Temporal dynamism in country of origin effect

The malleability of Italians’ perceptions regarding the British sixties

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Abstract

Purpose – The purpose of this paper is to enrich country of origin (COO) effect in international marketing theory by adding the understanding of temporal dynamism into COO research.

Design/methodology/approach – Utilizing a qualitative and interdisciplinary phenomenological approach, this paper analyses historical and contemporary sources triangulated with contemporary primary interview data. The example of how perceptions of Italians about the values typical of the British Sixties varied over time periods is presented.

Findings – COO perceptions are both malleable and in evolution. Results show that values from earlier peak periods of appeal can be combined and recombined differently over time due to the varying historical and contemporary resonances of COO values.

Research limitations/implications – This study focuses on COO applied to two product areas, fashion and music, over a limited time period, in a two-country study and so the findings are not fully generalizable, but rather are transferable to similar contexts.

Practical implications – The fact that COO is neither static nor atemporal facilitates a segmented approach for international marketing managers to review and renew international brands. This enriched COO theory provides a rich and variable resource for developing and revitalizing brands.

Originality/value – The major contribution of this paper is that temporal dynamism, never before discussed in international marketing theory, renders COO theory more timeless; this addresses some critiques recently made about its relevance and practicality. The second contribution is the original research design that models interdisciplinary scholarship, enabling a thorough historical look at international marketing.

Keywords Fashion, Music, Temporality, Country of origin, Heritage branding

Paper type Research paper

1. Introduction

Country of origin (COO) effect is derived from consumer perceptions of a country’s identity, which means that products and brands, from their mere association with a specific country, gain benefits and equally accrue critique from a priori assumptions about, for example, high or low quality and stylish or poor design, merely from being recognized worldwide as typical for that country (Al-Sulaiti and Baker, 1998; Cattin et al., 1982; Häubl, 1996). It has been acknowledged...
that this results from that country’s culture, tradition and heritage (e.g. Johansson, 1989). In other words, COO theory is implicitly based upon the past. However, this drawing upon the past has not before included an overtly historical approach to international marketing theory. Indeed, international marketing might benefit from adopting an overtly temporal and historical approach to COO theory.

This paper applies and develops Balmer’s (2011, p. 1386) insight from the branding literature that “heritage subsists in temporal strata, that is, in multiple time strataums.” Balmer et al. (2016) focused on temporality from a historical approach – a look to the past – that they developed into a heritage approach – look to the past with a look to the future – and termed “omni-temporality” (p. 5). We theorize that COO requires developing from its reliance upon a homogenous, unvaried, atemporal view of past values by focusing on whether and how a country’s COO values associated with one specific historical period may evolve differently over time and into the future. We therefore present a novel interdisciplinary study to focus on the possible relevance of “omni-temporality.” The questions at the heart of this study are therefore drawn from this unquestioned reliance in the literature upon a static atemporal understanding of how the past operates into the present.

The two research questions are how temporal dynamism functions in COO perceptions, and whether “omni-temporality” as a concept from the heritage branding literature is applicable to international marketing theory. To answer these two questions, the present study combines historical skills with international marketing knowledge. Specifically, this research develops an international marketing theory by adding temporal dynamism into COO theory, thereby providing valuable relevant future guidance for international marketing managers. In order to research how temporal dynamism functions in COO perceptions, this study provides an in-depth analysis of how COO values typical of a country in a specific period are first culturally constructed and then perceived in following periods in a foreign country. To collect the data to answer these questions we analyze how the British “Swinging Sixties” have impacted Italian consumers differently over time.

Recently, the relevance and practical usefulness of COO theory has been questioned (Samee, 2010; Usunier, 2011) and defended (Magnusson et al., 2011). To address concerns and build on the confirmation offered by earlier studies (Roth and Diamantopoulos, 2009; Magnusson et al., 2011) we draw on “omni-temporality” from the heritage branding literature (Balmer, 2011) to develop understanding of temporal dynamism, thereby moving COO theory on from its previously unquestioned assumption of atemporality. As a team of historians and marketers reflecting upon the critiques being made of COO in the international marketing literature, we noted that COO values are often regarded as immutable and almost atemporal inasmuch as they are not perceived to be anchored in any given time period, but endure as expressions of a deeply rooted identity (Hooley et al., 1988). The implicit assumption has been that the values accrue homogenously over time, such that temporality does not have to be taken into account whenever perceptions are measured (Roth and Diamantopoulos, 2009). Therefore, this paper makes a valuable contribution to international marketing theory by adding temporal dynamism to it. This dynamism makes the COO effect malleable and a rich resource of relevance to future strategy development by international marketing managers.

In the case of Britain, for example, one historical narrative weaves together monarchy, formality, manners, country pursuits, elegance, the “stiff upper lip” and the timeless style of the English gentleman. A second set of COO perceptions, however, are those related to very specific periods that nonetheless continue to exercise influence long after the historical era is over, accruing meaning and significance. The Britain of the “Swinging Sixties,” for instance, the era of miniskirts, Carnaby Street, The Beatles and The Rolling Stones, laid the foundations for a second, very different, narrative of Britain as a generator of youthful and irreverent popular culture that continues to endure today. Therefore, it appears clear that national historical narratives may be subject to change over time.
“Omni-temporality” (Balmer, 2011; Balmer et al., 2016; Balmer and Burghausen, 2015) is the term we use to theorize and demonstrate the relevance of factoring in such changes over time into international marketing theory and practice. This paper demonstrates how to gain historical and contemporary perspectives to offer ideas about how COO values and myths associated with a past “golden age” might influence perceptions and behaviors in a different country over time. Specifically, we do this by focusing on one context: an investigation into the impact of the British “Swinging Sixties” in Italy, through analysis of the Italian fashion and music industry at that time and in subsequent decades.

This paper, therefore, employs an interdisciplinary approach to developing COO theory into an even more rich resource for international marketing. We combine qualitative marketing research methods (in-depth interviews) and historical research on primary data (magazines) to investigate one particular context – the ways in which the “Swinging Sixties” shaped perceptions of “Made-in-Britain” COO values in Italy between 1965 and 1985–demonstrating the relevance of temporal dynamism. More specifically, we focus on the influence of British fashion styles and music in the Italian marketplace through collection and content analysis of both secondary and primary data, using both historical and contemporary sources to further empirically underpin the literature and practice in this area.

Whereas there has been a wealth of publications investigating the use of the “Made-in-Italy” label as a marketing strategy and the meanings that this has generated in international markets (e.g. Bertoli and Resciniti, 2012; Fortis, 2005), there has been very little systematic study of the representations and reception of brands presented as “Made-in-Britain.” When the global reputation of British goods was at its height in the late 19th and early 20th centuries, trademarking was employed as the principal strategy through which firms sought to secure the added value embodied in their products (Da Silva Lopes and Casson, 2012; Mercer, 2010). This paper, however, analyses COO narratives of the UK in the post-Second World War era by when Britain’s international profile had become more problematic (Moore and Reid, 2008).

