

Web Appendix

Table: Association Strength/Valence analysis of imagery associations for Germany and Italy as an origin of cars

Associations for Germany (Danish sample)	Strength (mean)	Valence (mean)	Valence (std)	VIF S*V
Emissions scandal	3.46	-1.43	1.55	1.05
Trustworthy	4.12	1.44	1.67	1.74
Focus on safety	4.92	2.09	1.11	2.66
Focus on efficient fuel consumption	4.79	1.87	1.19	2.75
Ambitious working attitude	4.53	1.31	1.26	1.78
Good value for money	4.40	1.92	1.13	2.41
Technologically advanced	4.70	1.95	1.09	2.45

Associations for Germany (U.S. sample)	Strength (mean)	Valence (mean)	Valence (std)	VIF S*V
Excellent engineers	4.84	2.13	1.05	2.94
Tradition in car manufacturing	4.82	1.88	1.10	2.71
Focus on premium cars	4.80	1.42	1.39	2.29
Design leadership	4.48	1.55	1.09	2.89
Emissions scandal	3.30	-1.48	1.65	1.56
Expensive	4.68	-0.81	1.81	1.53
Innovative	4.42	1.71	1.10	2.52
Brands (BMW, Mercedes, Porsche)	5.07	1.58	1.31	1.74
Focus on safety	4.39	2.07	1.08	2.83
Trustworthy	4.21	1.78	1.33	2.74

Associations for Italy (U.S. sample)	Strength (mean)	Valence (mean)	Valence (std)	VIF S*V
Low technological knowledge	1.43	-2.14	1.23	3.05
Bad value for money	1.97	-2.16	1.28	1.46
Elegant taste	4.83	1.81	1.12	1.59
Luxury cars	4.46	1.23	1.25	1.99
Focus on design	4.72	1.98	1.04	3.16
Ferrari heritage	5.03	1.37	1.35	2.35
Focus on safety	3.33	2.08	1.19	1.36
Lazy working attitude	1.46	-2.27	1.08	2.85