

Prairie, Paprika, Puli

The impact of hungaricums on the country image of Hungary

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<p>Abstract</p> <p>Traveling is becoming increasingly important in people's life as it is proved by dedicated researches. Different studies provide lists of destinations which are the "must see" places of the world. This thesis aims to reveal what are the factors that influencing the choice of travellers; on what basis some places get particular attention.</p> <p>The main focus of the theory is the trend that sees the country as a brand which is to be popular and marketable for consumers (travellers) by building up a strong and quality image. The thesis puts special emphasis on the country-of-origin effect, namely that how big impact the products originating from the country have on the country image; to what extend and direction they form the image of the country.</p> <p>The focus point of the practical research is Hungary and the products originating from the country; so called hungaricums. The quantitative research (questionnaire) aimed to collect opinions about the focus points. The questionnaire have been filled by 133 people (both Hungarians and foreigners) which made it possible to compare and analyse two different viewpoints and draw broader conclusion on what role hungaricums play in forming the country image. Dr.Gedeon Totth, the Professional Consultant of Agricultural Marketing Centre (AMC) made the research even more relevant by the interview he gave on the topic.</p> <p>Research results have strengthen the theory that product origination from a country have major role in forming the country image. Hungary has all the aptitude needed to be attractive for tourists but these are not yet organized around a strong and affective marketing strategy. One of the most significant conclusions of the study is that even Hungarians are not aware of the values of their country therefore the time-consuming county image building should be started domestically and then open up for abroad.</p>			
<p>Keywords county image, Hungary, hungaricums, country-of-origin effect, traveling destinations</p>			

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INTRODUCTION

“The world is a book and who do not travel, read only one page from it.” (St. Augustine)

The main message of St. Augustine’s thought is becoming increasingly topical as the time goes by and the transportation is developing in today’s world. Traveling is becoming part of every people’s life. More and more people are traveling using different transportations which transacts amazing traffic on daily basis. Countless motivation may stand behind traveling and the importance of this is supported by the fact that in 2012 the all-time record of traveling has been broken. According to the register of UNWTO and the UN World Tourism Organization, more than one billion people crossed the borders of their countries to travel. (hvg.hu 2013). One billion travellers who have spent shorter- longer time in another chosen country and took part in the local consumption Seems as a hug opportunity, but however, the market is saturated which means in this case, that the whole world is competing for the travellers. How it is possible to take an appropriate size from this cake under these conditions? The answer is definitely in connection with the feelings towards a country, with the negative or positive picture in people’s mind; therefore the best way to find a solution is starting by examining the country image.

The main focus point of this thesis will be the analysis of country image with particular emphasis on the country-of-origin effect, namely that how big impact the products originating from the country have on the country image; to what extend and direction they form the image of the country. It is an important question, what products and services are matched with the country, and are these matches in coherence with the image that the country wants to consciously communicate. Which is more important: do these representative factors get enough attention when setting the marketing strategy of the country?

As a Hungarian studying abroad I had the chance to realize and personally observe what kind of image and thoughts foreigners have about Hungary, how many factors can influence their opinion; in fact these factors can affect not only on foreigners but even Hungarians. It is obvious that tourists need to be attracted, a country needs to serve attractions for tourists furthermore the country needs to be endeared by inhabitants either in unconscious or conscious way, with PR tools. Interesting to examine to what extent people can be influenced with the factors created by market experts and factors which are innate. It is worth to mention the “identity prism” of country im-

age, which consists of physical (geography, natural resources, demography), cultural (history, culture), personal (name, flag, famous people), relationship (with governments and international organizations) and controlled (conscious country image forming) elements. (Graby 1993, 262) Naturally country image as such cannot be formed only by conscious processes, subjective and personal factors are also play major role as mentioned above. This is supported by the country image research done by the Gallup Hungary Ltd. in 2000: "The evolution regularities of the Hungarian country and nation image can be revealed only if we examine how the country and nation image is related to Hungarian's social status and to other factors which determines their lives."

This writing will take up more the activities influencing the above mentioned conscious factors; the aim is to reveal the image-forming impact of hungaricums, the current attitudes and the strategy of possible changes. The thesis will try to answer the following research questions: **How big role hungaricums have in the country image emerged about Hungary? Do they get right amount of attention and are they properly emphasized by the organizations responsible for marketing? If so, do hungaricums represent Hungary properly, is the relation consistent between them and the image want to be communicated?**

Firstly this thesis will examine the concept of image and clarify some issues, which may give multiple interpretations. It will reveal what functions the country image has, what factors are affecting on it, how country image can be formed consciously and where it has the biggest effect. Then a couple of fundamental concept examination will follow like what is brand and what are the related associations and stereotypes. Thereafter follows the examination of the main focus point, the county-of-origin effect, where next to the conceptual clarification possible strategies and the mechanism of action will be reviewed. This is followed by introduction of hungaricums, the sturdy of the organization and law dispose of hungaricums, and the overview of the values they want to convey. After the theory and the secondary data introduction will come the analysis of the research. During the research both qualitative and quantitative tools were used; the questionnaire gave the opportunity to gain insight into the consumer side, the in-depth interview made more credible the thesis by the opinion of experts. Finally after the presentation of research methods and results this study would like to give answers and solutions for the research questions asked before.

1 CHARACTERISTICS OF COUNTRY AND TOURISTIC IMAGE

As it has been mentioned in the introduction, making the country attractive for tourists starts with the development of the image. The purpose of this chapter is to clarify what do country image and touristic image mean and also what kind of characteristics do they have, as well as, what is worth considering when forming them. The word image has Latin origins, it means picture. "The image is the picture that is formed in people about a company, a product or a brand; the formation depends on several subjective factors. It is important to recognize its objective existence, because only then are we able to use marketing in a way that helps the image become positive." (Totth 1996, 7)

1.1 The touristic image

Almost everybody can list one or two destinations where they want to travel in their life and when hearing these destinations, people are able to see the landscape and themselves in the landscape. In case of many people these destinations more or less overlap, as some places are considered to be a "must see". On what basis the most popular destinations are chosen? The answer is in the touristic image.

"The touristic image is a continuously changing, complex structure; concerning its processes and components it is a very colourful, relative as well as a changing picture in space and time" (Sulyok 2006, 56). Its factors can be divided into two segments based on whether they can be formed through a conscious action or they can be hardly - or in some cases never – influenced by organizations dealing with the marketing of the given destination. In case of the latter it can be stated that politics, economy, natural, social, technical and cultural factors all have an impact on the touristic image. Here, it has to be noticed that the popularity of the destination influences the attitude; places that are well known among tourists are judged more positively than places that are less known therefore, these are judged more negatively. Besides, touristic image has elements that can be formed well by conscious marketing communication activity. (Sulyok 2006, 56.)

Sulyok (2006) quotes Gunn (1998) who examines the touristic image on two levels; in theory he distinguishes between the so called organic and induced levels. The former is constituted by the non-touristic elements while the latter is the marketing messages which are worded by organizations specialized to be in charge of the management of the destination, through their conscious, image-forming activity. Many authors have studied the question, including Mazanec (1995 in Sulyok, 2006, 56) who studied 25

image elements according to their occurrence in former researches as forming elements. He concluded that the elements which clearly appear in the touristic image were the followings: landscape, natural environment, cultural attractions, hospitality, attitude of the locals, possibilities of entertainment. He placed the examined elements on a functional scale with psychological poles which was further extended by Echtner and Ritchie (1993) with two axes. According to their theory, it is important to study the unique – holistic, ordinary/common- scale as well. After taking into consideration the present trends of tourism, it can be said that these viewpoints have become noticeable as tourists are looking for authentic experiences and mass tourism is shifted toward individuality and specialty. According to the previously quoted Gunn, factors that are forming the touristic image can be shaped by the media and the factors induced by touristic organizations. It is illustrated in the following FIGURE 1:

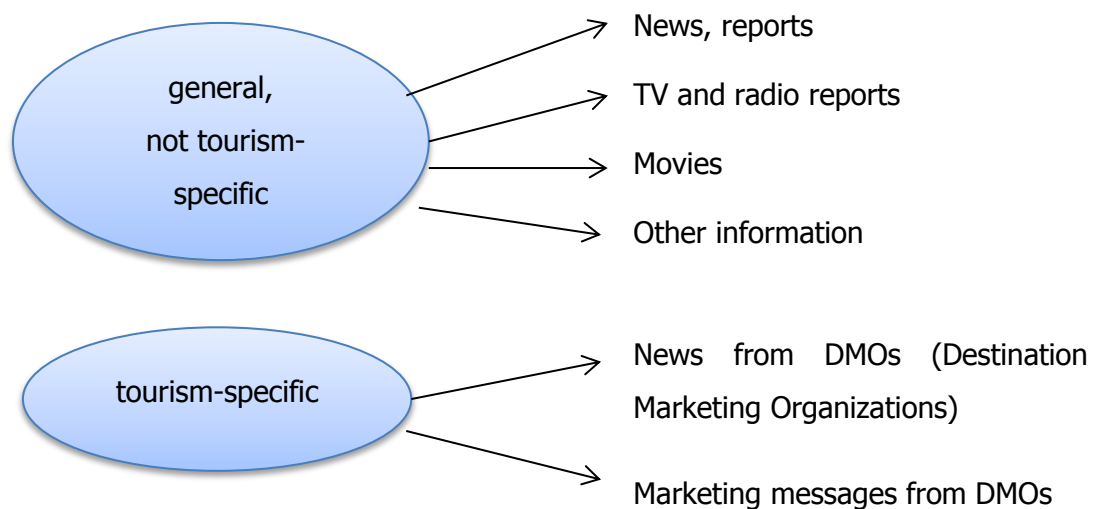


FIGURE 1. Factors affecting the touristic image (Gunn 1988 in Sulyok 2006, 60)

In order to drive the image of different destinations effectively to the right direction, Martilla and James (1977, in Sulyok 2006, 61) have created a matrix in which the image-elements can be found according to their importance for the potential travellers and the presentation of the destination's characteristics. (FIGURE 2.)