This research fosters reflection on how and to what extent contemporary businesses seeking to develop their brands in international markets might leverage the COO values associated with their past when marketing their brands internationally. It indicates that companies need a good understanding of the general and strongest, or most authentic, current values characterizing their COO and, additionally, supports recent theorizing in International Marketing Review that connects brand to COO (Martín Martín and Cerviño, 2011). More broadly, the literature, data and consequent discussions all enrich understanding of the roles of history and authenticity in branding, building on the concepts of temporality and “omni-temporality.” Theorists now have a stimulus to look at the past to understand how the main elements associated with a country have evolved over decades in the international scenario. This will enable them to discern the potential for further evolution, to suggest routes for selecting qualities of distinctiveness in succeeding periods, and understand the resonance of those qualities for contemporary audiences. For COO theory, under scrutiny in the international marketing literature, to retain relevance, we propose that more attention needs to be paid to the key issue of time/temporality and to how this enriches the international marketer’s resources in terms of international brand management.

2. Challenges to COO emerging from the current literature

2.1 Time/temporality

In some senses, COO is a well-established element within international marketing theory. Indeed, it was established as a topic within international marketing over 30 years ago (see Bilkey and Nes, 1982; Hooley et al., 1988). Then, in 2008 the International Marketing Review produced a whole special issue on the topic (Samiee, 2010); the Journal of Business Research published Roth and Diamantopoulos’ (2009) claim to have advanced the country image construct and a commentary on this claim (Samiee, 2010). The key critique made
by Samiee (2010) is that the field of COO research has not, despite detailed attention to many elements of the COO topic, adequately addressed practical relevance. In 2017 the International Marketing Review produced a second special issue on COO, acknowledging the lively debate around claims about its atheoretical nature and the questions raised and partially answered over a number of papers regarding its practical relevance (Ko et al., 2017). In addressing the extant COO literature, this special issue included work on brands and COO, confirming the latter's relevance (Kim et al., 2017; Moon and Oh, 2017), rather than having brand origin (BO) completely replace COO as Usunier (2011) proposed. Indeed, the use of BO alongside COO was proposed as early as 1996 by Thakor who called for research that married actual customer responsiveness to brand equity with their understanding of COO.

In the present study, we try to capture consumer perceptions over time, using historical data, rather than manipulate responses in the laboratory, as has been the case for many COO studies (Thakor, 1996). We also capture the dynamism missing from research using only cross-sectional data (Moon and Oh, 2017). This study, therefore, represents a valuable contribution to international marketing theory by giving COO a historical and temporal texture – indeed “omni-temporal” textures.

In the international marketing literature, COO is generally defined as an extrinsic cue used by customers in their product evaluations and purchase decisions (Bilkey and Nes, 1982; Peterson and Jolibert, 1995; Smith, 1993). However, the work of Hooley et al. (1988) only considered current consumer perceptions of COO. In particular, there is no overt temporal element to the study; only a tacit inclusion of the cumulative nature of perceptions. In taking this approach those authors set the scope of all future COO and BO studies. Stasis, and therefore, arguably, later and increasing irrelevance, has in fact unwittingly been built into studies on COO. The idea that companies often leverage COO values as a marketing tool to boost acceptance of their products in international markets is driven by the idea that consumers use COO as a product quality cue (Khachaturian and Morganosky, 1990; Maronick, 1995). For example, Spanish fashion companies, conscious they lacked an appropriate COO image, created Italian-sounding brands – Zara, Massimo Dutti – in order to harness the value of the COO effect (Miranda, 2017).

Meanwhile, since it is now easier to link a brand to one particular country (where the organization has its headquarters, for example) than the product (itself the sum of many elements assembled in stages from globally sourced inputs) (Samiee, 2011), brand equity has come to the fore, as suggested was needed for international marketing theory by Thakor (1996) in his discussion of BO. Indeed, the BO discourse has now effectively incorporated COO. As Styles and Ambler (1994) added the relationship paradigm to the export literature to enrich understandings of export performance, so in this paper we develop the international marketing literature further from an external source: in this case the corporate heritage branding literature (Balmer, 2013).

Importantly, Balmer et al. (2016) interpreted heritage through an overtly historical (retrospective) lens: “This is an approach that reflects the well-established historical method as found in business history.” (p. 5). They, in turn, then developed the concept of “omni-temporality” that builds on this look to the past with a look to the future and “accommodates perspectives of the past, present and prospective future” (p. 5). It is this nuanced, informed trajectory into the future that gives “omni-temporality” traction as a useful addition to COO theory and to international marketing managers seeking to develop or revitalize brands. It provides a sure foundation for the development of the BO discourse that, as discussed above, has to a large extent subsumed COO discussion (Thakor, 1996; Usunier, 2011). This BO discourse, to be combined with a theoretical dimension that moves it from stasis and immutability due to its heretofore unquestioned assumption of atemporality, enables COO to continue to be relevant to international marketing theory whilst acknowledging Samiee’s (2011) declaration that COO has lost its validity as a concept.
2.2 Authenticity and heritage

Temporality as a dimension is also an underpinning concept for a discussion of authenticity, which is an increasingly salient issue for consumers (Alexander, 2009). Indeed, consumers are becoming more sensitive to authenticity (Gilmore and Pine, 2007), as one of the values that may strengthen the COO perception and a country's international image (Thompson et al., 2006). The COO argument was that when companies have to market their offerings into new international markets, COO values express a typicality associated with a country's identity, which, in turn, results from that country's culture, tradition and heritage, thus conferring a sense of inherent authenticity upon the product (Cattin et al., 1982; Johansson, 1989). The focus on cultural heritage, understood as being expressed through a set of immutable or timeless values, led to the concept of singular, unambiguous “authenticity,” playing a central role in developing international marketing strategies. It has been used to reassure consumers of the genuineness of the product, able to differentiate it from less unique and more recently constructed competitors' brand stories – this presupposes one timeless image (Rose and Wood, 2005).

However, as discussed in the Introduction, while there may be unchanging timeless stereotypes about countries, there is, importantly, a surface patina of specific, temporal understandings that appeal at certain times, to certain consumers in certain contexts which become etched onto the other myths without necessarily clashing with them. Hence, both heritage and authenticity are more malleable constructs, capable of carrying multiple interpretations, as the concept of omni-temporality recognizes.

An additional area of complexity to be borne in mind when discussing COO is that consumer perceptions of other countries will transcend brand meaning and product quality clues. As Beverland (2005, pp. 1025, 1005) notes, “brand management is an interactive process that occurs within a wider institutional environment” and authentic images “represent the interplay between creators, commercial interests, critics, competitors, and consumers.” This interplay takes place in the consumer mind and so the issue becomes a question of consumer perceptions: brand meaning is not the property of the organization any longer but is created and re-created in the mind of the consumer/user (Halliday, 2016).

Holt (1998) noted that consumers with different levels of cultural capital search for different cues to signal authenticity, thus emphasizing how the interpretation and the meaning of authenticity may differ on the basis of the country or of the historical period. Incorrect understandings of the originating country do not matter, it is customer perceptions that matter as Thakor (1996) pointed out. Magnusson et al. (2011) provided a review in IMR that concludes that even where consumers are wrong about the originating country (very often in fact) this is not a reason to discount COO as a managerially-irrelevant topic. This has been disputed, especially by Samiee (2011), but this emphasis on meaning being in the mind of the consumer can also shed light on authenticity and how it interacts with heritage.

