

WHEN DOES BRAND FOREIGNNESS MATTER FOR
ETHNOCENTRIC CONSUMERS IN DEVELOPING COUNTRIES?
THE ROLE OF EMOTIONS AND NATIONAL ICON PRODUCTS

A Master Thesis

by

ALIM YILMAZ

The Department of Management

Bilkent University

Ankara

July 2020

WHEN DOES BRAND FOREIGNNESS MATTER FOR ETHNOCENTRIC
CONSUMERS IN DEVELOPING COUNTRIES?
THE ROLE OF EMOTIONS AND NATIONAL ICON PRODUCTS

THE GRADUATE SCHOOL OF ECONOMICS AND SOCIAL SCIENCES
OF
İHSAN DOĞRAMACI BİLKENT UNIVERSITY

BY
ALIM YILMAZ

In Partial Fulfillment of the Requirements for the Degree of
MASTER OF SCIENCE IN MARKETING

THE DEPARTMENT
OF
MANAGEMENT
İHSAN DOĞRAMACI BİLKENT UNIVERSITY
ANKARA
July 2020

ABSTRACT

WHEN DOES BRAND FOREIGNNESS MATTER FOR ETHNOCENTRIC CONSUMERS IN DEVELOPING COUNTRIES? THE ROLE OF EMOTIONS AND NATIONAL ICON PRODUCTS

Yılmaz, Alım

MS in Marketing, Department of Management

Supervisor: Asst. Prof. Dr. Rasim Serdar Kurdoğlu

July 2020

It is widely known that an increase in the perceived quality of a brand significantly increases one's intention to purchase that brand. According to the signaling theory, the foreignness of a brand may act as a sign of quality. In developing countries, foreign brands originating from developed countries are identified with wealth, prestige, allure, and superiority; these features lead consumers to consider them higher quality. However, for ethnocentric consumers, as the social identity theory suggests, a higher perceived foreignness of a brand may become an out-group sign that decreases one's perception of brand quality, and which eventually decreases purchase intentions. Despite these expectations, there is no obvious pattern demonstrating a relationship between perception of brand foreignness, brand quality, and the purchase intentions of ethnocentric consumers. To explore a relevant pattern, I focus on the purchase intentions of

ethnocentric consumers for products that are categorized as national icons. As ethnocentric consumption hints at an emotional attachment to one's own culture, I investigate the effect of emotions on ethnocentric consumption through observing changes in the purchase intentions for national icons. Drawing on the appraisal tendency framework, I hypothesize that incidental emotions (i.e., mood) moderate the relationships among perceived brand foreignness, perceived brand quality, and purchase intentions in such a manner that each emotion has a distinct effect on judgments and decisions surrounding quality and purchase. ANOVA and OLS regression analyses illustrate that the national icon status of a product on its own does not have a statistically significant effect on the purchase decisions of ethnocentric consumers. By contrast, when the incidental emotion of anger is present, the purchase intention for national icon products with foreign brand names decreases significantly; incidental anger triggers a shallow heuristic decision which amplifies stereotypical reasoning.

Keywords: Emotions and Decision Making, National Icon Product, Perceived Brand Quality (PBQ), Perceived Brand Foreignness (PBF), Purchase Intention

ÖZET

MARKA YABANCILIK ALGISI GELİŞMEKTE OLAN ÜLKELERDEKİ ETNOMERKEZCİ TÜKETİCİLER İÇİN NE ZAMAN ÖNEMLİDİR?

DUYGULARIN VE MİLLİ İKON ÜRÜNÜN ROLÜ

Yılmaz, Alım

Yüksek Lisans, İşletme Bölümü

Tez Danışmanı: Dr. Öğretim Üyesi Rasim Serdar Kurdoğlu

Temmuz 2020

Marka kalite algısındaki artışın o markayı alma niyetini önemli ölçüde arttırdığı biliniyor. Sinyal teorisine göre marka yabancılığı kalite göstergesi olarak kabul ediliyor. Gelişmekte olan ülkelerde, bir markanın yabancılık algısının yüksek olması; zenginlik, prestij, çekicilik ve üstünlükle özdeşleştirilerek tüketicilerde yüksek kalite algısına yol açıyor. Sosyal kimlik teorisinin de öne sürdüğü üzere, etnomerkezci tüketiciler için bir markanın yüksek yabancılık algısı, dış grubu temsil etmesi sebebiyle marka kalite algısını ve dolayısıyla satın alma niyetini düşürebilir. Fakat beklenenin aksine, etnomerkezci tüketiciler için marka yabancılık algısı, marka kalite algısı ve satın almayla ilgili sabit bir

