

Brand Foreignness and Anger Decrease Purchase Intentions of Ethnocentric Consumers for National Icon Products

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ABSTRACT

The marketing literature lacks a thorough understanding of how emotions change ethnocentric consumers' brand quality perceptions and purchase intentions when there are two different nationality signals about the product evaluated (i.e., product nationality signal vs brand nationality signal). To address this gap, we conducted an empirical study (mixed-design ANOVA) with ethnocentric consumers to test whether anger and sadness change purchasing intentions and perceptions of brand quality for fictitious brands across two different product types (national icon product vs non-national icon product). The regression analysis indicates that when ethnocentric consumers are induced to feel anger, their purchase intentions for national icon products decrease significantly when the product has a foreign brand image. Because incidental anger (i.e., the feeling of anger carried over from a situation unrelated to the decision at hand) triggers stereotypical reasoning, angry ethnocentric consumers seem to focus on the nationality image of the brand rather than the nationality image of the product class (i.e., national icon products signaling a nation's heritage). Our study displays the powerful impact of incidental emotions on ethnocentric consumers' judgment and decision-making for brands with foreign vs domestic images.

Keywords: Emotions and Decision Making, Ethnocentrism, National Icon Products, Purchase Intentions.

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INTRODUCTION

When making product quality judgments and purchasing decisions, consumers consider many factors, such as a product's brand name and its origin (i.e., domestic vs foreign brands) (Mohan et al., 2018; Strizhakova & Coulter, 2015), and the product type involved (e.g., food vs luxury products) (Ger & Belk, 1996; Ger, 1999; Özsomer, 2012). Alongside these product-related concerns, consumers are affected by their feelings that are shaped by their shopping experiences as well as by their incidental emotions (George & Dane, 2016; Lerner, Li, Valdesolo, & Kassam, 2015; Pocheptsova et al., 2015; Schlosser, 2015; Szymkowiak et al., 2021). However, emotions can affect purchasing decisions differently depending on emotionally laden consumer characteristics such as ethnocentrism.

Ethnocentric consumers favor products of their nation as an emotional-political loyalty (Batra et al., 2000; Siamagka & Balabanis, 2015). How this emotional-political loyalty is subject to different emotional

experiences seems to be underexplored in the marketing literature. To address this gap, we empirically tested how brand quality perceptions and purchase intentions of ethnocentric consumers toward foreign or domestic brand names change by-product iconicity (i.e., whether a product is a national icon or not) and by emotional states. Specific emotional conditions trigger discrete judgments, which lead to disparate decisions (Dunning et al., 2017; George & Dane, 2016; Lerner et al., 2015; So et al., 2015; Su et al., 2018). Here, we focus on the most commonly experienced negative emotions, namely anger and sadness, which are important to examine as two of the six universal and basic emotions (Ekman, 1992; Escadas et al., 2020).

When individuals are angry, they engage in heuristic information processing in which they become more reliant on stereotypes (Foo, 2011; Lerner et al., 2015; Small & Lerner, 2008; Su et al., 2018; Tiedens & Linton, 2001). We expected to observe this information processing pattern in ethnocentric consumers' judgments when they are angry. As such, we expected that ethnocentric consumers

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focus on a stereotype of a national icon product belonging to a domestic brand by connecting the perceived brand foreignness of a national icon product and a negative brand quality, which eventually leads to less purchase intention. In comparison, when consumers are sad, we expect that they process information systematically and become less dependent on stereotypes such that their bias against foreign brands decreases. Thus, it is expected that sadness would weaken the influence of stereotypical reasoning (which associates a national icon product with a domestic brand) on consumer judgment and decision-making (Bodenhausen et al., 2000; Clore et al., 2001; Ger, 1999; Lerner et al., 2015; Small & Lerner, 2008; Tiedens & Linton, 2001). Before reporting details of our study, we first outline the relevant literature as follows.

LITERATURE REVIEW AND HYPOTHESES

Perceived Brand Foreignness and Perceived Brand Quality

Perceived brand foreignness is a concept derived from the country of origin literature (Batra et al., 2000; Zhou, Yang, & Hui, 2010). Country of origin studies inquire into consumer attitudes toward a product or a brand due to the originating country. In those studies, the 'country of origin effect' is accepted to shape consumer attitudes (Han, 2020; Herz & Diamantopoulos, 2017; Janda & Rao, 1997; Suh et al., 2016; C. K. Wang & Lamb, 1983; Wang & Heitmeyer, 2006). While the properties of a specific country cause the country-of-origin effect, the effect of perceived brand foreignness is not dependent on a particular country. The effect of perceived brand foreignness is different from the country-of-origin effect because it results from more general characteristics (i.e., whether the brand is perceived as foreign or domestic) (Askegaard & Ger, 1998). The critical point is consumers' perception matters rather than whether it is genuinely foreign or domestic (Askegaard & Ger, 1998; Batra et al., 2000; Samiee et al., 2005; Zhou et al., 2010).

Due to a complex global market and business environment, consumers may find themselves in a situation where they fail to detect the origin country of brands (Shimp et al., 2001; Zhou et al., 2010; Chen et al., 2020). In comparison, exploring the effect of perceived brand foreignness, which is the perception that a brand creates, can provide more meaningful results. Therefore, it is better to focus on the perceptions of consumers rather than the actual origin information. (Alden et al., 1999). Hence, "Perceived brand foreignness" (PBF) steps forth as a concept derived from the literature on the country of origin and can be defined as consumers' perception of

whether a brand is foreign or domestic (Batra et al., 2000; Zhou et al., 2010). Foreignness is not limited to a specific country, as consumer perception is related to a brand's more general characteristics and can be explained through perceived brand foreignness. Whether a brand is foreign or domestic is a more general categorical division in the mind of consumers than that of the origin country-oriented division (Batra et al., 2000; Samiee et al., 2005; Zhou et al., 2010), which is narrow in terms of being restricted to merely one country (Askegaard & Ger, 1998; Han, 2020).