For heritage is a similarly complex cultural construct. There is a fundamental disciplinary distinction between the study of history – all that has happened in the past – and heritage – the multiple ways that the present interacts with the past (Lowenthal, 1985). Heritage therefore is constituted in the present, through a dialog that is mediated by heritage cultural products and professionals of various descriptions (including international marketing managers), but is ultimately dependent upon understandings manufactured in minds of individual consumers/users of the past in the broadest sense. Hudson and Palmer (2013) recognized the implications of this for corporate heritage brands when they sought to distinguish the range of ways in which heritage claims could be advanced. They highlighted, in particular, the division between propositions founded on innate heritage constructed around the history of the brand (thereby conferring an indexical authenticity) and projected heritage, encouraging consumers to project their own historical associations onto the brand (thereby endowing it with iconic authenticity achieved through verisimilitude to a consumer perceived ideal type).
Ultimately, Balmer (2013, p. 304) suggests that heritage is a cultural construct that can be manipulated and defined “in any way is deemed to be fit.”

This malleability links the two issues we have identified, time/temporality and authenticity and heritage, as necessary to introduce real world dynamics into the international marketing theory around COO effect. Notions of temporality, authenticity and heritage emphasize the importance of understanding a country’s COO perceptions by considering different periods’ and markets’ perspectives. Hence, our interdisciplinary research design aimed to address the questions of to what extent COO perceptions are rooted in a specific time period, and whether they evolve over time; in short to examine whether the heritage branding concept of “omni-temporality” could usefully enrich international marketing theory. The context for this examination of theoretical development was the British “Swinging Sixties” in a different market (Italy) and in both contemporary and later periods.

3. Methodology

We integrated the discipline and methodologies of historical analysis with that of international marketing research. The core of the analytical historian’s approach is that of situating critical readings of a broad variety of primary source materials (understood as those produced during the period under investigation) within the context of the societal structures and tendencies as identified within secondary, historiographical literature, to develop explanations of period-specific outcomes (Dobson and Ziemann, 2008; Vella, 2008). Introducing the techniques of historical research enables us to engage effectively with the temporal dimensions of our investigation of the applications of the concept of omni-temporality for international marketing.

We operated a multi-stage data collection and analysis combining qualitative methods in marketing research (in-depth interviews) and historical research into primary sources (magazines), analyzing these within the contexts of Italy and Britain within the 1965–1985 period (see Table I for details), drawing from secondary historiographical literature (e.g. Ginsborg, 1990; Sandbrook, 2006). We enhanced the robustness of our data in two different ways: first we sought to triangulate both data sources and data collection, using interviews with “expert subjects” and analyzing historical sources checking for the emic validity of interviews’ themes; second, we controlled for cross-researcher consistency by using three different coders for interviews’ analysis (Altheide and Johnson, 1994) and conducted our research into the historical sources in two different phases, involving different researchers (Spiggle, 1994).

3.1 In-depth interviews

First we conducted in-depth interviews with a total of seven people: four journalists who work or worked in relevant positions for the state national broadcaster, RAI and ANSA, Italy’s premier press agency and three fashion experts. Using a semi-structured framework, the interviewees were asked for their understanding of “Swinging Sixties,” trends and innovations that developed during those years in Britain, how these impacted Italian fashion and music sectors and, finally, their personal experiences and reflections upon the era. Some of the experts interviewed lived in Britain during the Sixties, effectively working as cultural transmitters and mediators of the British scene to Italian audiences. They were expected to provide first-hand perceptions of the key trends characterizing those years and their effects on Italy. Others currently work in Britain and provided both their personal opinion about the British Sixties as well as about how those years are considered by today’s Britons and Italians.

The interviews lasted around 1 h each and were recorded and then transcribed to be coded. Standard techniques for qualitative consumer market research were then applied to the analysis of the interviews as suggested by Spiggle (1994) and by Miles and Huberman (1984). To ensure consistency of analysis, each interview transcript was vertically and
In-depth interviews
Seven in-depth interviews
Mr Antonio Caprarica  Writer and former journalist at RAI
Ms Alda Fendi  Fendi s.p.a.
Mr Alessandro Logroscino  Journalist at ANSA
Prof. Benjamin Malhotra  Polimoda (Florence)
Mr Vincenzo Mollica  Journalist at RAI
Mr Marco Varvello  Journalist at RAI
Prof. Bill Webb  London College of Fashion

Sample analysis of fashion and music magazines (list of issues cited)
Italian magazines (as described in the paper)
Vogue Italy for Men (fashion)  n. 4, 1969  n. 6, 1969
Annabella (fashion)  May 1965  May 1966  June 1967
Ciao Amici (music)  December 1964  August 1967
TV Sorrisi e Canzoni (music)  1980: Jan to March Issues  1982: Jan to March Issues
La Stampa /Stampa Sera (Turin newspaper)  Searchable Archive www.archiviolastampa.it  

Table I.  Summary of data set
horizontally coded by three different researchers: the interviewer, who also added personal
notes on non-verbal communication within the vertical reading, and the two other Italian
researchers who co-authored this work. All interviews were first vertically read, assigning a
code whenever each of the topics under investigation was mentioned or discussed by the
interviewee. A sign of relevance for each topic has been assigned according to the
researcher’s interpretation of the text and side references have been added whenever any
specific context was mentioned.

3.2 Fashion and music magazines

The close reading and analysis of magazines’ content was conducted in two phases. First,
we analyzed the most influential magazines in the fashion and music sectors. For fashion,
we examined all 284 issues of Vogue Italia (Vogue) from its foundation in 1964 to 1985.
Vogue, whose parent publisher was the American Conde Nast, functioned as a
“class magazine” that focused on the luxury fashion sector. It targeted the affluent upper
class, thereby becoming a highly effective advertising channel that was powerful enough
to “influence developments in new styles as well as report on them” (Cox and Mowatt,
2012, p. 76). British-related content (covers, articles and advertisements) in Vogue was
found in 17 of the 284 issues analyzed, of which 11 were published in the 1960s, with
9 appearing in the years 1967 and 1968. We also accessed ten issues of Annabella, a
woman’s magazine with a focus on fashion, between 1965 and 1967. Three issues
contained content related to Britain.

For popular music, we analyzed issues of two new magazines founded in the 1960s,
Ciao Amici, published between 1965 and 1968, and Giovani, first published in 1966 and that
changed its name to Qui Giovani in 1970. Both targeted a new audience of adolescents,
providing them with news and gossip about the new Italian singers, known as “Urlatori”
(the Screamers), and foreign “beat” artists. Two out of the 30 sampled issues of Ciao Amici
and 9 out of 24 copies of Giovani/Qui Giovani contained items related to Britain.

