

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

Food item	Brand influence		
	France	Germany	United Kingdom
Fast food			
Hamburger	Strong	Strong	NS
Chicken	Strong	Strong	Strong
Pizza	Strong	Strong	NS
Snacks			
French fries	Strong	NS	NS
Tortilla chips	NS	NS	NS
Potato crisps	Mild	NS	NS
Healthy foods			
Cheese	Strong	NS	NS
Yogurt	Strong	NS	NS
Cereal bar	NS	NS	NS
Soup	NS	NS	NS
Candy			
Chewing gum	NS	Mild	Mild
Gummies	Strong	Mild	NS
Mint	Mild	Mild	Mild
Chocolate	Mild	Mild	NS
Beverage			
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.