The attractiveness of foreign brands, which affects consumers in developing countries, gives them an advantage over domestic brands (Alden et al., 1999; Batra et al., 2000; Zhou et al., 2010). This advantage results from associating the foreign brand image with being superior and upscale and having higher status, wealth, and allure. The domestic brand image is associated with being downscale and inferior (Ger et al., 1993; Ger, 1999; Wang and Heitmeyer, 2006; Zhou et al., 2010). Products of foreign brands are perceived to be of higher quality (Zhou et al., 2010). It is also illustrated that if a consumer in a developing country perceives a brand to be foreign, this positively impacts her/his attitudes toward the same brand (Batra et al., 2000; Sun et al., 2017). Hence, many domestic brands in developing countries come up with foreign names, symbols, and slogans to constitute a foreign (mainly Western) brand image (e.g., Lenovo in China) (Zhou et al., 2010).

The signaling theory explains the relationship between perceived brand foreignness and perceived brand quality. Due to the asymmetrical and imperfect information offered to consumers in the market environment, the brand attribute of foreignness becomes an indication of brand quality (Erdem & Swait, 1998; Erdem & Swait, 2004; Mandler, 2019). Hence, in developing countries, products of foreign brands have the image of higher quality, standards, and excellence (Zhou et al., 2010), as well as being identified with wealth, prestige, superiority, and higher status (Ger et al., 1993; Ger, 1999; Zhou et al., 2010). Foreign brands attract consumers of developing countries as they represent wealth, high quality, high status, and superiority. In line with the signaling theory, the brands perceived as foreign by consumers of developing countries enjoy higher quality perceptions (Ger et al., 1993; Ger 1999; Zhou et al., 2010).

Purchase Intention of Ethnocentric Consumers

One can construct a theoretical relationship between perceived brand quality and purchase intention by

adopting the accessibility-diagnostics theory, which argues that an individual's decision making, with respect to an object, is based on information coming from the memory and on the adequacy of that information to stimulate inferences for decision making (Feldman & Lynch, 1988; Swoboda et al., 2012; Swoboda & Hirschmann, 2016; Laufer & Wang, 2018; Abdellah-Kilani & Zorai, 2019).

Based on the accessibility-diagnostics theory, Swoboda and Hirschmann (2016) argue that "Perceived Brand Globalness" can be accepted as accessed information, which leads to decision-making for loyalty behavior through perceived value. Perception related to brand globalness (universality) is retrieved from the memory, and then this perception related to the brand is expected to be diagnostic in the determination of value. With the same logic, perceived brand quality can be considered information that one retrieves from memory; this perception of the brand is then expected to be diagnostic in the determination of the purchase intention of consumers (Feldman & Lynch, 1988; Swoboda et al., 2012; Swoboda & Hirschmann, 2016). From the literature above, we deduce that perceived brand quality increases the purchase intention of consumers.

Some consumers may favor domestic brands because of their ethnocentric concerns (Batra et al. 2000; Papadopoulos & Heslop, 1993). Domestic brands have become appealing because domestic brands make consumers feel close to their own culture. Domestic brands also inspire pride, originality, and prestige (Strizhakova & Coulter, 2015). Domestic brands can particularly benefit from this effect by using cultural resources to appeal to consumers' needs and desires (Ger, 1999; Swoboda et al., 2012).

From the perspective of social identity theory (Balabanis et al., 2019), ethnocentrism can be defined as perceiving one's own culture as favorable to others (Batra et al., 2000; Siamagka & Balabanis, 2015). In the context of consumption, it can be conceptualized as a concern of performing consumer behaviors that are in line with the interest of one's own country and higher quality perception of domestic products (Batra et al., 2000; Shimp & Sharma, 1987; Siamagka & Balabanis, 2015; Strizhakova & Coulter, 2015; Swoboda & Hirschmann, 2016; Watchravesringkan, 2011). The empowerment of nationalism, especially in developing countries, is another factor that can benefit domestic brands (Heinberg et al., 2016).

Empirical results from the studies of brand attitudes and ethnocentrism are inconsistent. Some studies demonstrate a negative relationship between perceived brand foreignness and the purchase intention of ethnocentric consumers. However, some illustrate no meaningful relationship or even a positive one, where an increase in brand foreignness increases purchase intention (Swoboda & Hirschmann, 2016). Some argue that domestic brand and product purchases are related more to consumers' characteristics (e.g., age, gender, and travel habits) (Nguyen et al., 2008; Strizhakova & Coulter, 2015). Another explanation of this inconsistency is that ethnocentrism effects vary depending on product type (Balabanis & Diamantopoulos, 2004; Balabanis et al., 2019).

Stemming from discussing the factors related to consumer ethnocentrism, we have two possible explanations for altering the brand foreignness effect. First, embarking on a product-type discourse, we focus on national icon products, defined as products reflecting the culture, traditions, and structure of a nation. We explain whether product iconicity interferes with ethnocentric consumers' quality perceptions and purchase intentions. We propose that when a foreign brand offers a national icon product, the quality perceptions of ethnocentric consumers decrease. We then direct our attention to the literature on decision-making and emotions by illustrating the role those incidental emotions take in the brand quality judgments and purchase intention decisions of ethnocentric consumers. As individuals alter behaviors and decisions due to incidental choices, we expect ethnocentric consumers to change their purchase-related decisions and behaviors when induced by incidental anger and sadness.