In the second phase, we focused on publications targeting a more mainstream audience.
We were kindly given access to the Mondadori Magazine and Photographic Archive in
Segrate, Milan, where we manually scanned several issues of the magazines Grazia, Epoca
and TV Sorrisi e Canzoni for relevant content. Grazia, founded in 1938, was (and still is) the
Italian woman’s magazine with the highest circulation in this era, and was known for its
conservative outlook. Epoca was a leading news and current affairs publication, similar to
Time Magazine. It had a predominantly male, well-educated, middle-aged readership, and
gives us an insight into coverage of Britain beyond the fashion and music sectors. TV
Sorrisi e Canzoni was the first, and by far the leading, TV listing magazine, but also covered
music and cinema. Television ownership rose from 20 percent of households in 1960 to
82 percent in 1971, but even at the beginning of the decade television was widely viewed in
public spaces such as bars and social clubs (Foot, 1999). The magazine sources were
analyzed by identifying the topics, dispositions and meanings contained within the articles
and agglomerating, weighting and structuring these into themes reflecting the overall
content and balance of the data set (Hermes, 1995).

The analysis of fashion and music magazines begun by using themes that emerged from
the interview coding. The aim here was to check out for resonances – and therefore emic
validity – of what had been captured and coded within interviews’ analysis about “Swinging
Sixties” in relation to music and fashion. The magazine contents provided snapshots of the
presentation and perception of the British Sixties at singular points in time, while the
interviews allowed for the benefit of hindsight to illustrate the ways in which the impact of
the Swinging Sixties had become structured into long-term narratives of the influence of
British values upon Italy. Magazines can be a rich source for understanding particular social
and cultural groupings, as well as society and culture more broadly, due to the very
diversity of subject matter and the close connection that magazines have to a community of readers (e.g. Le Masurier and Johinke, 2014). Magazine analysis followed suggestions that Vella (2008) made with regards to newspaper – and more generally periodicals – analysis: we first took into account the institutional structure and the social context of the magazines (in particular the political orientations of the editor and the targeted readerships), their format (textual context) and contents (texts). Please see Figure 1 for a detailed view of the multi-step procedure applied for the analysis of fashion and music magazines.

To avoid some of the most common biases in qualitative research, such as selectivity and extrapolation of the rate of instances in the general population from a specific sample (Merriam and Tisdell, 2015), we conducted a second phase of magazine research, where we focused on publications targeting a more mainstream audience. This second phase was useful to construct a general context for the reception of the instances related to the British Sixties in Italy and to avoid the risk of elitism by concentrating only on interviews with people with privileged lifestyles (interviewees) and on primary sources with a too specific target audience (i.e. *Vogue* and *Qui Giovani*). The magazine sources were analyzed by identifying the topics, dispositions and meanings contained within the articles and agglomerating, weighting and structuring them into themes reflecting the overall content and balance of the data set (e.g. Hermes, 1995). We followed Dobson and Ziemann’s (2008) guide on reading and interpreting primary sources from 20th century and, therefore, we first checked for key concepts expressed within the sources and their connotations (positive, negative and ambivalent). Then, we identified – by means of employing different researchers – imbalanced binary distinctions (Koselleck, 2004) with references to specific social groups or social behaviors of the time, the use of metaphors and their functions for the topic of the text, the presence of the narrator/journalist within the text.

1. Identifying the fashion and music magazines published in Italy in the two decades between 1965 and 1985
2. Visiting libraries for exploring the contemporary magazines and for selecting the most appropriate ones
4. Analyzing each issue for selecting the relevant materials (covers, articles and advertisement)
5. Preliminary “thematic analysis” for dividing the selected materials into homogeneous groups
6. Classifying the selected material, within each thematic group, into three categories (A, B and C) according to their relevance for the study
7. Deeply analyzing, within each thematic group, each single element (starting from the “A” ones)

Triangulation of insights for the overall analysis

Figure 1.
Procedure for the fashion and music magazine analysis (first phase)
(i.e. personal/ subjective: I; impersonal/ objective: it; direct reference to the relationship with the reader: we), and the narrative with which the argumentation is introduced in the text or its “emplotment” (White, 1973) checking for moral judgments and conclusions.

As Dobson and Ziemann (2008) reported, “concepts, binary distinctions, metaphors, the position of the narrator and the mode of emplotment are key features of any given text, and they can all be analysed in their own right. In the end, they all contribute to the reality effect of a particular source genre” (pp. 29-30). Therefore, by “reality effect” we refer to the relationship of a text and its “genre” with the existing discourses, thus we tried to understand the coherence of the analyzed magazines articles and advertisings on music and fashion with a broader reality, introducing into our analysis magazines and newspapers not related to these two topics, on one side, and secondary research, which also provided an overview of the material circumstances in which texts were produced and the more general historical context. Please see Figure 2 for a detailed view of the multi-step procedure applied for the analysis of mainstream magazines.

4. Findings
4.1 Identifying keywords of change
We interviewed four journalists, two academics expert in fashion and one fashion company representative. The journalists we interviewed emphasized that the British revolution of the Sixties was not political, but cultural: a contrast with the upheavals in the US, France, Germany and, eventually, Italy itself. In particular, Antonio Caprarica, an Italian journalist who moved to Britain in 1965 and worked for many years as London correspondent of RAI (the state broadcaster), highlighted that the youth-driven cultural transformation of a Britain that in the early 1960s was still struggling to recover from the
effects of the Second World War was one of the inspirational drivers of the changes that took place in Italy at the end of the decade.

In an attempt to offer a systematic analysis of the content of our interviews, we identified some keywords that summarize the way our respondents conceive the influence of British Sixties in Italy. One very recurrent Italian word is *cambiamento* (i.e. change). This was understood not just in relation to specific trends, but as a more fundamental change in terms of prevailing social codes, perceptions of class and personal freedom. British youth’s challenge to conventional norms of behavior found resonance in a country, such as Italy at that time, in which the conservative morality of the Church still dictated the character of public life. Interestingly, Alessandro Logroscino, long-time London correspondent of the Italian press agency ANSA, emphasized that “change is possible” was the message that Italians took from the British Sixties at the time, and that this remains the case today.

Other keywords that, according to our interviewees, represent fundamental reasons for the appeal of the British Sixties to Italians were the simplicity and communicability of the ideas and styles that the era incorporated. These were exemplified by Mary Quant’s short dresses and miniskirts, and by the “yé-yé” (yeah, yeah) music, named after the simple choruses of many of the British “beat” songs. For young Italians, the stylistic values associated with the British Sixties were not those of timeless aristocratic elegance, but those of working class trendiness, that could be simply reproduced by wearing a short skirt, or having a Beatles-style haircut. Indeed, according to Vincenzo Mollica, an Italian well-known RAI cultural commentator, “in Italy the 1960s were a cover version of the Sixties in Britain.”

London is the last keyword that needs to be highlighted. The creative industry and cultural imagery associated with the capital were vital to the meanings of the British Swinging Sixties in Italy. Importantly, Alda Fendi, one of the five sisters working during the 1960s at the eponymous fashion label, emphasized the importance of London in terms of the influence it had on Italian designers.

In the “60s, being able to latch onto customers” needs and future fashion trends before the others, was very important for all Italian brands. Always looking at what was sold in London and what Londoners (especially the young generation) were buying and wearing was fundamental. Anticipating competitors and being inspired by the trends coming from other countries and cities, in particular London and Paris, was very important.