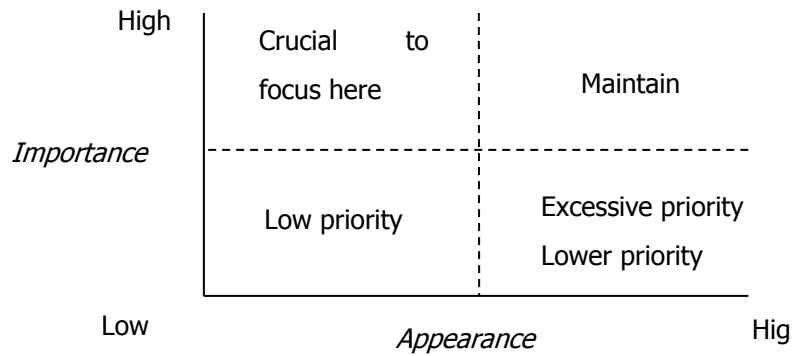


FIGURE 2. Appearance of image elements in marketing communication (Marilla and James 1977 in Sulyok 2006, 61)

This analysing method can give a helping hand to managing organizations dealing with destinations when creating their marketing strategy, as it points out the elements that are worth considering and which elements need less priority therefore by rearranging these resources a much greater efficiency could be achieved.

Why is it important right now? What are the necessary inherent features of a positive and well-established image? A positive image about a given destination simplifies the decision-making process and makes it foreseeable. If the AIDA model is taken, the awareness kindled by the news and the interest that is formed on the basis of the image can easily rouse the desire for the destination which finally can be resulted in taking action. To shortly sum up, the positive image can increase the attendance, it can put the destination on the top list that is set up the tourist's head and through the significant multiplication effect, the positive image can have a good impact on the economy of the area.

1.2 The country image

The country image brings up several questions which are worth clarifying at the beginning of this thesis. The reference books contain many definitions, according to Kotler, Haider and Rein (1993, 64), the country image is the mixture of all those ideas and impressions which are carried by the people about a certain country. This definition could be the best of all, however, there are plenty of other possibilities.

According to Roth and Romeo (1992, 480) the country image is „ the extensive perception of the products originating from a given country based on the production and the preliminary perception of the marketing advantages and disadvantages”.

Martin and Eroglu (1993, 93) says that “the country image is all the descriptive, deduced informational belief that we think about a certain country. Szeles (1998, 124) says that “the country image refers to an external system of viewpoints which was formed about a nation and a country; it also implies the objective and subjective psychological content of the heterogenic and generalized prejudices.” This thesis follows Kotler's formula (1993, 41) which says that “the country image is the mixture of all those ideas and impressions which are carried by the people about a certain country.”

As shown above, this concept has been very thought-provoking as it made so many experts to think, however there are many more things to be clarified such as: what is the function of the country image in the life of a geographically circumscribed community? Can the popular concept of country brand be used as a synonym of the country image? These questions are intended to be answered in the following chapters.

Pursuant to Nyárády and Szeles (2004) there are several images that interact with each other and with their surroundings as well. Based on economic real processes we distinguish between the product image and the service image; the brand image and the trademark image; the company-, and the corporate image; the personal image and the expert image. According to the development of the image, there are the so called spontaneous image and the deliberately formed image. As for the time horizon, there are the anticipatory-, or factual image and the required image. According to the orientation there are the self-image and the mirror image.

The classification brings up a question as the country image is not included. Is it necessary to consider the formed pictures about the countries as an individual category, or can it be classified as a sub-category of those mentioned above? Can the characteristics of the categories be applied to the country image? If the country image is put into the product image category then should the picture about the countries be formed as if a product with special features was sold? This problem was studied earlier by Jenes Barbara (2008) in *Marketing and Management* where she suggested two possibilities concerning the categorization of the country image. According to the first one, the country image should be examined in a cohesive role in which it covers all products and brands relating to the country. Pursuant to the second possibility, the country is considered to be a product and as such, its image is built and related to as an ordinary product image. As for now, the country image is being approached in the latter form because it is very important to have a consciously well-planned image

which can be supported by the image development of the representative products. A crucial element of image building, besides the qualitative products that appear in a physical form, is the development of a feeling that strongly relates to the destination. There are several factors that contribute to this process. Things are not bought just for their mere existence but usually there is a strange, inexplicable feeling that explains why a particular choice, concerning buying, has been made. This visceral feeling is brought about by the process of branding.

2 BRAND OR IMAGE

This chapter begins with Ham's (2002) well-worded expression: "brand state". In his opinion, reputation and image have to be a basic part of the state's strategy, as with these processes the state will become the State. In his article he writes that the brand is a kind of niche for the state which is worth exploiting in favour of prosperity that is created as a result of awareness, attendance and popularity.

With this statement and the one mentioned in the previous chapter relating to the forming of a country's image, another question comes up and that is whether the country image and the country brand are synonyms or do they go beyond each other and if the latter is true, which one should be dealt with?

2.1 The Brand

"Products are born, grow and die. Countries, however, want to live forever."- says Frederico D'Orey the marketing expert of the Portuguese country image -centre, the ICEP. Therefore, it is good to treat countries as a brand not losing sight of Ogilvy's thought: "Every fool can have a business done right but creating a brand requires spirit, faith and perseverance." - says Papp-Váry Árpád Ferenc (2003, 5) in his article that he has written for Marketing and Management.

However, voices of dissent can be found easily too:

Michel Girard, a French academician wrote the followings in 1999: "The idea of rebranding in France would be unacceptable by the public because it is a common feeling that France has different traits than a company. A company can be rebranded but a country cannot. It is possible to give a different name to a washing powder and it is done quite often. Rebranding is a normal method among consumer products but could it be so in case of a country? ... A country has dignity contrary to a product that can be purchased ... In France it is inconceivable that Chirac would attempt the rebranding of the country." (Olins 2004 in Papp-Váry 2009, 6.)

Besides all these, we need to study the meaning of the brand and branding the country as well as what do the reference books say about this instrument.

According to Bauer and Berács (1998, 194) "the brand is a complexity of symbols which has to identify the products and the services with a producer or a distributor and at the same time differentiate them from others."

According to the American Marketing Association's definition (see in Kotler 1998, 396) "the brand can be a name, an expression, a sign, a symbol, a design or a combination of these with the purpose of marking and distinguishing the products or services of certain vendors from others."

Neumeier (2006, 4) says the followings in Brand Gap, which has become one of the bestsellers in the previous years: "The brand is the visceral, inner feeling of a person about a product, a service or a company."

Papp-Váry (2007) quotes Buildingbrands.com (2013) according to which the brand is the complexity of images and impressions in the customer's head.

In order for the connection to be made between the product and the producer, and achieve a unique position in the customers' heads, according to Cheverton (2005) many important factors have to be considered when branding:

- position of the brand
- probable life span of the brand
- stability of the brand's market
- global presence of the brand
- future trend of the brand
- the level of marketing support
- legal protection of the brand

Based on these factors, the brand value is calculated which is resulted in a number that shows the real value of the brand. It is interesting that the brand and the brand value are the most difficult quantifiable aspects of the companies, still nowadays they have become the most emphasized tools of marketing. "The CEO of Coca Cola says that if all their bottler factories and coke machines etc. disappeared from the face of the Earth, they still would be able to walk into the bank opposite and get millions of dollars (see Lindsay 2000, 7). As the brand value represents the part in people's heads and hearts which is also called goodwill." (Papp-Váry 2007, 3.)

In order to understand why the brand value has such an important role, some concepts that strongly relate to it have to be studied, such as stereotype, association and attitude. "Stereotypes are traits that characterize a group. Although they often lead to false and illegitimate conclusions, people use them because they simplify the judgments of the world around us. Stereotypes can be legitimate when they are based on data, perception, and observation and with the emergence of new information they

can be altered. (Berács and Malota 2000, 26) “Attitude is a learned state that shows which motivational group is more important for the customer. It is embodied in a positive or negative reaction to an object, a person or a phenomenon.” (Bauer, Berács and Kenesei 2009, 61.) Association is a process that takes place when a relationship is formed between two events for example between an illness and a certain food. The purpose of ads is to create a relationship between the product and the brand.” The effect of this relationship is that a proper stimulus evokes a predictable, automatic answer. (Hofmeister-Tóth 2008, 144) The significance of these concepts can be summed up the following way: central factors, which influence customers' decisions and can be modified with a conscious strategy, lead the judgement of our product to a positive direction thus influence its consumption.

As it has been examined at end of the previous chapter and as it is shown below (FIGURE 3), there is a certain inner, visceral feeling which proves the importance of the brand and needed so the country could successfully build its image and sell itself. It is very difficult to build a strategy on a subjective feeling that is hard to grasp, therefore, the consciously forming effect of branding becomes very crucial; it can be said that the brand is a state and the process of branding supplements it with consciousness.

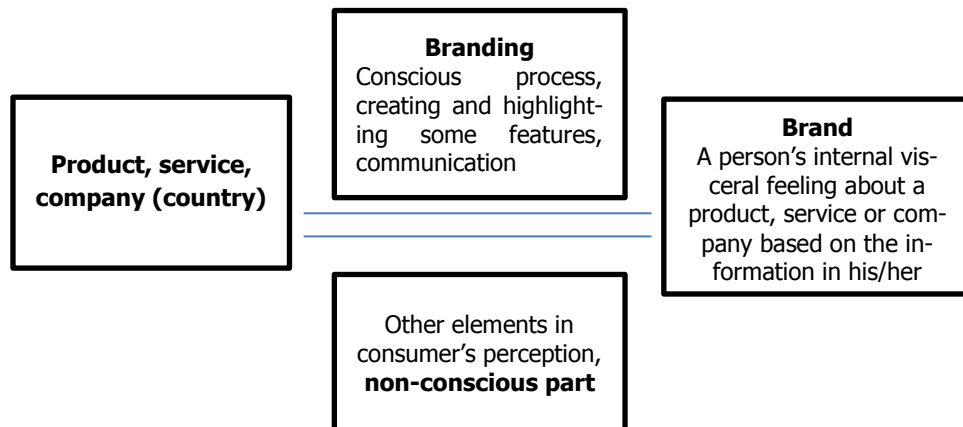


FIGURE 3. Interpretation of brand and branding concepts. (Papp-Váry 2007, 13)

After studying the reference books, it can be said that the country image and the country brand do not have the same meaning. A country will have an image even if they don't deal with it consciously, since an opinion, a picture can be formed in people's heads without a conscious marketing activity, but an image that is “left by itself” may have the danger of becoming negative. On the contrary, the country brand is a consciously formed image and while forming the country is placed in the customer's head. This is exactly the point of branding, differentiating our country (product) from

the concurrence and having a significant place among the preferences of our target audience.