Factors Altering the Effect of Perceived Brand Foreignness

Holt (2003) argues that some brands perceived as 'national icons' can achieve success in the market and business through cultivating cultural relations with customers. These brands can communicate consumers' shared values and culture (Holt, 2003). Drawing on Holt's study, Özsomer (2012) defines "local iconness" as the degree to which a particular brand symbolizes local values, demands, and desires. She maintains that "perceptions of a brand being a good symbol of the country, embodying the local culture, and representing what the country is all about are included in the conceptual domain of local iconness." (Özsomer, 2012, p.73). Along the same line, some product types can be identified as local or national icons, meaning they reflect national history,

shared culture, and a common lifestyle. In their article Spielmann et al. define a “nationally-iconic product” as a collective memory of a nation (2020, p.390). Our study maintains that depending on the product iconicity, ethnocentric consumers’ quality perception changes as brand foreignness changes. There is support in the literature: for instance, Mohan et al. (2018) mention that one can expect a particular product type to be domestic due to consumer tastes. Also, culture and history are embedded in some products; one can observe this in nations’ consumption habits. Kravets (2012) provides a clear illustration of this through the identification of vodka with Russian culture and nationality. Moreover, in such culturally related products, one can assert that consumers have a higher quality perception of domestic brands. The food and organic fiber categories are examples of this (Hustvedt et al., 2013; Özsoyer, 2012; Strizhakova & Coulter, 2015).

We propose that for ethnocentric consumers who prioritize their cultural connections, differentiation in perceived brand quality occurs as the product type changes from national icon to non-national icon. For those consumers, the degree of product iconicity determines the relationship between perceived brand foreignness and perceived brand quality. In other words, when ethnocentric consumers consider product type output of their national or cultural history and associate it with the shared lifestyle, they expect that product to belong to a domestic brand. They will perceive it as lower quality if the product is thought to belong to a foreign brand. Whereas, for product types classified as non-national icons, perceived brand foreignness has a decreasing effect on perceived brand quality, which eventually diminishes purchase intention.

H1a: Perceived brand quality of ethnocentric consumers differentiates depending on the perceived foreignness and the product iconicity

H1b: Purchase intention of ethnocentric consumers differentiates depending on the perceived foreignness and the product iconicity

H2a: Through the perceived brand quality of ethnocentric consumers, perceived brand foreignness has a positive indirect effect on purchase intention for the non-national icon products

H2b: Through the perceived brand quality of ethnocentric consumers, perceived brand foreignness has a negative indirect effect on purchase intention for the national icon products

The interaction of the product iconicity and perceived brand foreignness is expected to affect perceived brand quality because ethnocentric consumers evaluate the brand’s quality depending on the combination of the brand’s foreignness and product iconicity of the product. Then this is expected to be followed by the evaluation of their purchase intention.

The Effect of Emotions

According to many psychologists, most of the decisions we make are led by emotions (Lerner et al., 2015). This finding displays emotions’ powerful influence on decision-making (Khatoon & Rehman, 2021; Lerner et al., 2015). As the psychology literature states, emotions are divided into integral emotions (which are related to the task at hand) and incidental emotions (which are not normatively associated with the task and the decision) (Lerner et al., 2015; Schlosser, 2015). These two categories of emotions constitute the immediate emotions one feels when making a decision (Dunning et al., 2017). It has been argued that incidental emotions are effective in decision-making for the short- and long-term in every aspect of our life (George & Dane, 2016; Schlosser, 2015).

Regarding emotions, judgments, and decision-making, two remarkable theoretical accounts stand out, the valence approach and the appraisal tendency framework (ATF). The valence approach (global positive-negative effect), which argues that feelings with the same valence lead to similar decision-making, has been widely accepted (Bogazzi et al., 2016; Desteno et al., 2014; Lerner & Keltner, 2000; Mukhopadhyay et al., 2018; Troilo et al., 2014). According to this approach, all positive emotions promote similar judgments, most likely positive; all negative emotions give rise to pessimistic judgments (DeSteno et al., 2000; Escadas et al., 2020; Lerner & Keltner, 2000). However, the appraisal tendency framework (ATF) argues that, contrary to the valence-based approach, emotions of the same valence (positive or negative value) are crucially different (Lerner et al., 2015). By linking appraisal processes (which are associated with particular emotions) to different choice outcomes, ATF suggests that specific emotions lead to discrete decision-making behaviors (Lerner et al., 2015; So et al., 2015; Su et al., 2018). It is also known that consumers make different judgments and choices under distinct emotions and on the grounds of the appraisal tendency framework, within and across the valences (Han et al., 2007; So et al., 2015; Su et al., 2018). We argue that consumers’ emotions interfere with the impact of consumers’ brand foreignness perceptions and purchase intentions.

We chose anger and sadness as the emotions to experiment with because they are two of the six universal emotions and, despite having the same valence, their impact on individuals is expected to be different (Ekman, 1992; Foo, 2011; Lerner et al., 2015; Small & Lerner, 2008; So et al., 2015; Su et al., 2018; Tiedens & Linton, 2001).

H3a: Perceived brand quality of ethnocentric consumers differentiates depending on the perceived foreignness and the incidental emotions of anger and sadness

H3b: Purchase intention of ethnocentric consumers differentiates depending on the perceived foreignness and the incidental emotions of anger and sadness

Smith and Ellsworth (1985) posit that each emotion has different appraisal dimensions with distinct patterns related to certainty, pleasantness, attentional activity, control, anticipated effort, and responsibility. Each emotion has a core appraisal theme, which gives rise to specific outcomes (Han et al., 2007; Kemper & Lazarus, 1992). Depending on appraisal dimensions and core appraisal themes, all emotions have a certain appraisal tendency (Han et al., 2007; Lerner & Keltner, 2000; So et al., 2015). Specific appraisal tendencies lead to certain content and depth of thoughts that cause individual judgments and decisions (Han et al., 2007; So et al., 2015). Depth of thought or information processing is associated with the certainty dimension of emotions (Tiedens & Linton, 2001). Hence, the certainty dimension is decisive in terms of whether the information processing type is either heuristic or systematic (Lerner et al., 2015). When the certainty level of individuals is low, they engage in systematic processing.