Interestingly, all our interviewees suggested that the way through which most Italians had formed their impressions of the city was through the 1966 movie “Blow-Up.” Although it was an English-language production, it was a stylized film made by an Italian creative team led by the Italian director Michelangelo Antonioni, the writer Tonino Guerra, the producer Carlo Ponti and the cinematographer Carlo Di Palma. Their representation of “Swinging London” gained notoriety in Italy after it was briefly seized by the Italian censors who were concerned about its inclusion of nudity and depiction of casual sex and drug use. This probably enhanced the appeal of the British Sixties as a permissive “lay” society among Italians who chafed at the Catholic moral conservatism that was still prevalent within Italian “official” culture.

Our expert interviewees concurred on the important enduring influence of the British Sixties upon Italy, and were able to highlight key instances of this. This is the evidence of warmth toward resonances from the “Swinging London” in contemporary Italy. They were, of course, speaking from the benefit of hindsight and when we triangulate this data with historical analysis of contemporary records it is noteworthy that although there are large areas of overlap, there are also indications that these positive associations were further strengthened after the period itself.

In particular, the analysis of different types of magazines provided insights into perceptions of Britain across a broad segment of the Italian population. Indeed, the two streams of analysis of contemporary magazines enabled us to capture how being British has
been perceived over time in Italy and if and how influence of the British Sixties evolved over time in Italy. Key themes that emerge from our magazine analysis are the contrasts in the ways that the British Swinging Sixties were vicariously experienced between genders, generations and categories of Italian consumers. We also note the contrasts in these patterns when viewed through the prisms of fashion and music respectively. A summary of the key themes identified by the study are summarized in Figure 3.

4.2 History: constraints, continuities and change

Our methodology employs the analytical techniques of historians to add depth to our investigation of the value of the concept of “omni-temporality” to international marketing theory. Whereas social scientists start from the premise of identifying reproducible phenomena within human society that can provide the basis for theoretical development and models of action, historians operate on the premise that any given phenomenon in the past is a unique outcome of a particular conjunction of factors within a temporal era that can only be understood “on its own terms.” Analysis, therefore, rests upon a deep understanding of context, developed through the integration of research from multiple sources, both primary and secondary, to generate overarching interpretations.

Adopting that practice, we can make use of our findings in the fields of fashion and music to identify important structural and contextual factors conditioning Italian consumers’ understandings of the British Sixties. These include the fragmented nature of the distribution system upon the transmission of fashion and the barriers to access to the consumer market for popular music of foreign origins. Cultural products, such as music and film, were subject to strict censorship, reflecting the values of the Catholic Church. The state broadcaster RAI, controlled by nominees of the ruling Christian Democrat party, exercised a market monopoly over radio and television (Forgacs and Gundle, 2008).

Figure 3. Summary of key themes
The so-called Economic Miracle of the late 1950s and early 1960s, during which Italy was rapidly transformed from the still predominantly agrarian society of the immediate post-war era, into an urban, industrial economy, underpinned a boom in consumerism that lasted from the mid-1960s up until 1973. The arrival of an era of mass consumption challenged many traditional Italian social, cultural and political values. By the end of the 1960s the dissonance between the rapid socio-economic modernization of the country and a lack of political and cultural reform on the part of the state exploded in a series of violent conflicts that started with the protest movements of the late 1960s, and transmogrified into the domestic terrorism of the 1970s: the so-called “years of lead” (Crainz, 1996; Ginsborg, 1990).

These tensions were evident in the emergence of a distinctive youth culture, centered upon fashion and music, which was sustained by the affluence generated during the 1960s. Initial reporting in the Italian media was hostile to this. Many of the journalists writing during the first half of the 1960s had grown up during the inter-war era, experiencing the austerity of Fascism, followed by the outright deprivations of the Second World War. They were suspicious of luxury, waste, individualism and non-conformism: stances shared, albeit on very different premises, by the Catholic and Communist sub-cultures that dominated the post-war state. It was only after the mid-1960s, once a younger generation of journalists emerged, that articles about teenage lifestyles become less overtly judgmental. Inevitably this impacted upon the ways that the British Sixties were reported, received and remembered within the Italian media, and consequently the understandings of these among consumers themselves.

Examining the interplay between elements of continuity and change enables historians to engage with their key concern of understanding temporal dynamics. Employing such techniques enables us to observe temporal changes in the appeal and meanings of the “Swinging Sixties,” which we confirmed by extending our analysis of the perceptions of Britain into the 1980s. Our results demonstrate the effective functioning of “omni-temporality,” employing a specific historical example, allowing us to consider its relevance for international marketing theorists and practitioners.

4.3 Summary of findings

One key finding that has emerged from our analysis is the contrasting ways the British Sixties were experienced between genders, generations and categories of Italian consumers. We also note the contrasts in these patterns when viewed through the prisms of fashion and music. Second, in line with Magnusson et al. (2011, p. 455), our results demonstrate that “the focus in COO research should be shifted away from the objective accuracy of consumers’ brand origin knowledge to the relevance of consumers’ perceived COO associations.” Third, and importantly, the role of change was understood not just in relation to specific trends, such as those related to fashion or music, but as a more fundamental determinant of dynamism and evolution, in terms of prevailing social codes, perceptions of class and personal freedom. “Change is possible” was the message that Italians took from the British Sixties at the time, and this remains the case today. The notion that “change is possible” represents an interesting opportunity for international export managers both to position new British brands in Italy and to revitalize older British brands, in cases where new and old brands draw upon COO. Necessarily, though, “change” will resonate differently with every new generation and possibly every new market segment.

5. Answers to the research questions

The careful analysis of the findings outlined above provides answers to the two research questions of how temporal dynamism functions in COO perceptions, and the applicability of “omni-temporality” as a concept from the heritage branding literature for international marketing theory.
5.1 How temporal dynamism functions in COO perceptions of the British Sixties in Italy

Building on our findings we can now move to analyzing the temporal functioning of the influence, impact and image of the British Sixties in Italy. We divide these into three main phases, demonstrating the elements of continuity and change in Italian perceptions of Britain, and locating these in relation to shifts in the underlying structures of Italian markets, and the ways that local cultural contexts shaped the meanings created around British goods.

The popular music market provides a clear demonstration of this. As a result of the structures of the Fascist corporative economy and the post-war monopoly of the state broadcaster RAI, a protected “autarchic” market for popular music had been created that could only be accessed via an agreement with local producers. Italian impresarios found it more profitable to promote local artists singing Italian cover versions of foreign hits.

Analysis of the popular music charts published by the magazines between 1965 and 1985 demonstrates the ways in which the structuring of the industry, and in particular access to the market, influenced consumer behavior. As Table II shows, in the three five-year periods between 1965 and 1979, Italian music topped the charts for over 80 percent of the time, yet this proportion fell to under 40 percent in the six-year period 1980–1985 reflecting the gradual opening of the airwaves to foreign content initiated by first pirate, then private radio and television stations from the late 1970s. As we will see, however, this did not negate the importance of popular music, along with fashion, in changing Italian conceptions of Britain as a result of the Swinging Sixties.

5.1.1 From before the Sixties – the English gentleman. The market for fashion in post-war Italy was very restricted. Italian couture was re-launched in the 1950s, but ateliers and department stores were confined to the major cities. In the vast majority of the country, clothing was still acquired from small, independent, shops, and most frequently made up by seamstresses, local tailors or in the home. Women’s magazines published diagrams and instructions to enable their readers to reproduce the items of clothing featured in them (Morris, 2003).