2.2 The country as a brand

As it has been mentioned in the introduction, travelling has become a significant phenomenon in our days therefore the competition for passengers is increasing. This effect is augmented by the fact that the clientele's preferences are narrowed down to a small number of countries as it is illustrated by the statistics below. In 2011 the incoming tourism was transacted by the 10 most popular countries (FIGURE 4):

	Nights in country	Share (%)
EU-27 (2)	1 030 114	100.0
Top 10	894 633	86.8
1 Spain	239 371	23.2
2 Italy	178 005	17.3
3 France	122 963	11.9
4 United Kingdom	87 994	8.5
5 Austria	73 647	7.1
6 Germany	63 081	6.1
7 Greece (3)	54 444	5.3
8 Portugal	27 860	2.7
9 Netherlands (3)	27 843	2.7
10 Czech Republic	19 425	1.9

(1) Ireland, not available.

(2) Estimate made for the purpose of this publication, based on annual and monthly data.

(3) Estimate based on monthly data.

Source: Eurostat (online data codes: tour_occ_ninat and tour_occ_nim)

FIGURE 4. Top10 touristic destination based on spent guest nights in 2011 (Eurostat.ce 2012)

So countries from the eleventh rank compete for the remainder 13,2% that is why distinguishing is very important. How can this be effectively achieved if not with a conscious and deliberate marketing strategy and proper positioning?! Because “every element that appears as an association in the customers” head can be regarded as a brand image. Image building is the process of these associations and the picture that we would like to convey about the brand being converged with each other.” (Törőcsik and Somogyi 2009, 22). However, incoming tourism should not be considered exclusively since a country usually competes for the investors, the promotion of their products and services, for the organization of different international events and conferences as well as for political and diplomatic acknowledgement. (Braun 2009, 48-52) Besides, branding is a great tool to create an emotional relationship between the product, or in this case the country, and the customer (Törőcsik and Somogyi 2009, 48-52)

But how can this be accomplished? According to Papp-Váry (2003) there are certain features that are crucial to the image. It is very important that these features should be unique, unmistakable; they should have a special lure which creates a positive, emotional commitment that generates the multiplication-effect, namely, the recipient projects the positive things to other areas in relation to Hungary. Countries should find their own USP (unique selling proposition) as it can be the basis of their competitive advantage. Besides, another key element of branding should be authentic communication. When creating this, the characteristics of a country as a product should be taken into consideration. There is not a real owner, the „management” is chosen by the people, the goal is abundance and a viable community. Driven by the bottom-up theory there are many elements; communication is not coordinated; the brand name can not be changed and the brand wants to live forever. (Jenes 2005, 18-29)

“No wonder that the country brand is presented as the most complex brand...” - says Braun (2009, 49) that is illustrated by the characteristics listed above, however, provided it works properly, the good country brand will have an effect on many areas. “It is a serious competitive advantage for the investors, the inhabitants, the institutions and for all those who are interested. It offers faster return, (...) it results coherent development in designing the physical, social, economic and cultural objectives of the place in favour of realizing brand claims, (...) and it can generate significant advertisement using personal experiences among the different target groups.” (Gelder 2008 in Töröcsik and Somogyi 2009, 21)

Referring to the example of Coca-cola in the previous chapter, important is that besides companies, countries can have brand value as well. Areas of these are shown by the Nation Brand Hexagon (2005) model (FIGURE 5.):

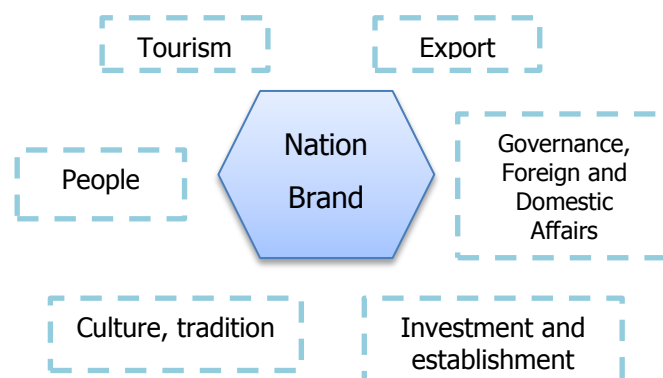


FIGURE 5. Nation Brand Hexagon (gfkamerica.com 2013)

With the help of this, it can be seen, how much would a country pay if it had to rent the brand name from one day to another. It can be seen how many factors influence the country brand. Regarding this essay, it is important to emphasize the aspect of tourism and culture. Basically, country branding is a tool of tourism to attract tourists to its own destinations and according to Anholt (2005, 21-25), in a globalizing world, culture is the only USP that truly can not be copied and that stayed in the hands of the countries as a strong foundation for strategy building. (in Töröcsik and Somogyi 2009, 20-29)

To sum up, it can be stated that the conscious, image-forming power of the brand is needed and it can be applied by the tool of country branding however, a conscious and a thoughtful strategy is needed as well, which can be grabbed by many factors. The next chapter will present the country-origin-effect and its forming power.

3 THE COUNTRY-OF-ORIGIN EFFECT

“Today image is everything...” - says Haig (2003, 3). Despite the shortness and brevity of this statement it is still suggestive; if today's trends are carefully studied the phenomenon of globalization can be often recognized. How does it relate to this scrutiny? In a globalizing world it may happen that the different cultures and theories melt, but branding could challenge this (Anholt, 2005).

In this chapter, the relationship between the country-origin-effect and the country image will be analysed, clarifying the notional questions, the connections and also presenting the preferred models.

Nowadays, there are many examples of multinational companies deliberately misleading their consumers concerning the origin of their product. Thus the incident of Häagen Dazs ice-cream, although the ice-cream is made in the USA, the company wishes to convince its consumers that it is a Danish, quality product. Researches have shown that many consumers judged the origin of the ice-cream incorrectly. Another typical incident is the English brand name of Japanese products after the Second World War. It was not a coincidence but the result of a conscious marketing strategy that aimed for the intentional concealment of the products' origin. Naturally, the picture about Japan has been radically changed ever since, now the country and its products back up each other on the market (Papp-Váry 2004). The question that comes up is the following: Is the origin of a product so notable, and if so then what is the relationship with the country image and the consumers' decision like?

A good portion of reference books deal with this question in details and they differentiate between the COO (country of origin) and the COM (country of manufacture) as well as the COD (country of design). The elaboration of the question reflects its importance but in case of the Hungarian products these factors can not be separated, therefore only the country-origin-effect is being scrutinized here. Besides, in this chapter many notions are needed to be discussed such as the country-origin-effect, the country-origin-image, the product image, the image-transfer and ethnocentrism.

3.1 The product image

Thinking beyond economy and its trends may lead to the logical statement according to which a quality product does not need support because it “sells itself”. As a matter of fact, it works a little bit differently in real life because the great deal of market

segments, the competition, the alteration of customer's expectations and the gradually unifying market requires a carefully planned strategy. A very important part of this is the image of the product. The product image is a collective term; it includes product groups; attributes and information have a substantial role in its creation.

3.2 Image transfer

According to Erzsébet Malota (2004a), during image transfer consumers shift certain attitudes that exist in their heads about a country to a specific product. The image, which was created about the country, incorporates into the general image about the product (if German, it is precise) however, not only regards to quality but price as well (it is cheap, because it is Romanian) (Han 1990). Relating to the topic of this essay, an interesting question comes up, namely, how certain representative products influence the image of those products that are unknown for the customer. Malota Erzsébet states in one of her articles that if these products have something in common concerning technology, prestige and price then there is a bigger chance for image transfer.

3.3 The country-of origin image

The conviction about a given country can be various. It can be descriptive, informative or deductive, in case of these direct experiences, the media, external sources, friends or past inducements are dominant. (Malota 2004b). Can convictions or attitudes be influenced by the origin of the chosen product?

The country-origin-effect can provide the answer to this question. As claimed by Roth and Romeo (1992), the country – origin- effect determines how consumers view a product that is from a particular country. In opinion of Hassan and Samli (1994), the country-origin-effect is an effect that is impinged on the consumers' positive or negative judgment by the manufacturer country. Concerning countries or products, the consumers' quality of thinking in stereotypes just adds to this phenomenon.

Another question can be associated with this concept, this phenomenon, the country-origin-image which “is part of the product's image that is formed based on the product's origin.”- Malota (2004a, 49) As stated by Nagashima (1970,68), „businessmen and consumers relate pictures, reputation, stereotypes to the products of a specific country. This image is formed by representative products, national qualities, economy policy background, history and traditions.” The direction and the intensity of the country -origin-image helps to define the extent and the quality of the

country-origin -effect in order to develop the proper strategy. The country-origin-image is impacted by many factors; there are many things that form its direction, such as previous knowledge or experience about the products and the countries, differences between countries, cultural attributes as well as the level of development from an economic and technical point of view.