On the contrary, individuals with a high certainty level practice heuristic processing based on cues. In cases where stereotypes exist, the high certainty level dimension of emotion appraisals promotes confirmation of the stereotype (Tiedens & Linton, 2001). Because during information processing, stereotypes which are accepted norms, function as heuristic cues and offer a foundation for a member of a social group to engage in quick responses or mental shortcuts concerning particular properties of an outgroup (Bodenhausen, Kramer, & Siisser, 1994; Chen et al., 2020; Davvetas & Halkias, 2019). During this process, the in-group vs outgroup status of brand images affects consumer stereotypes. Accordingly, consumers form their stereotypical expectations about cultural products. The reason is that symbolic values are crucial for manifesting stereotypes that form views and beliefs (Askegaard & Ger, 1998). Considering these, when examining the effect of two universal emotions

on consumer decision-making, differentiation becomes apparent (although their impacts were initially thought to be the same due to being of the same valence).

Individuals who are subject to incidental anger become more confident about their initial preferences and less confident about new information (Agrawal et al., 2013; George & Dane, 2016). Connected with the appraisal dimension of anger, one can observe a high level of certainty in those individuals (Lerner et al., 2015; So et al., 2015; Su et al., 2018; Tiedens & Linton, 2001). Through the meta-level sense, they begin to be more confident in their judgments and think they do not need extra information. Also, their engagement in information scrutiny decreases (Small & Lerner, 2008). In that case, individuals with incidental anger, due to a high certainty level, engage in heuristic processing and depend on stereotypes more than those in a neutral state (Clore et al., 2001; Tiedens & Linton, 2001). Anger empowers the tendency to reassure the individuals' perspectives (Clore et al., 2001). In the context of our study, 'the stereotypic expectation', which is to be confirmed (Ger et al., 1999), is that a domestic brand would offer a national icon product. Therefore, the high perceived brand foreignness of a national icon product serves as a cue. One would expect consumers under the influence of anger to rely on this cue and consider the product lower quality. As a result, we expect ethnocentric consumers with incidental anger to be negatively affected by the perceived brand foreignness of a national icon product; this promotes further negative product quality of brand perceptions and thus decreases their purchase intentions.

H4a: When a brand is perceived as foreign, its interaction with anger has a decreasing indirect effect on the purchase intention of ethnocentric consumers for national icon products

Sadness is related to a low level of certainty and creates a meta-sense of caution due to this lower confidence level. Under the influence of sadness, individuals process information deeper before arriving at a judgment (Small & Lerner, 2008). Their decision-making strategies about the information they are processing become more detail-oriented (Bodenhausen et al., 2000). Factors other than brand foreignness and product iconicity guide the judgment procedure. Consumers' stereotype attenuates in the sense that consumers do not expect (or expect less) a national icon product belonging to a domestic brand. Thus, heuristic cues become less influential in decision-making. In that case, individuals with incidental sadness, due to a low certainty level, engage in systematic processing (Tiedens & Linton, 2001). As a result of higher

information scrutiny (Small & Lerner, 2008), the perceived brand foreignness of a national icon product type serves as a cue, which is expected to have a reduced effect on consumers because of the influence of sadness. Hence, we expect those ethnocentric consumers to be influenced less by the effect of a national icon's perceived brand foreignness; this weakens negative perceptions and increases purchase intention.

H4b: When a brand is perceived as foreign, its interaction with sadness has an indirect effect, which increases purchase intention for ethnocentric national icon products.

METHODOLOGY

Research Design

This research has an independent variable of perceived brand foreignness (X), a dependent variable (Y) of purchase intention of ethnocentric consumers, a mediator variable (M) of perceived brand quality, and a moderator variable of the emotions (W) of sadness, anger, and neutral state (which is a control group). The experiment is done with two different product types (a national icon product and a non-national icon product). Both the unit of observation and the unit of analysis are individuals who are Turkish ethnocentric consumers.

First, 154 participants were assigned to three emotion induction conditions: anger, sadness, and neutral (control), with 45 participants in anger, 54 participants in sadness, and 45 participants in the control group. The participants were told to answer questions related to the national icon product and the non-national icon product, and brands with foreign and domestic images for each condition.

Then we conducted simple and moderated mediation analyses to present a causal and conditional link among the variables.

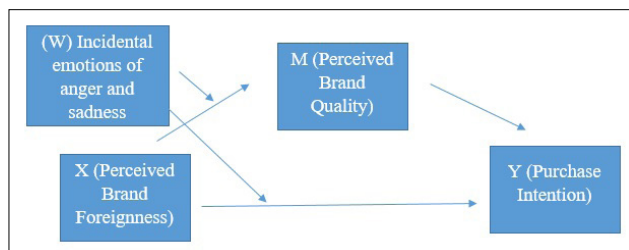


Figure 1. Conceptual Diagram

Sample

Following our unit of observation, the sample is comprised of Turkish ethnocentric consumers. Initially, we used convenience sampling to reach Turkish consumers. 301 individuals responded to the survey questionnaire. Through purposive sampling, we selected respondents who have the characteristics of Turkish ethnocentric consumers. The appropriateness of these characteristics is evaluated based on the questions adapted from Batra et al. (2000) and Shimp and Sharma (1987). Out of 301, only 154 respondents fit the criterion.