There was little differentiation between the styles of clothing worn by different generations (Merlo and Perugini, 2017). Men and boys wore the same sorts of suits and sportswear – the most notable difference being that very young boys wore short trousers. Women from the age of 14 to well over 40 wore the same below-the-knee skirts, blouses or knitwear, in the same colors. Understated colors and sober styles reflected traditional cultural values.

The Italian concept of British “style” was exclusively masculine, referencing the tailored elegance of the English Gentleman, the original British COO narrative. Aquascutum and Burberry were among the first British clothing brands to gain a following in Italy with exclusive department stores boasting of stocking their male-orientated garments: in 1919, for example, West End House of Turin announced that they stocked Burberry “the indispensable overcoat for the motorist, the sportsman, the military officer and the man of means[1].” Traditional British menswear brands continued to use these forms of messaging throughout our era: in the October 1967 edition of Vogue, for example, an advertisement for Dunhill fragrances included copy written in English containing the words “gentleman,” “refinement” and “style.”

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<th>Time frame</th>
<th>Weeks with Italian number-one hits</th>
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<td>1970–1974</td>
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<td>1975–1979</td>
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<td>1980–1985</td>
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Italian brands were not afraid to borrow the stereotype in order to augment their own claims to authenticity: an advertisement for the Lord shoe polish brand in Grazia in 1966 was illustrated by a photo of the classic City gentleman dressed in a suit, wearing a bowler hat, smoking a pipe and carrying an umbrella – only the side of the tin revealed the product was actually made by the Sutter company in its factory in Genoa[2].

British womenswear brands tried to draw on the myth of immutable masculine British “style” when promoting their products in Italy. For example, the first Italian issue of Vogue of October 1964 contained an advertisement for the British fashion brand DAKS. Alongside a line drawing of a woman in a knee-length check skirt and matching hat, the copy read “Right around the world women enjoy DAKS skirts. So English, so Elegant.” The entirety of the copy was in English, while the line drawing also bore the caption Simpson London Tailored – a reference to the origins of the brand in the well-known tailors Simpsons of Piccadilly. Such masculine narratives of stylish elegance and London tailoring were frequently the frames upon which British womenswear was launched into the Italian market. It was only with the advent of the Swinging Sixties that the image of British fashion acquired a distinctly feminine dimension.

5.1.2 From the Swinging Sixties – miniskirts and Beatles. The term swinging itself was first used by the weekly American magazine “Time” in the cover of the issue published on April 15th, 1966 titled: “London: the Swinging City.” It referred to the youth-driven revolution in popular culture across many fields from music and fashion, for instance with aesthetics embodied by the model known as Twiggy (Conkin, 2012), through to sexual practices and politics (Clark, 1996; Jameson, 1984; Sandbrook, 2006).

In Italy, the Economic Miracle, and in particular the consumer boom of the mid-1960s that followed it, had generated the conditions for the emergence of markets segmented by age. In 1964, pages designed for adolescents appeared within women’s magazines featuring bright colors, jeans and short hair styles modeled on those of the early beat musicians[3]. In 1966–1967, Italian fashion magazines started publishing in full color, the skirts they featured became a lot shorter, and teenagers started to be treated as a separate consumer segment. Retailing changed too with Elio Fiorucci becoming the first Italian to open a fashion boutique specifically targeting the youth market in 1967 in Milan. He stocked it with trendy items from Swinging London, bringing the British Sixties directly into Italy’s biggest city (Butazzi and Mottola Molfino, 1986).

Prominent among these were the miniskirts and short dresses that became symbolic expressions of younger Italian women’s desire to escape from conventional gender stereotypes. They also constituted a rejection of the dominance of France, and specifically Paris, as the traditional reference point for women’s fashion, evidenced in the fact that Italian advertisements always evoked a French context when connecting products with feminine beauty, elegance and sophistication. By contrast, the mini skirt was an identifiably British item, the informal uniform for a new, uninhibited generation of young women embodied by the icon of Swinging London, such as Twiggy. Miniskirts were very successful during the Italian summers in the late 1960s, their spread was assisted by a growth in ready-to-wear, and they were portrayed by Italian magazines as a very “seductive” item to be combined with high heels or sandals.

This triumph for British Sixties fashion was far from straightforward, however. The power of Paris was such that it was only when the French couture houses began showing miniskirts in 1966, two years after Mary Quant had launched them in London, that they started to feature in Italian fashion coverage. Thereafter Vogue was highly positive in its coverage of the innovative fashion products emerging from London, direct access to which was still largely confined to the well-off cosmopolitan elite who comprised the magazine’s target audience. Twiggy featured on the cover of the May 1967, and a two-page spread of shots of her wearing miniskirts appeared in May 1969 with text underlining that she liked being “provocative.”
Annabella, in tune with its somewhat older, more traditional, readership, was more suspicious of the “Swinging Sixties” and the potential pitfalls of personal freedom. In May 1966 and June 1967, it carried articles by the journalist Lietta Tornabuoni that focused on the moral issues associated with wearing miniskirts in Italy. She reported that men from the lower classes regarded miniskirts as vulgar, whereas those from more educated backgrounds believed Italians should be more accepting of them. Annabella featured Twiggy on the cover more frequently than Vogue; however, this seems to have been part of its mission to mediate modern fashion to more mature consumers as one cover story caption “The Twiggy Style for Every Woman of Any Age” indicated.

Other publications confirm that disapproval of the miniskirt was widespread among many sections of Italian society in the second half of 1960s. Epoca, the current affairs magazine, reported that miniskirts were regarded as immoral garments, worn to discotheques as a seductive tool. In July 1967, the national newspaper La Stampa published an article by the famous (male) journalist Nicola Adelfi arguing that the miniskirt was detrimental to the rights of women as it made them mere objects of men’s sexual attraction. Grazia, the women’s magazine that attempted to appeal across the age groups, presented miniskirts neutrally on the fashion pages, but wrote about them from a conservative perspective in its social commentaries. The meaning of the miniskirt therefore was very much a contested one – indeed this was a significant element of its appeal to its wearers.

The Italian popular music market continued to be dominated by domestic product during the latter 1960s as a consequence of prevailing structures within the Italian entertainment industry, as Table II indicates. Our sampling of Giovani/Chi Giovani and Ciao Amici found that over 75 percent of their covers featured Italian artists while just under 25 percent of them featured foreign ones. The vast majority of these were British, however, testimony to the country’s importance for the Italian scene.

“Beat” music became a significant youth phenomenon as Italian acts joined the ranks of the “urlatori” (screamers) either covering British originals or modeling their own output upon these. The “Piper Club” in Rome, which opened in 1965, is often identified as the first place where Italians could regularly hear the new musical trends originating in the Swinging London. The first act to perform there were The Rokes, a beat band made up of four expatriate Englishmen who sang their songs (virtually all of which were cover versions) in Italian. This blending of authenticity with accessibility led to them being voted the second most popular act in Italy in 1966.