In particular cases, the circumstances in which the image expands its effect can be considered as influential and standard factors. If information relating to a product or a country is mentioned, it can be said that while experts recall and selectively process information, for laymen the country-origin image becomes the tool of interpreting other attributes. The duration of the relationship can be an influential factor too. In case of an enduring relationship a recapulative effect has to be mentioned, while in case of a situational relationship a governing effect has to be referred to. The country-origin effect is very important as it can influence entering the market. Companies with negative or adverse country-origin-image are not able to fulfil the role of a pioneer on a new market. These companies likely to become followers as the pioneers have a better country-origin image. In opinion of Erzsébet Malota (2004a), relating to the influence of the perception of consumers, the impact process can be categorized as follows:

- information process, categorization:
 - if information is processed one by one the product features are assessed one at a time, the consumer does not trust in the country -origin.
 - in case of categorization, these features are placed in a hierarchal structure that was built up beforehand and if the consumer is sure that the country-origin can adumbrate the general quality then this factor receives a significant role in the assessment, the country origin image makes choices simple and predictable in certain complex situations. (Hadjimarcou and Hu, 1999)
- direct, indirect effect
 - it shows the effect of stereotypes, the question is whether these are activated during the process of judgment
 - in the case of direct effect the stereotype country-origin-image excludes the non-stereotype attributes that would greatly influence the decision if this stereotype would not be activated
 - exposing its indirect effect the country-origin-image can lead to the re-evaluation of the product attributes, it can launch a selective process in which the information and the stereotype are interpreted the same way (Bodenhausen and Wyer 1985)

- halo clue, summary clue
 - the starting point is whether there is information about the products of the country and whether these information are familiar to the consumers
 - in the case of summary clue, the country-origin-image acts as a factor that simplifies the decision, summarizes the belief about the product attributes and directly influences the attitude, generalizes the product information and extends it to the brand
 - in halo clue, when judging the quality of the product, it functions as an indicator , if there is not more information, it helps the discovery, the apprehension but it does not have a direct influence on the general judgment. (Han 1989)
- the country origin effect as the effect of an external product attribute
 - based on external product attributes the consumers judge the internal attributes
 - the amount of available information is very important (Cordell 1992)
- the effect of temporal variance
 - in case of this effect the following thing has to be considered: when did the consumers find out about the origin of the product
 - if consumers find out about the origin first, the effect was greater at the interpretation of the product attributes
 - if it happened later then it was recognized only as another product attribute (Hong and Wyer 1990)

Stereotyping has been mentioned earlier and it can be applied well in the area of the image. “According to Papadopoulos (1993), the existence of the image leads to stereotyping, which starts with generalization (based on a few experiences) and if the amount of experiences will increase, the stereotype gets closer to the objective reality.” (Berács & Malota 2000, 26.) „In the course of history, many country specific associations have been formed: French consciousness, Russian roulette, German precision, Japanese technology, British rock music, Brazilian football (soccer), Belgian lace and chocolate, Hollywood movies etc.” (Törőcsik & Somogyi 2009, 24.) These attributes can be easily transferred to other products of a given country (image transfer), and in certain situations the attributes are used deliberately by the countries.

As it is said: “Different countries, different customs.” It can be seen that different countries form different marketing strategies considering the character of the country

and its desired or real image. Papp-Váry (2004) was inspired to draft different strategies based on the combination of the strength of the product images and the countries. Based on this, the following groups can be distinguished and the following strategies are associated to them:

- Weak country image, weak brand image: there are several examples that illustrate how these countries were trying to hide the fact that they are the producer of the given product. There is an extreme example: the Japanese named an island “Sweden” so that the “Made in Sweden” label could be printed on the product. In such cases it is advisable to hush up information about the origin, choose an international name and through the distributional system of the market sell the product under a generic brand.
- Strong country image, weak brand image: a good country image may cause the product to get higher on the hierarchy rank. Stereotyping has an important role, if the origin of the product is emphasized too much then the consumer's image about the country may be projected to the product thus creating a so-called image – transfer.
- Weak country image – strong brand image: it often happens that a well-established product is not produced in the country where the consumers would originally put it, instead it is made in a country which has a less strong image but owns a much more economical production technology. Nevertheless, it is also possible that the product suits another country better than its producer. (e.g.: the „Brooklyn” chewing gum which is made in Italy although the name and the package suggest that it originates from the U.S.A.).



FIGURE 6. “Brooklyn” bubble gum (villagevoice.com, 2013)

In such case, customers perceive the country of origin incorrectly. When planning the marketing strategy, it is worth highlighting factors that characterize the country to which the product is originally connected to; although the image forming power of the strong brand image should be taken into consideration as in case of Finland and Nokia.

- *Strong country image – strong brand image*: in such cases the country and the brand cope very well on their own but supporting each other, they can be more effective.

“The conscious link and communication of country and image are essential because consumers often base on this kind of association, especially when they are not certain about the quality of the given product. Therefore, it can be concluded that those countries which are not known on the market should develop the country image as part of the marketing mix.” (Töröcsik and Somogyi, 2009, 25) This also proves the importance of the country origin, however some questions may come up, namely, what things are influenced by the country origin and what elements are formed by it. Many have dealt with these questions and deduced quite diverse results. Erzsébet Malota (2004a) in her article called Country origin-image summed up that according to experts what elements can be influenced by the country origin. As claimed by some researches, the country origin image is only taken into consideration if there are not any more information, so quality and performance are only guessed. (Erickson et al 1984, Johansson et al 1985). In opinion of others, consumers infer from the origin of a product to its quality (Nagashima 1970, Reiersen 1967), nonetheless, the country origin can also be helpful when judging the product's characteristics (Johansson et al 1985). It can provide a comprehensive product evaluation and preferences as well, (Reiersen 1966, Bannister and Saunders 1978, 26 Hong and Wyer 1989, Damanpour 1993, Liefeld, 1993) or influence the choice between the service providers. (Harrison-Walker 1955). If no other information is available, the country origin can have an effect on expectations concerning product performance (Chiou 1999).

According to some results the effect is also stronger, when the socio-cultural climate is less similar to what is in the consumers' country but the similar beliefs and values lead to better judgement (Malota 2004b). The dimensions of the country-of-origin image are summarized in the following table (TABLE 1):

TABLE 1. The dimensions of country-of-origin image according to previous researches (Malota 2004, 128)

Dimensions of country origin image based on recent researches	
Nagashima (1970, 1977)	price/value, services, commercial, reputation, design, construction
Cattin et al (1982)	reliability, price, implementation, performance, professional features of the product
Erickson et al (1984)	reliability, durability, price, implementation
Han & Terpstra (1988)	sophistication, prestige, implementation, service, economy
Papadopoulos et al (1990b)	For a product: technological development, design, innovativeness, general quality. For a country: industrial development, emotional connection, industrial orientation
Roth & Romeo (1992 *based on 8 researches)	innovativeness, design, prestige, sophistication (reliability, durability, production quality)
Heslop & Papadopoulos (1993)	product, price-value, market presence, answer
Cooper & Calantone (1997)	economic development, overall quality, workforce efficiency,
Berács & Malota (2000) Hungarian results	For a product: product evaluation, identification of products, product knowledge For a country: cognitive perceptions, emotional perceptions (experiences), contacts
IKON GROUP (2000) according to the biggest research involving 15 countries	market presence, customer responses, price, product perception

3.4 Ethnocentrism

According to Booth, Worchel and Cooper (1979) the notion of ethnocentrism can be summed up the following way: "it is men's universal tendency to look at their own group as the centre of the universe, to judge other social groups from their own group's perspective and appraise people who are culturally different negatively while accept people who are culturally similar unconditionally." (Berács and Malota 2000, 26). It is somewhat backs up the statement of the previous chapter, namely that the country-origin-effect leads to a better judgement in case of a similar cultural atmosphere. There are ethnocentric and non-ethnocentric consumers who can be separated along the acclamation of the correctness of buying foreign products. The consumers of different countries have different ethnocentrism which allegedly influence the choice of product and affects the attitudes towards foreign and domestic products. In case of Hungarian consumers it is not considerable; researches have shown that although Hungarian products are preferred, the quality is not highly appreciated (Berács and Malota, 2000).

4 HUNGARICUMS

“Most probably, the general image of the countries gathers around those product stereotypes that customers consider to be the most typical ones (so-called representative products) (Hooley et al 1988)”-writes Erzsébet Malota (2004b, 127) in her article called Country origin image II. Concerning Hungary, what could be more representative than the hungaricums and the national values? Nevertheless, what is a hungaricum, who decides on hungaricums, how can it be separated from national values and what should a hungaricum represent? This chapter will try to present the answers to these questions.

Regarding the question of what is a hungaricum; the current law (2012) defines the notion the following way:

“Hungaricum: a collective term, which indicates a value worthy of differentiation and highlighting within a unified system of qualification, classification and registry and which represents the high performance of the Hungarian people with its typically Hungarian attribute, uniqueness, speciality and quality,

ga) which is considered to be the highlighted value and achievement of Hungarians both in Hungary and abroad

gb) which are natural values, or

gc) which is an outstanding national product, or

gd) which are classified as hungaricums by the Committee of Hungaricums as a result of the individual assessment conducted in accordance with the provisions set forth in the legislation issued for the enforcement of this law, or which are considered as hungaricums by the virtue of this law. “(-Act XXX of 2012 on Hungarian national values and hungaricums)

Concerning national values, it says the followings:

“national value: every intellectual, material, natural and community value or product relating to Hungarian creative activity, production culture, knowledge, traditions, landscape, fauna and flora that were accumulated and persevered in national history and in the recent past which

ja) is significant from a national point of view therefore the nation – or at least the population of one specific region – considers it to be well-known and typical of Hungarians

- jb) can enhance the reputation and appreciation of Hungary in the European Union and worldwide*
- jc) contributes to the formation and consolidation of national identity of new generations.* “(-Act XXX of 2012 on Hungarian national values and hungaricums)

Currently, by the virtue of the law there are several groups hungaricums are divided. There are activities that serve the preservation of the intellectual and cultural heritage, hungaricums included on the list of humanity's intellectual and cultural heritage and locations included on the world heritage list of the UNESCO:

- *Folk dance* method as the Hungarian model of transmitting the intellectual and cultural heritage.
- “*Busójárás*” in Mohács – masked, winter-propel tradition in February for chasing the winter away (2009)
- Falconry as a living human heritage (2010)
- Matyó folklore – embroidery culture of a traditional community (2012)
- Budapest – Danube riverbanks, the Castle district in Buda and Andrassy road (cultural/1987)
- Hollókő “old” village and its surroundings (cultural/1987)
- Caves of the Aggtelek-, and Slovakian karsts (natural/1995)
- The 1000 years old Pannonhalma Benedictine Archabbey and its natural surroundings (cultural/1996)
- Hortobágy National Park – the „Puszta” (the Plain) (cultural/1999)
- Pécs (Sopianae) early Christian cemetery (cultural/2000)
- Fertő/Neusiedlersee cultural landscape (cultural/2001)
- Tokay historical wine region cultural landscape (cultural/2002) (by the virtue of Act XXX of 2012 on the Hungarian national values and hungaricums these are hungaricums qualified as national values)

National values included on the national list of intellectual and cultural heritage were added to the Hungarian Repository of Values based on the Lisbon Agreement's points relating to the defences of certified brand of origin and national registry, and from the field of agriculture too (agricultural products and food products under community protection, alcoholic beverages under community protection, products of wineries under community protection, traditional and special products under community recognition).