Procedure and Material

Pre-study: Selection of Product as National Icon

Following the measures of Batra et al. (2000) and Steenkamp et al. (2003), 19 Turkish participants were subjected to an open-ended online survey to report the products they consider to be national icons. After the open-ended survey, a closed-ended survey questionnaire was conducted with 17 Turkish participants in which they selected a national and a non-national icon product. They received 10 item surveys; the surveys reveal that the rug was chosen as the national icon product, and the computer was chosen as the non-national product. The surveys were originally in Turkish and translated later into English.

Main Study

Once the products were selected, we prepared the survey questionnaire for the main study in Qualtrics. We included demographic questions of gender, age, education level, and profession. We also provided consumer ethnocentrism with a 3-item 7-point Likert scale, which is the adaptation of the CETSCALE of Shimp and Sharma (1987). Without giving country of origin details but hinting at foreignness or localness through brand story and name (De Meulenaer et al., 2015), we introduced two rugs brands Hypnos and Piyan, and two

Table 1: Brand Matrix

	National Icon	Non-national Icon
Foreign	Hypnos	C-Novus
Domestic	Piyan	Tektem

brands of computers, C- Novus and Tektem. Then we provided a 3-item 7-point Likert scale of perceived brand foreignness (PBF) adapted from Batra et al. (2000).

Table 2: Perceived Brand Foreignness Point of Brands

	PBFHypnos	PBFPiyan	PBFCNovus	PBFTektem
Valid	301	300	301	298
Missing	1	2	1	4
Mean	4.049	2.708	5.060	2.620
Std. Deviation	1.422	1.203	1.386	1.150

For Hypnos 301, Piyan 300, C-Novus 301, and Tektem 298, participants provided perceived brand foreignness points.

Following the procedures of Wingenbach et al. (2019) and Lerner et al. (2003), we then carried out emotion induction. Participants were presented with a vignette and a picture that would presumably put them into one of the three emotional conditions (incidental anger, incidental sadness, and control). They were asked about the level of sadness and anger they felt on a 7-point Likert scale. Adapting from Yoo and Donthu (2001), we employ the 7-point scale to measure the participants' perceived brand quality and purchase intention for each brand.

Control Variables

We control for several variables, either during experimentation or analyses. In the experiment, participants were informed about four brands' products and were given information about price and accessibility. We use similar wording regarding accessibility and price across brands to control for these two variables: product price and product accessibility (APPENDIX C). We have these control variables to ensure a brand's product was not chosen over another out of product's lower price or easier access to the product. During ANOVA and OLS regression analysis, the gender, age, education level, and professions of participants were controlled as covariates.

Data Analysis

Initially, we checked if the introduced brands were perceived as expected (either foreign or domestic) by analyzing respondents' PBF points. If the PBF was over 3.5 (out of 7), we accepted it as foreign, and if not, we considered it domestic (It is because the mean of the sample in terms of ethnocentrism score is approximately 3.5). We only incorporated respondents who were classified as ethnocentric consumers (with ethnocentrism point above 3.5).

In the first step, we conducted a 3x2x2 ANOVA to test the effect of PBF in interaction with emotional states and product type on the mediator, which is perceived brand quality (PBQ). Then we did the same analysis for the dependent variable, purchase intention (PI). There are three emotions between the groups: anger, sadness, and control. Participants were assigned to either anger, sadness, or the control group. For experimental manipulation to be successful, points given to feeling sadness should be higher than those for feeling anger in the sadness group, and the points given to feeling sadness should be lower than those for feeling anger in the anger group; neither sadness nor anger should be felt in the control group. For product type, there are two categories: national icon and non-national icon. All participants were subjected to questions concerning the national icon product (rug) and the non-national icon product (computer). There are two PBFs within the groups: foreign and domestic. Based on PBF points,

Hypnos and C-Novus are perceived as foreign, while Piyan and Tektem are considered domestic (as we expected). Likewise, all respondents were provided with questions related to domestic and foreign brands.

We selected the respondents who scored above 3.5 on the average ethnocentrism scale to participate in the experiment. With the minimum point of 3.67 and the maximum point of 7, 154 individuals fulfill the criterion.

Table 3: 3x2x2 Mixed Design with Repeated Measures for the Last Two Factors

		Brand Perception (Within- Repeated Measures)		Product Type (Within- Repeated Measures)	
		Foreign	Domestic	National Icon	Non-national Icon
Number of Experiment Participants (Between)	Control	45	45	45	45
	Anger	45	45	45	45
	Sadness	54	54	54	54

Table 4: Descriptive Statistics of Participants

	Consumer Ethnocentrism
Valid	154
Missing	0
Mean	5.067
Std. Deviation	0.990
Minimum	3.667
Maximum	7.000

Secondly, we ran OLS regressions using the conditional process analysis with simple mediation for each of the brands, one by one, using Model 4 from Hayes (2018). In this model, PBF is the independent variable (X), PBQ is the mediator (M), and PI is the dependent variable (Y).

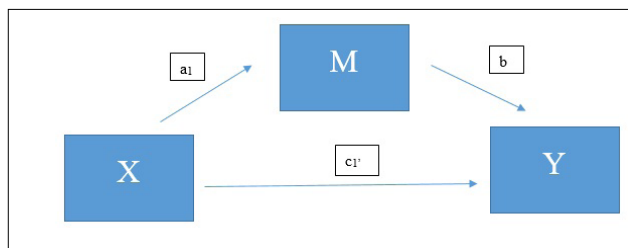


Figure 2. Statistical Diagram of Model 4

In the next step, we undertook the OLS regression of moderated mediation with Model 8 (Hayes, 2018). We kept all the variables of Model 4 the same while adding emotional state as the moderator (W). To analyze the changes in effect across emotions, we carried out this procedure for the brand Hypnos. As hypotheses 4a and 4b encompass the brand that is perceived as foreign (on average) and has a national icon product, only Hypnos is the subject of this last analysis.