Analysis of the mainstream media confirms this significance. The Beatles and The Rolling Stones frequently appeared on the pages of general magazines and newspapers. Epoca, for example, introduced The Rolling Stones as the “anti-Beatles” in 1966, while the Turin newspaper La Stampa and Stampa Sera contained over 1,500 references to The Beatles from 1963 to 1970, ranging from concert reports and pictures through to small ads selling an electric guitar with a Beatles-style wig[4]. The Beatles were seen as a model for youth emancipation, demonstrating how forming groups with others from a similar social and generational background could create a distinctive self-identity (Di Scianni, 2011). In that sense they embodied the message of “change is possible” that our interviewees identified as the key legacy of the Swinging Sixties for Italians.

5.1.3 From after the Sixties – the beat goes on. By the late 1960s, British fashion had assumed a new position of prominence within Italy as an article entitled “The neo-English fashion” in the May 1968 issue of Vogue confirmed. It suggested that a new direction in British fashion trends was emerging. Having long been known for its unchanging traditionalism, recent British fashion had been characterized by its fast-moving, exuberant individualism. Now, Vogue noted, it was taking a new, more romantic turn, illustrating this with images of British models such as Jean Shrimpton and Celia Hammond wearing designs...
by Mary Quant and Biba. While most of the outfits still featured short hemlines, there was also at least one that evoked, according to the text, the England of Jane Austen.

Similarly the 1969 N. 4 issue of *L’Uomo Vogue* noted that British menswear was gradually blending the exuberance of the Swinging Sixties with the elegance of the traditional tailored style to produce a look that was both “dandy and elegant.” This was exemplified in the creations of Michael Fish, creator of the Kipper tie, floral shirts and the polo neck sweater look, whose boutique Mr Fish was featured in issue 6 of 1969.

These trends marked the transition from the original “beat” look inspired by British music and fashion in the mid-1960s to a more eclectic and exuberant “bohemian” style that subsequently became incorporated into the transatlantic “hippy” counter-culture that integrated music and fashion with political protest. Britain played an important role in introducing elements of American street fashion, especially denim, into Europe. Fiorucci, for example, which became known for jeans, began by importing them from the UK.

This left a void in other segments of the fashion market, however, allowing Paris to regain its dominance as the leading city for haute couture. In Italy, as ready-to-wear clothing took over from the traditional tailors and dressmakers, prêt-à-porter designers such as Armani and Versace exploited the new manufacturing techniques and distribution channels to establish “Made-in-Italy” as the new powerful label within the international fashion sector (Merlo, 2011). This was retro-fitted into a COO framing myth concerning supposed Italian values of aesthetics, craft and culture connected to the Renaissance (Belfanti, 2015).

However, according to our expert fashion interviewees – Professors Benjamin Malhotra (Polimoda, Florence) and Bill Webb (London College of Fashion, London) – the British Sixties played an important role in the rise of Italian style. This was manifest in the use of bright colors, in the rise of “de-structured” items in contrast to formal tailoring, and the ways that this fed into the development of softer lines among Italian designer brands in the 1970s and 1980s.

Conversely, music of foreign origin, including that from Britain, became notably more successful after the 1960s. Tables II and III demonstrate that a larger proportion of artists from non-Italian backgrounds were topping the charts from the later 1970s, with the proportion of domestic produced hits dropping dramatically to under 40 percent in the six-year period 1980–1985 reflecting the opening of the airwaves. Measured in terms of volume, therefore, British popular music became more popular in Italy from the second half of the 1970s, even though the ratio of British to other foreign number-one hits was at its lowest in 1980–1985: 33 percent if measured by number of weeks at number one; just 25 percent if measured by the proportion of hits. Seen in this light, what is striking about the role of British music in Italy is that the Swinging Sixties can be seen as breaking down ethnocentrism within Italian consumers, and thereby facilitating the explosion in consumption of popular music of foreign origins once market restraints were removed.

An early demonstration of this was that, although The Beatles had disbanded in 1970, their retrospective influence continued to grow, with many commentators stressing their symbolic importance in the transformation of Italian society. In June 1973, Massimo Villa in *Qui Giovani* highlighted that The Beatles assigned a central role to fun as a fundamental

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<th>Time frame</th>
<th>Italian number-one hits</th>
<th>Neither British nor Italian number-one hits</th>
<th>British number-one hits</th>
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<td>1965–1969</td>
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<td>6</td>
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<td>1975–1979</td>
<td>41</td>
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<td>1980–1985</td>
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*Table III. Number of Italian vs British number-one hits*
component of everyday life. In January 1975, *Vogue* published an article about The Beatles and the possibility of their re-forming, demonstrating the way that their influence had crossed into the world of fashion. Interestingly, the article presented the music of The Beatles as having appealed to all segments of society, crossing class, educational and, most importantly, generational barriers. The group was hailed as having bridged the gap between the experimental avant-garde youth culture music and mainstream popular music. This interpretation, with its echoes of nostalgia for a simpler, more harmonious era, needs to read in the context of an Italy torn apart by the “Years of Lead.”

A second economic boom in Italy during the early 1980s saw a younger generation that had become disillusioned with politics increasingly turning to consumption experiences and branded goods to construct their identity. A 1960s revival took place with miniskirts and skinny or “cigarette” pants replacing the long hippy skirts and flared trousers of the 1970s. This retro-fashion in part reflected the fact that those who were teenagers in the 1960s were now among the most affluent members of society. Music too saw many echoes of the earlier period as cover versions of ’60s hits were released by both “New Wave” and traditional pop artists (Schindler and Holbrook, 2003).

Youth sub-cultures such as the paninari who stressed ostentatious style over substance, combined brands from many different origins, but in many ways echoed the British mod style of the 1960s. Puffer jackets topped shirts and sweaters from “British-sounding” Italian brands such as Stone Island and Best Company, while Burlington Socks, made by a British company using a “traditional Argyle pattern,” were artfully displayed in the gap between the wearers’ American Timberland shoes and rolled up Levi 501 Jeans (Forgacs, 1996). Many of the “coolest” music artists of this period were once more British: paninari favorites included Spandau Ballet and Duran Duran while the Pet Shop Boys released a track entitled *Paninaro* – a tribute to the subculture – in 1986. It is indicative of the complexity of authenticity within this transnational revival that the favorite hangout of the paninari was Burghy, one of the first Italian fast food chains modeled on McDonalds, not unlike the Wimpy bars in the UK which were, of course, a favoured meeting place of the Mods in the early 1960s.

5.2 Is “omni-temporality” applicable as a concept from the heritage branding literature for international marketing theory?

Our findings clearly demonstrate the ways that perceptions of Swinging Britain varied over time in Italy during the 1960s and thereafter; this is how the passing of time (temporality) becomes “omni-temporality” as different resonances are audible reverberating to different depths and different audiences in each period.

We observed these variations through a whole variety of readings. While the immediate impact of the British Sixties was most felt in the world of fashion, its longevity and legacy was more pronounced in the sphere of popular music. In terms of gender, we noted how the notion of British style as exclusively masculine was reversed during the Swinging Sixties as womenswear, notably miniskirts, redefined perceptions of Britain. Subsequently these were bought together in the notion of British bohemianism.

The importance of consumer understandings of heritage and authenticity can be highlighted across all three of the periods we identified. Lord shoe polish was presented as part of the style of a British gentleman despite being made in Genoa. The Rokes exploited their Englishness in order to further their careers in Italy. The paninari simply appropriated brands that fitted their overall vision, with little thought to their indexical authenticity.

