

**Table 23.7.** Influence of brand name for 18 food products by European country\*

Food item	Brand influence		
	France	Germany	United Kingdom
<b>Fast food</b>			
Hamburger	Strong	Strong	NS
Chicken	Strong	Strong	Strong
Pizza	Strong	Strong	NS
<b>Snacks</b>			
French fries	Strong	NS	NS
Tortilla chips	NS	NS	NS
Potato crisps	Mild	NS	NS
<b>Healthy foods</b>			
Cheese	Strong	NS	NS
Yogurt	Strong	NS	NS
Cereal bar	NS	NS	NS
Soup	NS	NS	NS
<b>Candy</b>			
Chewing gum	NS	Mild	Mild
Gummies	Strong	Mild	NS
Mint	Mild	Mild	Mild
Chocolate	Mild	Mild	NS
<b>Beverage</b>			
Cola	Strong	Strong	Strong
Coffee	NS	NS	NS
Iced tea	Mild	NS	NS
Orange juice	Mild	NS	NS

\*Results based on utility values of brand name. NS, not significant.

Data courtesy of It! Ventures, Inc.