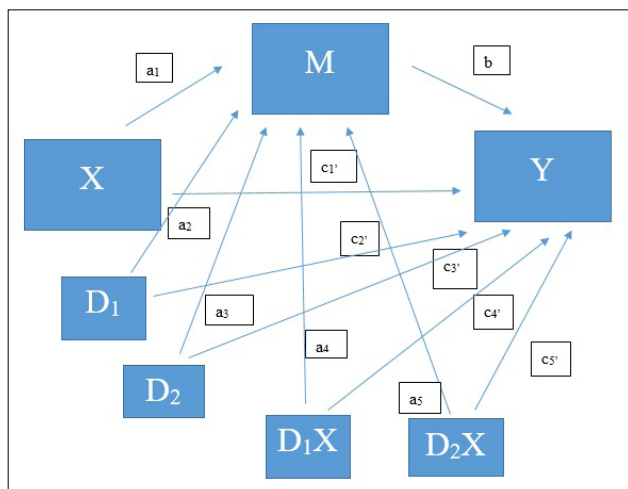


Figure 3. Statistical Diagram of Model 8

RESULTS

Out of 154, 144 participants were successfully manipulated during the experiments, with a group distribution as follows: 45 in control, 54 in sadness, and 45 in anger. The manipulation of 10 participants was not successful because they didn't feel as we expected them to. As a result, they didn't partake in the experimental groups.

Table 5: Distribution of Participants Across Groups

	Emotional State Groups			
	Control (1)	Sadness (2)	Anger (3)	NaN
Valid	45	54	45	0
Missing	0	0	0	10

We conducted 3x2x2 ANOVA to test the effect of PBF in interaction with emotional state and product type on PBQ and PI. As the results display, the product type's interaction effect and perceived brand foreignness on perceived brand quality are statistically significant on perceived brand quality (p<0.001). Thus, our findings confirm H1a. Also, the interaction effect of product type and perceived brand foreignness on purchase intention is statistically significant (p<0.01). Therefore, our findings confirm H1b as well.

In the same manner, the results illustrate that the interaction effect of emotional conditions (experimental condition) and perceived brand foreignness is statistically significant on perceived brand quality (p<0.01). Hence, our findings confirm H3a. Moreover, the interaction effect of the emotional condition (experimental condition) and perceived brand foreignness on purchase intention is statistically significant (p<0.001). Therefore, our findings confirm H3b.

For Hypnos, the indirect effect of perceived brand foreignness is statically insignificant (p>0.5). Likewise, it is nonsignificant for Piyan (p>0.5). Therefore, our findings cannot confirm H2a (through the perceived brand quality of ethnocentric consumers, perceived brand foreignness has a negative indirect effect on purchase intention for the national icon products).

For C-Novus and Tektem, perceived brand foreignness's indirect effect is statistically insignificant (p>0.5). Therefore, our findings cannot confirm H2b.

For Hypnos, the conditional indirect interaction effect of perceived brand foreignness and anger is statistically significant because the confidence interval does not

Table 6: Within Subject Effect on Purchase Intention

	Sum of Squares	df	Mean Square	F	p
Product Type	1.253	1	1.253	1.412	0.237
Product Type * Emotional State	1.804	2	0.902	1.017	0.365
Product Type * Gender	2.381	1	2.381	2.683	0.104
Product Type * Age	2.728	1	2.728	3.075	0.082
Product Type * Education	0.448	1	0.448	0.505	0.479
Product Type * Job	0.405	1	0.405	0.456	0.501
Residual	119.776	135	0.887		
Brand Foreignness	12.302	1	12.302	4.543	0.035
	126.535	2	63.267	23.366	< .001
Brand Foreignness * Gender	7.949	1	7.949	2.936	0.089
Brand Foreignness * Age	23.924	1	23.924	8.835	0.003
Brand Foreignness * Education	1.537	1	1.537	0.568	0.452
Brand Foreignness * Job	22.117	1	22.117	8.168	0.005
Residual	365.540	135	2.708		
Product Type * Brand Foreignness	13.966	1	13.966	7.593	0.007
Product Type * Brand Foreignness * Emotional State	0.282	2	0.141	0.077	0.926
Product Type * Brand Foreignness * Gender	2.908	1	2.908	1.581	0.211
Product Type * Brand Foreignness * Age	0.002	1	0.002	9.278e -4	0.976
Product Type * Brand Foreignness * Education	3.372	1	3.372	1.833	0.178
Product Type * Brand Foreignness * Job	1.704	1	1.704	0.927	0.337
Residual	248.299	135	1.839		

Table 7: Within Subject Effects on Perceived Brand Quality

	Sum of Squares	df	Mean Square	F	p
Product Type	0.867	1	0.867	0.818	0.367
Product Type * Emotional State	6.860	2	3.430	3.237	0.042
Product Type * Gender	1.603	1	1.603	1.512	0.221
Product Type * Age	3.749	1	3.749	3.538	0.062
Product Type * Education	3.225	1	3.225	3.044	0.083
Product Type * Job	0.149	1	0.149	0.140	0.709
Residual	145.174	137	1.060		
Brand Foreignness	1.906	1	1.906	1.188	0.278
Brand Foreignness * Emotional State	75.499	2	37.750	23.542	< .001
Brand Foreignness * Gender	0.808	1	0.808	0.504	0.479
Brand Foreignness * Age	11.893	1	11.893	7.417	0.007
Brand Foreignness * Education	0.956	1	0.956	0.596	0.441
Brand Foreignness * Job	6.691	1	6.691	4.173	0.043
Residual	219.680	137	1.604		
Product Type * Brand Foreignness	25.820	1	25.820	20.012	< .001
Product Type * Brand Foreignness * Emotional State	13.359	2	6.680	5.177	0.007
Product Type * Brand Foreignness * Gender	15.029	1	15.029	11.648	< .001
Product Type * Brand Foreignness * Age	0.392	1	0.392	0.304	0.582
Product Type * Brand Foreignness * Education	8.090	1	8.090	6.270	0.013
Product Type * Brand Foreignness * Job	0.617	1	0.617	0.478	0.491
Residual	176.768	137	1.290		