Generational differences were key to the understandings of the Swinging Sixties. Much of the miniskirts appeal lay precisely in its challenge to the conventions of a traditional Catholic society, yet by the ’70s the Beatles were already being praised for their capacity to bridge societal divides during a period of internal terrorism that reflected deeply entrenched
cultural and political divisions within Italy. Consumer perceptions and reception of country image are therefore as much reflective of local temporal contexts as of the character of the country itself – a key implication of omni-temporality for international marketing theory.

6. Conclusions
The concept of omni-temporality as a necessary aspect of COO theory has been clearly shown to be a valuable addition to international marketing theory. A historical perspective to the study of “made-in” perceptions in international settings has been introduced, whereby we analyzed how the “made-in” values that characterize one country might evolve in the perception of foreign consumers. By showing how temporal dynamism functions we have demonstrated the applicability of the omni-temporality concept from the branding literature. The study questioned the typical assumption within COO theory, theory that has been found to be in some ways insubstantial, whereby “made-in” values are necessarily stable and tend not to change over time. We have ensured the ongoing, even timeless relevance of COO theory by demonstrating that “made-in” values might be period-specific in origin, but that they might be perceived differently across subsequent periods of time.

Strengthening the foundations of the COO effect, the paper contributes to international brand theory building by introducing and applying the latest brand thinking to the international marketing literature. It also provides a foundation for a dynamic management capability of interacting with fluid, malleable consumer perceptions, rather than, perhaps, working sub-optimally by falling victim to passive misunderstanding of COO issues by consumers (Samiee, 2011). Our study therefore equips international marketing managers to develop, review and if necessary, to renew, their brands.

So, implications from our case study of the British Sixties in Italy lay in the fact that our demonstration of how “omni-temporality” functions can now inform theory and practice around COO as a relevant element in international marketing. While some “made-in” values are quite stable over time, as they generally characterize countries over decades, others are malleable, meaning that they can represent a country’s culture in one era better than in other eras. Omni-temporality linked to malleable values means that one or more periods of the past can be combined within a COO that is neither static nor timeless.

Up until the mid-1960s, the only meaning of “Made-in-Britain” for Italians was that of the classy, rather cold, elegance and gentlemanliness of the English gentry. Then a new narrative appeared, known in Italy as “Ye-Ye,” a second myth of trendy, rule-breaking youthful novelty bordering on the rebellious, in the Britain of the Swinging Sixties. Above all, this myth contained the message that “change is possible.”

As soon as both narratives were present in the Italian discourse, international marketers in Britain began to use them in conjunction with each other. In 1967, British European Airways adverts in Epoca featured a picture of a military drummer mounted on a horse, next to one of a beat group with a drum kit emblazoned with the Union Jack flag. The copy read: “Two different worlds await you this year in London […] As you admire the charm of the sumptuous parades of Royal London, it’s enough to turn a corner to hear […] the uninhibited rhythms of the new English tradition”[5].

Our analysis of magazines during the 1965–1985 period shows that British companies advertised their products in Italy through campaigns that mixed specific elements, such as elegance, craftsmanship, exclusivity, youthfulness, London, modernity, novelty, trend-setting and internationalization. Authenticity was crafted from elements of the two co-existing myths regarding “Made-in-Britain.” This is a clear empirical demonstration of Balmer’s (2013) insight that any elements from the historical past can be re-ordered to create a novel heritage.

These results confirm Holt’s prediction in 1998 that what is seen as authentic, and the appeal that such an authenticity has, will depend on the social cultural capital of the consumer.
Symbols of British Sixties' fashion and music, such as the mini-skirt and the Beatles, have become meaningful to Italians. When thinking about the British Sixties, today's Italians, similar to the youngest generations of the 1960s, are struck by the idea that any change is possible. Authenticity is a value for millennials (Halliday and Astafyeva 2014), providing an opportunity for the theory of COO, enriched by “omni-temporality,” to provide ways forward for “Made-in-Britain” brands to appeal to a new generation.

Our demonstration of temporal segmentation in practice makes a contribution to the COO literature in underlining this important element of how to make the topic managerially relevant (Samiee, 2010). Our findings offer value to international marketing theory and to its development as brands take over from products in the consumers' minds and become the focus for marketing effort (Thakor, 1996; Usunier, 2011). Indeed, they triangulate very usefully with Martin Martin and Cerviño’s findings and reinforce the advice they gave to international marketing managers.

Managers would benefit from considering product category and country aspects of their most valuable brands. Policy makers should encourage firms to promote a clear association between brands and countries (when these countries have a positive image) and discriminate between high and low involvement product categories Martin Martin and Cerviño (2011, p. 530).

In our study, the values associated with the British Sixties made them more appealing to a certain segment of Italian customers, at certain periods in time. Such resonances are important indicators of the omni-temporality of the Swinging Sixties as a point of reference and cultural understanding that can still have contemporary purchase. Such resonances can be seen in the Italian menswear brand Boggi's repeated use of the word “Gentleman” in the copy accompanying its advertisements for its tailored suits and country pursuit wear, and the way that the Corriere della Sera archive uses a demonstration based upon an Italian man in (presumably) his 1960s, searching for reports of a Beatle’s concert in Milan.

The notion that “change is possible” has lots of potential for international export managers to utilize with new brands or revitalize brands drawing upon COO. Necessarily, “change” will resonate differently according to specific contexts, across generations and between market segments. British companies operating in Italy might foster a brand image that is clearly related to the most relevant values contained within all or any of the “Made-in-Britain” myths, and aimed at reaching specific Italian consumers.

Further research might extend our analysis by identifying the omni-temporal elements within present-day COO perceptions, and their particular meanings for consumers in a range of contexts. This would uncover particular meanings for consumers in a range of contexts, presenting a possible range of suitable heritage sources, so as to deepen and tailor the discussion and practice of international branding. We have demonstrated that it would be interesting to note in further research on omni-temporality for COO effect any generational differences in responsiveness to key historical changes, such as the British Swinging Sixties, and to later periods of particular revival of iconic past times. We acknowledge the pluralist nature of cultural narratives and the travels undertaken by individual elements within national and ethnic myths (Dávila, 2012; Kitwana, 2005). We now wish to alert future international marketing researchers to the importance of considering of temporal dynamics in such analyses, while pointing out to international marketing managers the opportunities offered by omni-temporality for generating period-specific COO narratives that are sensitive to the needs and wants of local contexts and specific consumer segments. For different appeals to different consumer segments can be identified from the rich resource of COO values that inform “Made-in-Britain” perceptions in Italy.

As for the limitations of this work, the analysis has been conducted solely in relation to “made-in” values associated with one country (Britain) and one particular, though important, historical period (the 1960s). Furthermore, it has only considered how such “made-in” values
have been perceived by consumers in one single different country (Italy) and two, interconnected market sectors (fashion and music). Historians would, of course, argue that this constitutes a unique, unrepeatable, case. It is precisely this sensitivity to temporal specificities that characterizes the concept of omni-temporality, however, and which reinforces the importance of incorporating a temporal dimension into our understanding of the continuing relevance of COO to international marketing.

Notes
1. Il Burberry, *La Stampa*, February 1, 1919, p. 3.

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