4.1 Hungaricum Committee

The Hungaricum Committee, which was formed on 18 October 2012, decided on all these. The Committee was formed to create the Hungarian Repository of Values and the Collection of Hungaricums. Within the Committee they aim to represent high-level of professional standards, wide range of experiences and most of the disciplines that relate to national values, therefore among the members are:

- 1 person delegated by the minister of national policy
- 1 person delegated by the president of the National Office of Intellectual Possessions
- 1 person delegated by the minister of justice
- 1 person delegated by the minister of local municipalities
- 1 person delegated by the minister of culture and education
- 1 person delegated by the minister of agriculture and the minister of nature protection
- 1 person delegated by the minister of tourism
- 1 person delegated by the minister of development policy
- 1 person delegated by the president of the Hungarian Academy of Sciences
- 1 person delegated by the president of the Hungarian Academy of Arts
- 3 people delegated by MÁÉRT
- 2 people delegated by the Parliament (Act XXX of 2012 on Hungarian national values and hungaricums, 9. 14. §)

“The law legislated by them is basically an outline law that” is going to be the frame of the regulation system through which the Hungarian national values and the hungaricums are defined, explored, documented, organized, promoted and made known to future generations.” (origo.hu 2013) The judgment system is a hierarchical system and it is built up like a pyramid; the members are from the municipal-, county-, and the regional repository of values as well as the repository of values of Hungarians abroad. First, the local municipalities or the organization commissioned by them collect all local values that they wish to delegate. These are organized by the county municipalities who can conduct their own researches as well. The municipal repository of values is forwarded to the Hungaricum Committee. Besides, competent state authorities can make branch repository of values which are directly forwarded to the Hungaricum Committee. The hierarchy is illustrated in the chart below:



FIGURE 7. The hierarchical system of selection of hungaricums (élelmiszeronline.hu, 2013)

The municipal repository of values, the Committee of Hungarians Abroad, ministers with relevant scope of competence, individuals and businesses involved in the management or production of national values listed in the Hungarian Repository of Values can make recommendations for classifying national values as hungaricums and other properties registered as outstanding, universal values or intellectual, cultural heritage by the Educational, Scientific and Cultural Committee of the United Nations by virtue of this law automatically included in the Collection of Hungaricums. (Act XXX of 2012 on Hungarian national values and hungaricums) The list of Hungaricums is continuously expanding; the Hungaricum Committee included the porcelain of Herend, the palinka and marc palinka in the list of hungaricums. (hvg.hu 2013)

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4.2 Mediated values

There are several articles about the law of hungaricums, the Committee and the National Repository of Values and the Collection of Hungaricums issued by the Committee. According to what it has been said in the media, the Committee has an important role in value preservation and value protection, the law is to collect the maximum output of the Hungarians that were accumulated in the past centuries. (Világgazdaság 2012) When forming the collection and the Repository of values the

Committee bears in mind prestige and the fact that only those intellectual or physical products should be included that are part of Hungarian history. According to an interview with József Birinyi, the president of the Parliamentary Hungaricum Workgroup, in 2010, the hungaricums should be a positive human value, real content and inner values are exemplary. In his opinion, products included in the Repository of values can apply along with more moderate conditions; they are protected and stimulate marketing and competitive advantage. (Hírextra 2010) In another interview, which was published in the website of the Nagyszében area, a very important thought is highlighted: "The hungaricums will promote Hungary in the world but besides this, there are other possibilities as well. In case of international tenders they can provide significant financial advantage and strengthen the country image. In order for this to happen, products that are capable of getting from local to global should be listed in the national repository of values." (szeben.ro 2011).

5 RESEARCH AND RESULTS

This chapter would like to give answer to the questions posed at the beginning of the essay: what role hungaricums have in order to influence country image, are these two consistently connected to each other and do they get appropriate emphasis in development of a county marketing strategy? Firstly the chapter will introduce a theoretical background about the research methodology, than the results of the research will be presented and finally this chapter will include solution for the arising problems by drawing conclusion and answering the questions.

5.1 Research methodology

In order to gain deeper understanding how country image and hungaricums are related a research should be carried out about thoughts in mind of consumer and supply side representatives. The definition of the American Marketing Association says: "Marketing research is a function that links consumers, buyers and the public with the manufacturers and distributors through the help of information which enable to analyse marketing problems and identify opportunities. Marketing research is also involved in the creation, development and evaluation of marketing campaigns; it monitors the results of marketing and helps to understand the marketing as a process. It is based on scientific methods, by collecting and analysing data it refutes or proves previously set hypotheses." (Malhotra 2002, 51)

The thesis and research also rely on both primary and secondary data. The secondary data helped to approach the given problem; the objective was a prior examination of primary research. This kind of secondary information is easy and cheap to find but have to take under consideration that since they basically helped to solve another problem earlier their relevance, accuracy and actuality may reduce their value. Before using them it is worth to review the methodology, the risk of error, the aim, the reliability and the already mentioned accuracy also. The primer data can be divided into two categories: qualitative and quantitative data. The first (qualitative) is an exploratory research method which is basically aimed to understand the problem. It is based on a small sample, mostly unstructured and it's objective is to understand the underlying causes and motivation of the problem. Qualitative methods can be direct (focus groups, in-depth interviews) or indirect (projective techniques: associative, additional and expression techniques) depending on whether the respondent knows the real purpose of the research. During the investigation in-depth interview has been used which is suitable for deeper exploration of a particular problem since the conversation

flows only with one respondent therefore it is easier to uncover the motives, the attitudes and feelings. The respondent is not under pressure so the results are created under free flow of information. (Malhotra, 2002, 51)

Quantitative studies quantify the data sometimes by using statistical analysis. This type of research works with representative and large number of sample, the collection of data is structured and by generalization of the data and formulation of statements regarding to the sample it supports the correctness of solving proposals for the actions. There are questioning (via phone, personal, postal and electronic) and observational methods (personal, instrument monitoring, auditing, content analysis, trace analysis). Survey method which has been used during the research is a kind of describing method that mediates the sought information in the form of predetermined open and closed questions. When designing such survey a number of factors should be taken into account in order for easy understanding and translating. (Malhotra 2002, 51)

5.2 Methods used in research

To be able to find solution and answer for the main research questions information have been collected as widely as possible during the research. Gathered data have been compared with the theoretical knowledge to draw conclusion. The main objective was to analyse both supply and demand side, to get to know the experts' opinion and the consumers' attitude.

The research tried to uncover the experts' opinion through an in-depth interview with dr.Gedeon Totth, who is the Professional Consultant of the Agricultural Marketing Center (AMC). He is taking part in establishing the marketing strategy of the organization, in coordination of market research, planning marketing communication and in the professional representation of AMC at press events and towards press. His main research areas are: image investigation, wine- and palinka marketing and trademark markings. He drew attention to several of important factors when examining image especially when concentrating to the Hungarian market. The interview took place on 25th July, 2014 when the interviewee agreed on including his name and his thoughts in this thesis.

This thesis tries to examine the attitude of the consumer through an electronic survey. The questionnaire has been prepared both in English and in Hungarian to collect domestic and foreign opinions too.

Mostly closed questions and scales were used in the survey because the main goal was to get easily analysable data about attitudes towards the country and hungaricums. Despite of this the questionnaire assured the opportunity to express personal opinions in the frame of open ended questions. These questions were focused on the meaning of hungaricums and on their adequate representativeness. This kind of data gathering helped to gain a general understanding on how much marketing communication effects on end users.

Naturally this research has its limitations: the investigation couldn't be representative due the limited resources. Despite of this many question encountered during the process that can be base for another research: if the image of hungaricums developed how it can be expand for other Hungarian products to establish an unified 'Hungary' brand? If this is possible, what is the first thing to start with? After building up an own brand and being open for communication with other countries, to what extend the factors effecting on the country-of-origin image should be taken under consideration? Would be wise to develop different strategy for those who know and those who don't know the country?

5.3 Questionnaire

The questionnaire have been filled by 133 people (44 foreigner and 89 Hungarian) which made it possible to compare and analyse two different viewpoints and draw broader conclusion on what role hungaricums play in forming the country image.

The respondents were all from the Corvinus University of Budapest. With the help of dr. Gedeon Totth it was easy to reach Hungarian and foreign students at the same time through the email system of the university. Students and teachers equally had the chance to fill the questionnaire. Foreign students were those Erasmus and exchange students who were spending their student exchange period in Corvinus University in Budapest. The respondents mainly belong to the age group between 15 and 25.

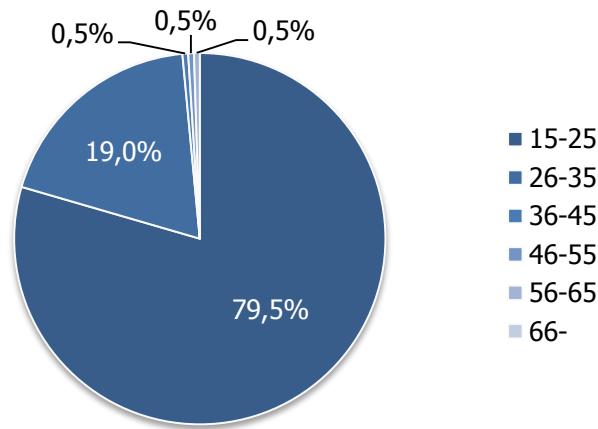


FIGURE 8. Distribution of all respondents (133 people) by age

The results naturally reflect on the national difference but when analysing the answers in both cases, one-one key concept can be highlighted which is mostly characterizes the opinions.