Table 8: Points Estimates from OLS Regression for Brand Hypnos

Model 4	coeff	se	t	p	LLCI	ULCI
Constant	.8821	.8002	1.1024	.2721	-.6993	2.4635
PBFHypnos	-.0950	.0681	-1.3948	.1652	-.2297	.0396
PBQHypnos	.7809	.0673	11.6051	.0000	.6479	.9138
Gender	-.1108	.2033	-.5448	.5867	-.5126	.2910
Age	-.0376	.0779	-.4826	.6301	-.1916	.1164
Education	.0324	.1136	.2855	.7757	-.1921	.2570
Job	.0216	.0460	.4700	.6391	-.0693	.1125

Table 9: Points Estimates from OLS Regression for Brand Piyan

Model 4	coeff	se	t	p	LLCI	ULCI
Constant	1.4012	.8295	1.6892	.0933	-.2384	3.0408
PBFPiyan	-.0277	.0803	-.3446	.7309	-.1865	.1311
PBQPiyan	.8431	.0655	12.8758	.0000	.7137	.9726
Gender	-.0932	.2060	-.4524	.6517	-.5004	.3140
Age	.0621	.0770	.8068	.4211	-.0900	.2143
Education	.0245	.1151	.2128	.8318	-.2031	.2521
Job	-.1127	.0458	-2.4610	.0150	-.2032	-.0222

Table 10: Points Estimates from OLS Regression for Brand C-Novus

Model 4	coeff	se	t	p	LLCI	ULCI
constant	-.3615	.6814	-.5306	.5965	-1.7081	.9850
PBFCNovus	.0072	.0605	.1196	.9050	-.1123	.1268
PBQCNovus	.9346	.0502	18.6094	.0000	.8354	1.0339
Gender	.1610	.1487	1.0825	.2808	-.1329	.4550
Age	-.0765	.0578	-1.3228	.1879	-.1907	.0378
Education	.0456	.0872	.5231	.6017	-.1267	.2180
Job	.0039	.0344	.1141	.9093	-.0640	.0719

include 0. Furthermore, it has a decreasing effect of -0.2530. Thus, our findings confirm H4a.

For Hypnos, the indirect interaction effect of perceived brand foreignness and sadness is statistically significant, as the confidence interval does include 0. Therefore, our findings cannot confirm H4b.

Based on the analysis, for Hypnos, the first model has an R of 0.5579 and R² of 0.3112, which explains the variation

in perceived brand foreignness by 31%.

The second model has an R of 0.7718 and R² of 0.5956, which explains the variation in purchase intention by 59%.

An important point that deserves attention is the positive direct effect of perceived brand quality on purchase intention for the national icon product and the non-national icon product. It is statistically significant in

Table 11: Points Estimates from OLS Regression for Brand Tektem

Model 4	coeff	se	t	p	LLCI	ULCI
constant	.8386	.5476	1.5315	.1278	-.2436	1.9209
PBFTektem	.0423	.0650	.6510	.5161	-.0861	.1707
PBQTektem	.9980	.0528	18.9023	.0000	.8937	1.1024
Gender	-.2055	.1511	-1.3599	.1759	-.5040	.0931
Age	-.0581	.0563	-1.0309	.3043	-.1694	.0532
Education	-.0345	.0827	-.4176	.6769	-.1980	.1289
Job	-.0602	.0330	-1.8248	.0701	-.1254	.0050

Table 12: The Indirect Effect of Moderator on Purchase Intention through PBQ (Hypnos)

Emotional State	Effect	BootSE	BootLLCI	BootULCI
1(Control)	.2163	.1400	-.0803	.4655
2(Sadness)	.0349	.0905	-.1434	.2166
3(Anger)	-.2530	.0901	-.4388	-.0889

Table 13: Model 8 Summary for The Brand Hypnos When the Outcome Variable is Perceived Brand Quality

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.558 ^a	.311	.265	1.321	.311	6.727	9	134	.000

Table 14: Model 8 Summary for The Hypnos When the Outcome Variable Is Purchase Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.772 ^a	.596	.565	1.09510	.596	19.588	10	133	.000

all of the models ($p < 0.001$).

DISCUSSION

Our study empirically analyzes the effect of incidental emotions on the purchase intention of ethnocentric consumers depending on product iconicity (i.e., whether a product is a national icon or not). Our results indicate that under the influence of incidental anger, ethnocentric consumers' purchase intention for national icon products decreases significantly when they consider the brand foreign. As incidental anger activates stereotypical reasoning, angry ethnocentric consumers concentrate on brand image instead of product iconicity. Our study

reveals the influential effect of incidental emotions on the ethnocentric consumer decision making

Theoretical Implications

Signaling theory can explain the relationship between perceptions of brand foreignness and brand quality, but this relationship varies depending on the ethnocentric consumerism in developing countries (Papadopoulos & Heslop, 1993; Erdem & Swait, 1998, 2004; Batra et al., 2000; Zhou et al., 2010). Beyond that, this explanatory power only finds its meaning if the concept of national icon products (Holt, 2003; Özsoyner, 2012; Spielmann et al., 2020) is introduced to interact with the brand's

foreignness. The results display that what foreignness symbolizes and signals about brand quality in developing countries differs for ethnocentric consumers when the national iconness of a product interacts. Thus, our findings are in line with the signaling theory.