model sunulamamıştır. Bu çalışmada, böyle bir modeli bulabilmek amacıyla milli ikon olarak sınıflandırılan ürünler için etno-merkezci tüketicilerin alma isteğine odaklanıyorum. Etno-merkezci tüketim insanların kendi kültürüyle olan duygusal bağına işaret ettiğinden, duyguların etno-merkezci tüketim üzerine etkilerini milli ikonlar için alma niyetindeki değişimlere bakarak inceliyorum. Değerlendirme Meyili Sistemi'ni kullanarak her bir duygunun kalite ve satın almayla ilgili yargılar ve kararlar üzerinde kendine has bir etkisi olacak şekilde; insidental duyguların marka yabancılık algısı, marka kalite algısı ve satın alma arasındaki ilişkiyi modere ettiğini varsayıyorum.. ANOVA ve OLS regresyon analizleri gösteriyor ki sadece bir ürünün milli ikonluk statüsü etnomerkezci tüketicilerin satın alma niyeti üzerinde istatistiksel olarak anlamlı bir etkide bulunmuyor. Buna karşın, insidental kızgınlık duygusunun basmakalıp(stereotipik) muhamakeyi arttıran sık bir buluşsal karar verme sürecini tetiklemesi nedeniyle, mevcudiyeti yabancı isme sahip milli ikon ürünler için alma isteğinin önemli ölçüde düşüyor.

Anahtar Kelimeler: Duygular ve Karar Verme, Marka Kalite Algısı, Marka Yabancılık Algısı, Milli İkon Ürün, Satın Alma Niyeti

ACKNOWLEDGEMENTS

I would like to express my sincere appreciation to all those who have supported me in my endeavors to conduct research and write a master's thesis.

First of all, I wish to thank my supervisor and committee member Rasim Serdar Kurdoğlu. He has helped me with each and every phase of my research and has guided me in this thesis process. I wouldn't have made this progress if it was not for his deep knowledge in research, devoted supervising, and positive attitude. Second, I am grateful to my program director and committee member, Ahmet Ekici, for his support throughout the program. His contribution to my research, his advice in general, and his instructions in the course 'Marketing Theory' has been invaluable to me. In a similar fashion, I really appreciate my committee member Forrest Watson for his encouragement and recommendations that have helped me move forward. I give special thanks to Güliz Ger for providing the most valuable knowledge in her course 'Marketing Management' and for sharing her wisdom to enhance my research. Subsequently, I cannot thank Sezer Kadayıfçılar enough, my instructor in my undergraduate and graduate education experience at Bilkent University. Thanks to his statistics and quantitative method courses, I have gained remarkable knowledge and competence. He has also provided me with the most sincere and inspiring counsel.

I am profoundly grateful for my program coordinator, Remin Tantaoglu, for her welcoming approach from the beginning and helpful directions in the proceedings of the program.

I will be forever beholden to my friends: Merve Taslı, for supporting me in everything; Tuğçe Topçu, for providing me valuable recommendations; Ezgi Melisa Yüksel, for

galvanizing me to improve my research; and for Merve Filiz and Ofelya Yaltaöz, for motivating me constantly. I would also like to thank my classmates Tuğçe Özgen, Salar Amir Kabiri, and Orçun Turan for introducing me to their stimulating ideas to assist me further.

Finally, and above all, it is hard to find words to express my gratitude and appreciation to my beloved parents, Mesude and Erdal Yılmaz. They have given me the will power and backing when I needed it the most. Despite the hardships, they have not stopped helping me in every possible way. Without them, I wouldn't have made it this far.

TABLE OF CONTENTS

ABSTRACT	iii
ÖZET	v
ACKNOWLEDGEMENT	vii
TABLE OF CONTENTS	ix
LIST OF TABLES	xi
LIST OF FIGURES	xii
CHAPTER 1. INTRODUCTION	1
CHAPTER 2. LITERATURE REVIEW AND HYPOTHESES	6
2.1. Perceived Brand Foreignness and Perceived Brand Quality	6
2.2. Perceived Brand Quality and Purchase Intention	9
2.3. Purchase Intention of Ethnocentric Consumers	10
2.4. Factors Altering the Effect of Perceived Brand Foreignness	12
2.4.1. The Concept of National Iconness	12
2.4.2. Emotions and Decision Making	13
2.4.2.1. Emotions on Consumer Decisions	13
2.4.2.2. Discrete Effects of Emotions	14
CHAPTER 3. METOHOLOGY	18
3.1. Research Design	18
3.2. Sample	19
3.3. Procedure and Material	23
3.3.1. Pre-study: Selection of Product as National Icon	23
3.3.2. Main Study	23
3.4. Control Variables	24
3.5. Data Analysis	24
CHAPTER 4. FINDINGS	31
CHAPTER 5. DISCUSSION	40