In case of foreign students the key concept is the lack of awareness. 44 young foreign people have filled the questionnaire, which is important because they are seen as the future travellers, the potential guest in the future. The large majority of the respondents (64%) have never met with Hungarian product in their home country.

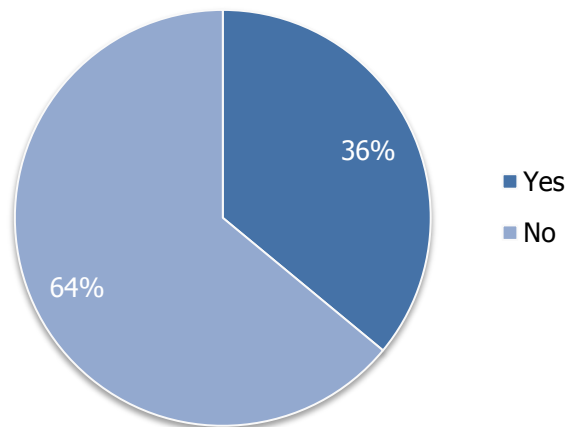


FIGURE 9. Have foreign respondents ever met with any Hungarian products in their home country?

As FIGURE 10 shows, because of the low awareness of Hungarian products foreign respondents did not have any opinion about these products.

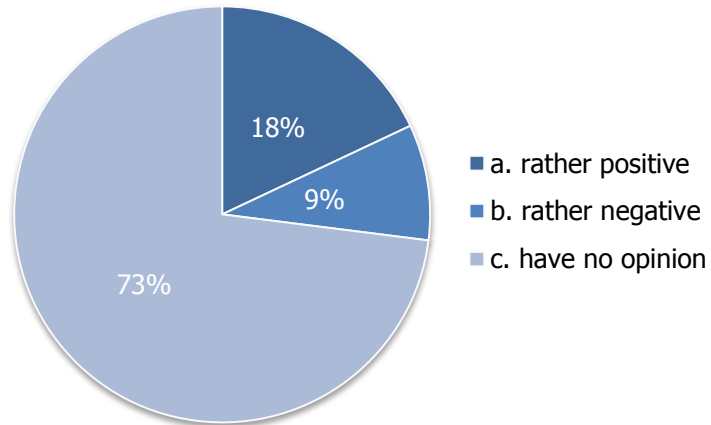


FIGURE 10. Assessment of Hungarian products by foreign people before visiting Hungary

During the examination of attitudes it is highly visible that hungaricum was rather evaluated mediocre by foreign respondents and only the price was highlighted as a positive aspect.

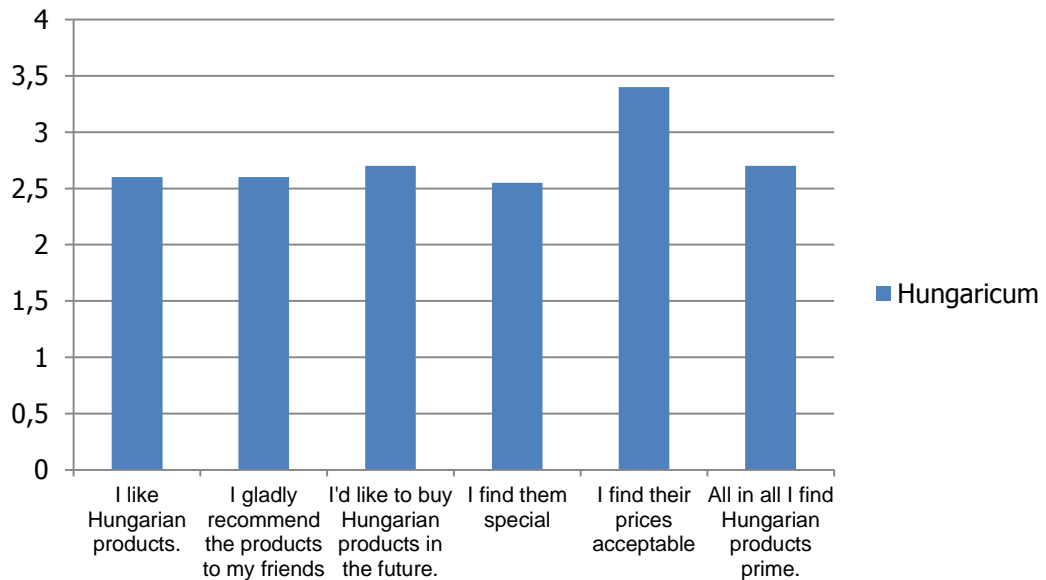


FIGURE 11. Characterization of hungaricum by foreigners

By analysing the questionnaires it was obvious to compare how the image of the country and the image of hungaricum related to each other. Based on the Likert scale can be concluded that when asking foreigners about the two images the picture do not separate markedly as it does when asking Hungarians. The scale on the left shows the answers from Hungarian respondents the right one belongs to foreign respondents.

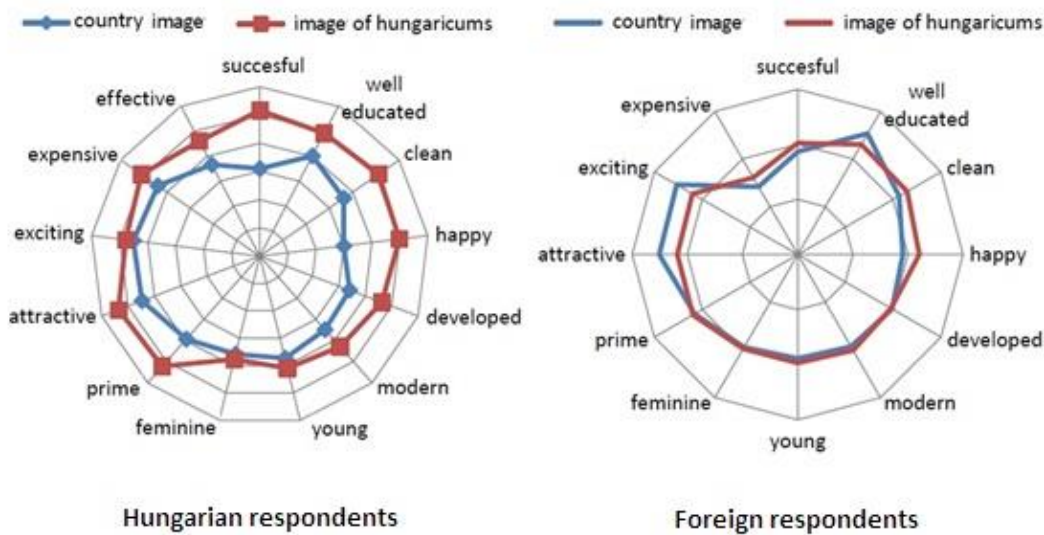


FIGURE 12. Comparing image of Hungary and image of hungaricums among Hungarians and foreigners

In case of interviewing foreigners once again the mediocrity or in other words the lack of distinctive character can be detected. Foreign students did not rate the country and hungaricums abnormally bad but neither very good. Some of the respondents were still not familiar with the hungaricums even after staying in Hungary for couple of months and they consider hungaricums not clearly identifiable and hardly recognizable:

“I did not expect for there to be so many distinctly Hungarian products that show the growth and success of the younger generations.”- Respondent 1

However, I met with many dissent which conclude that foreign students now (after staying in Hungary for several months) have more positive picture of the country but it is also clear from their answers that it was not always so. They see a lot of potential in hungaricums and in Hungary but outside of the country they do not necessarily think so:

“Hungary can offer more than you expect and there’s a lot more potential in its products and success.”- Respondent 2

In case of questionnaires filled by Hungarians the key concept was: contradiction. 89 people have answered the questions, most of them with the age of 18-26. This is important because some say, this generation has been growing up already with leaving traces of the past and they could be the base for developing a new country image.

The Likert scale above (FIGURE 12) shows clearly that the respondents gave outstandingly better assessment for hungaricums than for the country itself. It can be traceable to historical knowledge; Hungarians are aware how big role hungaricums play in the history of the country like foreigners mostly have the same knowledge about the country and its products.

For the question how do Hungarians evaluate hungaricums, the vast majority also gave positive answer according to the fact, that hungaricums are the products representing values, traditions and all that characterize Hungarians.

Interesting to see that while in case of foreigners the price was the only one outstandingly positive character of hungaricums, exactly the opposite can be examined when analysing the answers of Hungarians. They think the least that hungaricums are sold at a good price but still they consider them to be good quality.

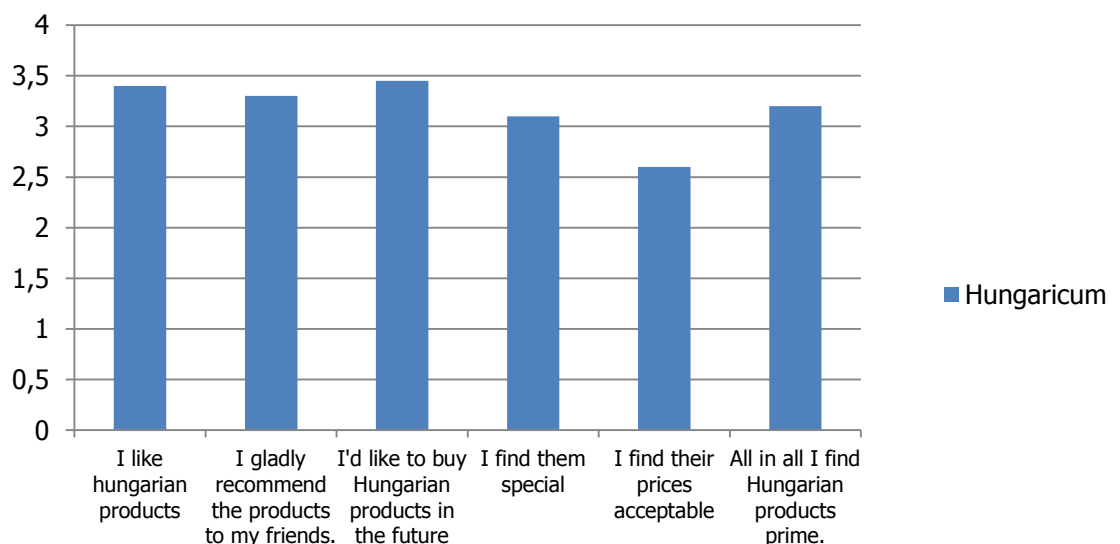


FIGURE 14. Characterization of hungaricums by Hungarian respondents

5.4 In-depth interview

During my interview with dr. Gedeon Totth (25 July 2014) I was able to discuss several issues and questions related to image. In his opinion due to the lack of information in marketing communication can cause problems when talking about the awareness of hungaricums in foreigners mind. Here is when image gets a really important role and it works properly only if the key concepts and aspects are not ignored. According to him, the main issues is not that the image is formed during spontaneously or consciously established processes, but that how consistent are the information about the country you want to communicate and what is the starting point, what are the expectations towards the county.

