick & Douglas, 1983; Wongprawmas et al., 2012)

Environmentally conscious products (Wongprawmas et al., 2012)

Consumer demand for products (McGoldrick & Douglas, 1983)

Overall satisfaction (Heslop et al., 2004)

A.2 New Zealand Businesses

Pleasant (Elliot et al., 2011)

Friendly(Elliot et al., 2011; Heslop et al., 2004)

Trustworthy (Elliot et al., 2011; Heslop et al., 2004; Laroche et al., 2005)

Hard Working (Heslop et al., 2004; Laroche et al., 2005)

Likeable (Heslop et al., 2004; Laroche et al., 2005)

Reputation of NZ business (Chellew, 2008; Skytte & Blunch, 2006)

Technology advanced (Chellew, 2008; Heslop et al., 2004)

Reliability (Heslop et al., 2004)

Ease of doing business with (New Zealand Trade and Enterprise, 2006, 2008)

Honesty (New Zealand Trade and Enterprise, 2006, 2008)

Business capability (Chellew, 2008; Holmes & Pearson, 1991; New Zealand Trade and Enterprise, 2006, 2008)

Business Acumen (Chellew, 2008; New Zealand Trade and Enterprise, 2006, 2008)

Experience that NZ business have in international markets/understanding (Chellew, 2008; Holmes & Pearson, 1991; New Zealand Trade and Enterprise, 2006, 2008)

Overall satisfaction (Heslop et al., 2004)

A.3 Familiarity

Familiarity with New Zealand (Erickson et al., 1984; Han, 1989; Heslop et al., 2004; Liu & Johnson, 2005; Verlegh et al., 2005)

How well do you know products from NZ (Erickson et al., 1984; Han, 1989; Heslop et al., 2004; Laroche et al., 2005; Liu & Johnson, 2005; Verlegh et al., 2005)

Have you dealt with New Zealand business before (Erickson et al., 1984; Han, 1989); Heslop et al. (2004); (Liu & Johnson, 2005; Verlegh et al., 2005)

Appendix B

Questionnaire Used for Collecting Data

My name is Jeremy White, from Lincoln University in New Zealand. The following questions have been designed for a Master's Thesis. The main theme of the research is to test European buyer's perceptions of products and businesses from New Zealand. The survey should take 5 minutes to complete and all responses recorded are anonymous. Thank you for taking part in the Survey.

Q1 Can you please mark on the scale Items below where you think best sums up your previous experience and/or knowledge with products that are from New Zealand

1. Consistently highest quality								Consistently lowest quality
2. Reasonably priced								Unreasonably priced
3. Products are Innovative								Products are Imitative
4.Are always environmentally conscious								Are never environmentally conscious
5. Technically advanced								Technically backward
6. Best workmanship								Poorest workmanship
7.Highly Prestigious product								Not Prestigious product
8.Always Reliable								Never reliable
9. Consumer demand is high for products								Consumer demand is low for products
10. Products are easy to market								Products are difficult to market
11. Products always offer traceability								Products never offer traceability

Q2 Can please mark on the scale items below where you think best sums up your previous dealings and/or knowledge with businesses that are from New Zealand

1. Always pleasant to deal with								Never pleasant to deal with
2. Trustworthy								Not Trustworthy
3. Always work hard								Never work hard
4. Friendly								Unfriendly
5.Very Likable								Not Likable
6. Reputation is great								Reputation is poor

7. Technologically advanced	Technologically backward
8.Always are reliable	Never are reliable
9. Easy to do business with	Difficult to do business with
10. Always honest in business	Never honest in business
11. Have high business capability	Have low business capability
12. High in Business expertise	Low in Business expertise
13. Good understanding of International markets	Poor understanding of International markets

Q3 Can you please mark on the line where you feel best suits with what you feel about New Zealand's products and businesses.

1. Proud to own products	Not proud to own products
2. Willing to buy products	Not willing to buy products
3. Highly satisfied with products	Highly dissatisfied with products
4. Highly satisfied with businesses	Highly dissatisfied with businesses

Q4 Please rate on this scale how much experience you think you have with products from New Zealand with 0 being no experience and 10 meaning you deal with New Zealand products regularly:

No experience with products | Have brought some products | Have brought many products | Deal with products regularly

0 1 2 3 4 5 6 7 8 9 10

Experience

Q5 Please rate on this scale how much experience you think you have with businesses from New Zealand with 0 being no experience and 10 being dealing with them regularly:

No experience with businesses | Have dealt with some businesses | Have had many dealings with businesses | Deal with businesses regularly

0 1 2 3 4 5 6 7 8 9 10

Experience

Q6 How much experience have you had with the country New Zealand with 0 being no experience and 10 you have been to and experienced New Zealand?

	No experience with New Zealand			Have learned a little about New Zealand			Have Learned a lot about New Zealand			Have been to and experienced New Zealand	
	0	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
Experience											

Q7 Gender

- ❍ Male (1)
- ❍ Female (2)

Q8 What country are you from?

Q9 What country is your company based in?

Q10 What Industry is your company in?

Q11 What is the size of your company in terms of employee's?

Q12 What is your activity at the trade show?

Q13 Do you have any comments regarding New Zealand products or businesses?