The signaling theory explains the relationship between perceived brand foreignness and perceived brand quality (Papadopoulos & Heslop, 1993; Erdem & Swait, 1998, 2004; Batra et al., 2000; Zhou et al., 2010). Similarly, the accessibility-diagnostics theory explains the relationship between perceived brand quality and purchase intention (Abdellah-Kilani & Zorai, 2019; Feldman & Lynch, 1988; Laufer & Wang, 2018; Swoboda & Hirschmann, 2016; Swoboda et al., 2012). In other words, when these two theories go hand in hand, they can provide a link between perceived brand foreignness and purchase intention, which can add value to the concept of perceived brand foreignness and its effects. Our findings support this link by displaying that foreignness signals quality for the national icon product when ethnocentric consumers are incidentally angry. Under every condition, brand quality becomes accessible (as well as diagnostic) for purchase-related decisions.

This research is indicative of the validity of the appraisal tendency framework (Lerner et al., 2015) in the field of consumer behavior. One of the manifestations of the appraisal tendency framework in consumer judgments is the differentiation in brand quality perception when incidental emotions and brand foreignness perception interact. The results exhibit the difference in purchase intention decisions among anger-induced, sadness-induced, and neutrally kept ethnocentric consumers due to differences in their certainty level (Lerner et al., 2015; Small & Lerner, 2008; So et al., 2015; Tiedens & Linton, 2001). The framework states that anger-induced individuals tend to rely on stereotypes (Bodenhausen et al., 1994; Clore et al., 2001; Ger et al., 1999; Lerner et al., 2015; Small & Lerner, 2008; Tiedens & Linton, 2001) when they make brand judgments and purchase decisions.

According to social identity theory, ethnocentric consumers should associate buying from foreign brands with an outgroup behavior, while they should associate buying from a domestic friend with an in-group behavior (Balabanis et al., 2019; Batra et al., 2000; Shimp & Sharma, 1987; Siamagka & Balabanis, 2015; Strizhakova & Coulter, 2015; Swoboda & Hirschmann, 2016). In contrast with the social identity theory, this study illustrates those individuals with consumer ethnocentrism do not always embrace in-group behaviors. Some ethnocentric consumers do not disapprove of foreign brands because

of their emotional conditions. Their lack of disapproval originates from the differences in emotional (which are incidental) conditions that ethnocentric consumers experience. As a result, we can discuss that our findings contradict the social identity theory.

Managerial Implications

It is clear that there is no increasing effect of perceived brand foreignness on perceived brand quality for ethnocentric consumers, especially when it comes to national icon products. Furthermore, under certain conditions (when ethnocentric consumers are angry), perceived brand foreignness decreases brand quality perceptions. Thus, it may be a safe option for brand managers to create a domestic brand image in a developing country if they target that country's ethnocentric consumers. This option is not necessary for branding non-national icon products but strongly advisable for branding national icon products.

One of the most important managerial implications of this study is the illustration of the role that emotions play in the consumption context based on the appraisal tendency framework (Lerner et al., 2015). As this research's scope embodies consumers with ethnocentric concerns, we can suggest that the managers of companies that target those consumers should acknowledge the determining effect of incidental emotions (Schlosser, 2015; Siamagka & Balabanis, 2015). Particularly if a company markets a national icon product of a particular nation but is a foreign actor for that nation, incidental emotion's influence becomes significant. In this case, ethnocentric consumers have a decreased purchase intention for the brand when they are induced with anger because of stereotypic expectations of consumers that act as cues for purchase decisions (Bodenhausen et al., 1994; Clore et al., 2001; Ger et al., 1999; Tiedens & Linton, 2001). The results demonstrate that anger-induced consumers are less likely to buy a national icon product offered by a foreign company because they become more dependent on their stereotypes due to an increase in the certainty dimension of appraisals (Clore et al., 2001; Lerner et al., 2015; Tiedens & Linton, 2001). Thus, it would be logical for managers of those companies to adopt policies and implementations to create anger-free environments, specifically if they want to win ethnocentric consumers' hearts.

Another significant managerial implication is how ethnocentric consumers regard brand quality. The results illustrate that in all of the models, brand quality perceptions are highly correlated with the purchase

intention decisions of participants (Bou-Llusar et al., 2001; Saleem et al., & Ahmed, 2015; Sweeney et al., 1999). For managers, apprehending the drivers of perceived brand quality is of vital importance. It confirms previous studies in a way that once managers ensure that quality perception is enhanced, it is reasonable to expect that the purchase intention of consumers would increase.

LIMITATIONS

Just like any other research, this research is not without its limitations due to time and convenience concerns. Our sample is small in number. Furthermore, although we employed purposive sampling according to an ethnocentrism scale, the initial sampling is still based on convenience. Therefore, our ethnocentric consumer sample does not comprise individuals with merely primary education or no education at all. Similarly, there is no blue-collar worker in our participant group. Thus, our results cannot be generalized to the whole population of Turkish ethnocentric consumers. It would be ideal to conduct this research with a larger sample that includes a broader range of demographics.

Another limitation is that the experimental conditions were restricted in this research. During the experiment, an actual laboratory environment could provide a position of higher command over participants' engagement in the process. Future research can investigate consumers' brand or product property judgments and purchase intention decisions when characteristics other than consumers' ethnocentrism are the case. Also, the role of emotions — whether incidental or integrated — is worth attention. Furthermore, carrying out similar research in other developing countries would offer us a valuable opportunity to juxtapose the results. Comparing the emotion-laden decision-making processes of consumers of a developed country with consumers of a developing country would be very interesting.

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