“...the image is not good because it is formed spontaneously or consciously. It is based on 3 things: the continuity of communication, consistency of information and attitude in relation to the object, so that what are the expectations.” (Totth 2014)

It is crucial that during positioning all the marketing communication activity is applied according to this not to forget the tool of awareness. Furthermore should be taken under consideration that in special cases (and country image is typically one of these special cases) the negative commercial is not commercial; no point to get involved in media in this role.

Dr. Totth is highlighted one more really important aspect during the interview: the role of internal image building. According to him, internal image can provide a background for the communication towards foreigners, therefor this should be strong. Firstly the positions should be build up in the domestic market, should nurture a domestic community of consumers and then open to the foreign market. In his opinion the most advantageous if foreigners meet with hungaricums in Hungary first because more far they are from our county the more impact will effect on them which will exponentially decrease the competitive advantage. This requires a certain domestic market and attitude which is sufficiently developed to provide a background support to present hungaricums for foreigners. All this can be ach the best achieved with the proper development of internal image.

“... if we do not appreciate our own products, how can we expect from others to appreciate them... nevertheless it is challenging to carry out advanced export activity without advanced domestic market.” (Totth 2014)

In relation to Hungarian consumers dr. Totth has told that based on his own research he concluded, although Hungarians overestimate their own product verbally and the phenomenon of ethnocentrism appears, in fact buying habits no longer show that:

“... basically the Hungarian consumer behaviour is bidirectional: verbally Hungarians are very ethnocentric, but we are more inclined to make purchase decision based on the price...” (Totth 2014)

This fact is also reflected in the questionnaire when respondents highly appreciated the quality of hungaricums and the purchasing intent almost everywhere but from all aspects price is the most disadvantageous in their opinion. (FIGURE 15.)

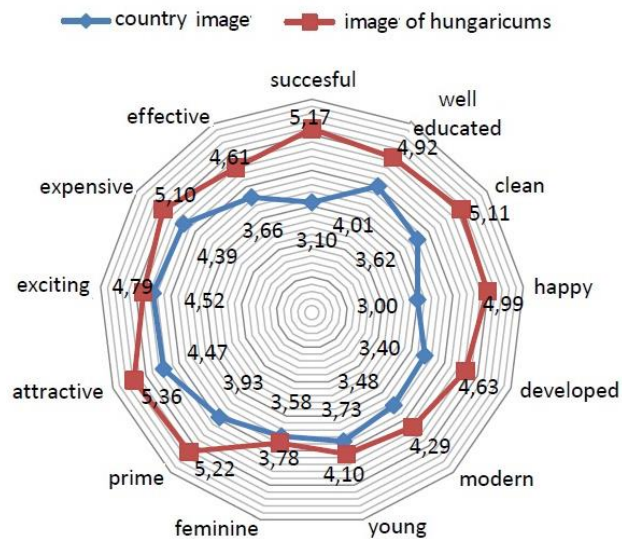


FIGURE 15. The image of hungaricums in opinion of Hungarian respondents

During the interview dr. Totth underlined that those sectors are the most influential to the country-of-origin, which have tradition in the life of Hungary and where the country can deliver outstanding results.

“... the country-of-origin image is determined by certain key sectors. The less this kind of key sector exists the more sharply this effect appears...” (Totth 2014)

He added, in case of Hungary this phenomenon could appear in food production, but currently our weight is not that big in international food trade that it can be decisive.

5.5 Recommendations

This chapter would like to make proposals for the problems stated based on the research results. It is clear that there is such feature of Hungary which can and which should be the base for a strong international market presence. Important is to establish a strong internal image of Hungary by achieving that all Hungarians feel and understand what are exactly the values that are to be broadcasted. Also important to note that successful brand building is a long process, often takes years or even decades. However, a “directed from above” marketing communication strategy is not enough to achieve this, something more is needed. “Only with communication and commercial activity you can not change the perception of a nation brand - fundamental values and compliance of expectations also should stand behind.” (Törőcsik & Somogyi 2009, 24) These core values are represented by the national traditions of Hungary, namely the *hungaricums*. The difficulty, as dr.Totth also highlighted during the interview (2014), is that it is hard to build image towards attitudes. The expectations should be taken truly under consideration and if it is manageable to supplement the image to be communicated with different elements, which fits into these expectations the strategy can be diverse without unsuccessful communication. The point is to communicate firstly inward; to achieve that image to be communicated permeate the whole country. “A strategic consensus should be established from the mission and vision of the brand, which is testified by the brand representatives, credible and supportable. Without this consensus a single identity can not be developed, competing cultural codes and messages will mass around. Without uniform and consciously presented identity as much picture will appear as much identity is outlined for each recipient.” (Braun 2009, 50)

An age and territorial based system could solve as solution. Naturally for achieving result a high level of cooperation is necessary from all segments, since this is the only way to build a consistent and well-leveraged image. The aim of the idea would be the same as Gilmore expressed (2002 in Törőcsik & Somogyi 2009, 25): the brand value of a country is origins from core values and the character of the county, therefore it is crucial to be connected with people living in the country. Have to be reached that the whole society feel the importance of traditions and capable to convey these authentically. The solutions are presented in the table followed (TABLE 2)

TABLE 2 - Age based solution proposals

Age based, domestic promoting process of hungaricums	
Primary and Secondary school students	<ul style="list-style-type: none"> • Ministry tenders (e.g. drawing competitions) in connection with hungaricums • organized trips to places declared Hungaricums • including Hungaricums to curriculum for example in the frame of ethnography class
University students	<ul style="list-style-type: none"> • institutional cooperation <ul style="list-style-type: none"> ○ land development projects ○ sustainability projects ○ marketing related projects: market research, communication plans ○ competitions
Young couples	<ul style="list-style-type: none"> • promotion of hungaricums in festivals, cultural events • nationwide festivals organized specifically for hungaricums
Families	<ul style="list-style-type: none"> • development of edutainment touristic packages that include program for the entire family where they are taught about hungaricums (with special emphasis on children)

TABLE 3 - Territorial based solution proposals

Territorial based, domestic promoting process of hungaricums	
Settlements	<ul style="list-style-type: none"> • establishment of own depository • local exhibitions for hungaricums • traditional events which are focused on these values
Regions	<ul style="list-style-type: none"> • collaboration of settlements, organization of joint events
County	<ul style="list-style-type: none"> • collection of regional values, organization, registration. • appear these information in surfaces, on website or at the county boundary board.
Country	<ul style="list-style-type: none"> • unite the values of counties as a collective organization • develop a list what is available for everyone • backing the projects, contest, competitions • encourage supply side for the more and diverse product portfolio • comprehensive marketing campaign which focus on hungaricums (pl. Hungaricum Days, ticket discounts, markets) • cooperation of relevant organizations and promote the coordination of the cooperation. • development of rural tourism

In conclusion it can be stated, that Hungary has many attributes which would also work in international market if the marketing communication and background support is properly developed. Creating a good image is important since many areas of economy can feel the beneficial effects. Have to reach that during branding a visceral good feeling display in the consumer about the country that leads to a place which is more and more likely to be visited. By the speciality and values hungaricums represent they are able to affect the image formed in foreigners mind about Hungary, because in this globalized world a unique culture can be a niche from branding point of view. However, a very consistent and clear image is needed to be conveying about the country. Based on the research it can be stated that the internal market is not yet settled in Hungary, many people is not aware of what values the county has and what should be communicated to the rest of the world. According to this and the opinion of experts, taken into account the importance of internal market, firstly this strong, clear, consistent and Hungaricum-focused image should be built up at home. This would mean a support base for the opening to abroad and by expanding the "3P image" (Prairie, Paprika, and Puli) it would help to show how truly Hungary is the "country of opportunities".

6 CONCLUSION AND DISCUSSION

The aim of this thesis was to examine the topic from the most possible viewpoints and taking into account the opinion of various stakeholders. To the research questions, so that: “How big role hungaricums have in the country image emerged about Hungary? Do they get right amount of attention and are they properly emphasized by the organizations responsible for marketing? If so, do hungaricums represent Hungary properly, is the relation consistent between them and the image want to be communicated?” the responses were highly congruent. Hungaricums clearly have major role in the country image of Hungary, since what would give better USP for the country if not the decades of traditions and values. Dr. Gedeon Totth also confirmed this during the interview (2014): “Hungaricums surly have important role in image building because they differentiate. The distinctness and identification is the two most important aspects in question of image and from this point of view hungaricums are really determinative since they mean the foundation for further marketing activities.”

However, their importance is not yet in direct proportion with the attention they get in marketing communication, and because of this here are several other problems based on the opinion of Hungarians and foreigners. Naturally the core problem is that the awareness of hungaricums is very low abroad, there is not yet such strong product that would be world-known. It is worth to examine where this phenomenon is rooted as the Hungaricum law sets such curiosities, which really cannot be found anywhere else in the world, while making sure that these values are representing quality beside tradition. A great example for this phenomenon is one of the advertisements of Herendi porcelain, where the slogan says: “Our guests are treated like kings, because the majority of them are really kings.” It can be stated that Hungary has such high-quality, traditional products, which should be treated like representative products. In addition if we remember the identity prism which meant to sum up the determinants of country image and was mentioned in the introduction already (Graby 1993, 262), it can be seen that Hungary meets all the conditions (geography, unique culture, relationship and controlled elements as well).

Researches has shown that the right communication strategy do not exist yet; not only for abroad but neither for the domestic market. Consumers are familiar only with a narrow range of hungaricums and they consider them obsolete. Meanwhile and other very strong tendency is that majority think of the objectified forms and not the spiritual values when talking about hungaricums.

This one-sided communication is strengthened by the tendency, that exactly those products can be found predominantly in stores that are most often mentioned in the questionnaire and termed to be obsolete. Some inconsistency can be found also between the county image and this narrow circle, since these products strengthen exactly that “3 P effect” (Prairie, Paprika, Puli), that has developed among foreigners about Hungary in recent decades and that the responsible marketing image organizations would like to renew. As dr. Gedeon Totth has highlighted during the interview, the first move should be to set right the attitudes and thoughts about hungaricums domestically. It is crucial to achieve that with the help of appropriate communication Hungarians understand and know the intellectual, cultural and materialized values which are able properly represent the country and guarantee a strong base for the next step: convey a strong image for the rest of the world.

It should be mentioned, that currently a positive tendency has started towards hungaricums by the Hungaricum Committee. This organization has the possibility to cooperate with the appropriate companies and to create a comprehensive marketing communication plan, which firstly makes clear for Hungarians what kind of values they have and then open up for the international presence. As dr. Totth said, to build up a good image is time-consuming. It is difficult to predict at present that within these frames whether the hungaricums will get the attention they deserve. Anyhow, the perspectives are positive and the opportunities are given:

“Time will decide whether the attempts are going to the right direction. With conscious, coherent and consistent marketing work serious results can be achieved but it takes time and needs actual work.” (Totth 2014)

By carrying out this research, and analysing more than a hundred of opinions about my country and its products made me realize how little even Hungarians know about their own country and products. There is a bunch of basic knowledge what most of the population knows (I mean here history, roots, origin of traditions) but this knowledge or let's say loyalty is not strong enough to bring the news of Hungary abroad. According to several feedbacks I got about the questionnaire, people thought it will be easy to express opinion about Hungary and hungaricums but after answering, more questions have arisen in their mind. It also confirms the finding that the communication strategy, which can strengthen the value and reputation of Hungary and its products, should start to build up from the domestic market.

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APPENDIX ONE - Interview questions

1. Since when are you working for Agricultural Marketing Centre (AMC) and in what areas you are working mostly?
2. What exhibitions, expos AMC is visiting? Is there some kind of conscious sorting when selecting these exhibitions?
3. In these shows only AMC is represented or domestic producers as well? If so, are they going through in some kind of selection method or is it based on their own wish and volition?
4. In your opinion, what trends can be observed on the supply side based on recent years?
 - a. Many exhibitors are interested to participate?
 - b. What is the quality of products displayed in these events?
 - c. Is there some kind of prior regulation or selection system to control participants and quality?
5. What trends can be observed on the demand side based on recent years?
 - a. How likely people are looking for hungaricums?
 - b. What are the most popular products?
 - c. What are the products which are less known (if there is such)?
 - d. In your opinion are the consumers able to connect the country and the products which are represented?
6. As far as I know in July, 2012 AMC has joined to the Hungarian Tourism Ltd. What changes have occurred in the marketing activities of the institution since the change?
7. Has the institution conscious strategy and plan for country image building?
 - a. Is there any kind of specific cooperation with thr Hungarian Tourism Ltd.?
 - b. What communication tools the institution is a using?
8. In your opinion, how big role hungaricums have in development of country image?

9. What do you think, are hungaricums represent the country in a correct way?
(quality, appearance, mood)
10. Do you think there is a conscious connection between the country image wants to be communicated and the representative products?
11. Do you think hungaricums get appropriate attention in the marketing activity of Hungary, to you think the organizations responsible for marketing emphasize them right? Would there be any change in Hungary's county image if these products would appear more prominently?
12. What do you think, how hungaricums fit into the current country image? Should image assign which hungaricums do we highlight or hungaricums should determine to what direction our country image goes?
13. In your opinion, how many Hungarian people are aware of the new hungaricums-law and the corresponding hierarchical system?
14. Is there any kind of cooperation between AMC and the Hungaricum Commission?
15. Does AMC cooperate with any kind of event/organization which is specifically deals with hungaricums?

APPENDIX TWO – Questionnaire for foreigners

1. How did you evaluate the country before you came here?
 - a. rather positive
 - b. rather negative
 - c. have no opinion

2. Have you ever met a Hungarian product in your country?
 - a. Yes
 - b. No

3. How did you evaluate the Hungarian products before you came here?
 - a. rather positive
 - b. rather negative
 - c. have no opinion

4. Do you know the following products: (underline your answer)
 - a. sausage from Békéscsaba (csabai-kolbász): yes/no
 - b. onion from Makó (makói hagyma): yes/no
 - c. paprika from Kalocsa (kalocsai paprika): yes/no
 - d. firewater/palinka from Békés (békési pálinka): yes/no

5. The following statements concern Hungary!
Evaluate the following statements as they are not typical at all, rather not typical, typical or very typical (mark a box according to your opinion)

	1 - not typical at all	2 - rather not typical	3 - typical	4 - very typical	5 - doesn't know/doesn't answer
I like the milieu of the country.					
I gladly recommend the country to my friends.					
I'd like to come here in the future.					
I find the country special.					
I think the prices are acceptable.					
All in all, I find Hungary a prime country.					

6. The following features concern the image of Hungary.
 In case of every feature please mark the most typical value according to your opinion.
 The values are more likely, as they're closer to the features!
 (E.g. if you consider Hungary very successful, mark number 7)

	1	2	3	4	5	6	7	
unsuccessful								successful
uncultured								cultured
dirty								clean
sad								happy
undeveloped								developed
out of date								modern
old								young
masculine								feminine
junk								prime
unattractive								attractive
boring								exciting
cheap								expensive

7. The following statements concern the Hungarian products (Hungaricum).
 Evaluate the following statements as they are not typical at all, rather not typical, typical or very typical (mark a box according to your opinion)!

	1 - not typical at all	2 - rather not typical	3 - typical	4 - very typical	5 - doesn't know/doesn't answer
I like Hungarian products.					
I gladly recommend the products to my friends.					
I'd like to buy Hungarian products in the future.					
I find them special.					
I find their prices acceptable.					
All in all I find Hungarian products prime.					

8. The following statements concern the image of the Hungarian products (Hungaricum).

In case of every statement please mark the most typical value of your opinion. The values are more likely, as they're closer to the features!

(E.g. if you consider Hungarian products very successful, mark number 7)

	1	2	3	4	5	6	7	
unsuccessful								successful
uncultured								cultured
dirty								clean
sad								happy
undeveloped								developed
out of date								modern
old								young
masculine								feminine
junk								prime
unattractive								attractive
boring								exciting
cheap								expensive

9. How did the Hungarian products change your opinion about the country?
Please describe your answer in 1 sentence!

10. Your age is between:

1. 15-25
2. 26-35
3. 36-45
4. 46-55
5. 56-65
6. 66-

APPENDIX THREE – Questionnaire for Hungarians

1. How would you evaluate the image of Hungary?
 - a) rather positive
 - b) rather negative
 - c) have no opinion

2. How would you evaluate the hungaricums?
 - d) rather positive
 - e) rather negative
 - f) have no opinion

3. Do you think hungaricums are easily recognizable for foreigners?
 - a) yes
 - b) no
 - c) don't know / doesn't want to answer

4. In your opinion which products characterize Hungary the best?

5. The following statements concern the country image of Hungary. Evaluate the following statements as they are not typical at all, rather not typical, typical or very typical (mark a box according to your opinion)!

	1 - not typical at all	2 - rather not typical	3 -typical	4-very typical	5 - doesn't know/doesn't answer
I like the milieu of the country.					
I gladly recommend the country to my friends.					
I'd like to come here in the future.					
I find the country special.					
I think the prices are acceptable.					
All in all, I find Hungary a prime country.					

6. The following features concern the county image of Hungary.
In case of every feature please mark the most typical value according to your opinion. The values are more likely, as they're closer to the features!
(E.g. if you consider Hungary very successful, mark number 7)

	1	2	3	4	5	6	7	
unsuccessful								successful
uncultured								cultured
dirty								clean
sad								happy
undeveloped								developed
out of date								modern
old								young
masculine								feminine
junk								prime
unattractive								attractive
boring								exciting
cheap								expensive

7. The following statements concern hungaricums.
Evaluate the following statements as they are not typical at all, rather not typical, typical or very typical (mark a box according to your opinion)!

	1 - not typical at all	2 - rather not typical	3 - typical	4 - very typical	5 - doesn't know/ doesn't answer
I like Hungarian products.					
I gladly recommend the products to my friends.					
I'd like to buy Hungarian products in the future.					
I find them special.					
I find their prices acceptable.					
All in all I find Hungarian products prime.					

8. The following statements concern the image of the Hungarian products (Hungaricum).
 In case of every statement please mark the most typical value of your opinion.
 The values are more likely, as they're closer to the features!
 (E.g. if you consider Hungarian products very successful, mark number 7)

	1	2	3	4	5	6	7	
unsuccessful								successful
uncultured								cultured
dirty								clean
sad								happy
undeveloped								developed
out of date								modern
old								young
masculine								feminine
junk								prime
unattractive								attractive
boring								exciting
cheap								expensive

9. Are you familiar with the new Hungaricum law?
 a. yes
 b. no
 c. don't know / doesn't answer

10. Do you think hungaricums represent the country consciously?

11. Your age is between:
 (Please underline!)

15-25

26-35

36-45

46-55

56-65

66-