12.1.	Theoretical Implications.....	40
12.2.	Managerial Implications.....	42
12.3.	Social Implications	43
12.4.	Limitations and Future Research	43
12.5.	Conclusion	45
REFERENCES.....		48
APPENDICES		56
14.1.	APPENDIX A	56
14.2.	APPENDIX B	58
14.3.	APPENDIX C	62

LIST OF TABLES

Table 1: Descriptive Statistics of Gender for the Initial Respondents.....	20
Table 2: Descriptive Statistics of Age for the Initial Respondents.....	20
Table 3: Descriptive Statistics of Education for the Initial Respondents	20
Table 4: Descriptive Statistics of Profession for the Initial Respondents.....	21
Table 5: Descriptive Statistics of Gender for the Main Participants	21
Table 6: Descriptive Statistics of Age for the Main Participants.....	22
Table 7: Descriptive Statistics of Education for the Main Participants	22
Table 8: Descriptive Statistics of Professions for the Main Participants.....	22
Table 9: 3×2×2 Mixed Design with Repeated Measures for the Last Two Factors	25
Table 10: Perceived Brand Foreignness Point of Brands	31
Table 11: Brand Matrix.....	32
Table 12: Descriptive Statistics of Participants	32
Table 13: Distribution of Participants Across Groups.....	32
Table 14: Within Subject Effect on Purchase Intention.....	34
Table 15: Within Subject Effects on Perceived Brand Quality	35
Table 16: Points Estimates from OLS Regression for Brand Hypnos.....	36
Table 17: Points Estimates from OLS Regression for Brand Piyan	36
Table 18: Points Estimates from OLS Regression for Brand C-Novus.....	37
Table 19: Points Estimates from OLS Regression for Brand Tektem	37
Table 20: The Indirect Effect of Moderator on Purchase Intention through PBQ (Hypnos)	38
Table 21: Model 8 Summary For The Brand Hypnos When The Outcome Variables Is Perceived Brand Quality	38
Table 22: Model 8 Summary For The Hypnos When The Outcome Variable Is Purchase Intention	39

LIST OF FIGURES

Figure 1: Conceptual Diagram.....	19
Figure 2: Statistical Diagram of Model 4	26
Figure 3: Statistical Diagram of Model 4 with covariates	27
Figure 4: Statistical Diagram of Model 8	28
Figure 5: Statistical Diagram of Model 8 with covariates	30

CHAPTER 1

INTRODUCTION

When making purchasing decisions, we take many factors of a product into account. First and foremost, we learn the brand of the product and pay attention to the properties of the brand (such as its being foreign or domestic). Product type is another element that shapes our expectations related to the brand. For instance, one may be inclined to buy domestic brands when purchasing food, but would prefer foreign brands when purchasing a luxury product such as perfume (Ger et al. 1993; Ger & Belk, 1996; Ger, 1999; Kravets, 2012; Özsomer, 2012; Strizhakova & Coulter, 2015; Mohan et al., 2018). The country we live in affects what we expect from a domestic brand and what we expect from a foreign one (Askegaard & Ger, 1998; Ger et al., 1999; Batra et al, 2000; Zhou et al., 2009; Varman & Costa, 2012). Besides these concerns, as consumers we are affected by our feelings shaped by our shopping experiences as well as by other incidental emotions that occur independently (Tiedens & Linton, 2001; Small & Lerner, 2008; Lerner et al., 2015; George & Dane, 2016; Dunning et al., 2017).

In this study, I aim to capture the association between consumer perceptions toward the brands they classify as foreign or domestic, and their purchase intentions as influenced by perceived brand quality, ethnocentrism, product type, and emotional conditions. For this purpose, I draw on research of country of origin (Lamb & Wang, 1983), perceived brand

foreignness (Batra et al, 2000; Zhou et al., 2009), perceived brand quality and purchase intention (Sweeney et al., 1999; Llusar et al., 2001; Saleem et al., 2015), consumer ethnocentrism (Shimp & Sharma, 1987; Batra et al., 2000; Siamagka & Balabanis, 2015; Strizhakova & Coulter, 2015; Swoboda & Hirschmann, 2016; Balabanis et al., 2019), local/national icon brands (Holt, 2003; Özsomer, 2012), and emotions and decision making (Tiedens & Linton, 2001; Small & Lerner, 2008; Lerner et al., 2015; George & Dane, 2016; Dunning et al., 2017). I engage in a quantitative empirical study and employ ANOVA and OLS regressions to test my hypotheses.

This study benefits from several theoretical perspectives. It draws on the signaling theory (Erdem & Swait, 1998, 2004) to explain how the brand property of foreignness serves as a cue for brand quality. Likewise, I utilize the accessibility-diagnostics theory to demonstrate the possibility of a positive relationship between perceived brand quality and purchase intention (Feldman & Lynch, 1988; Swoboda et al., 2012; Swoboda & Hirschmann, 2016; Laufer & Wang, 2018; Abdellah-Kilani & Zorai, 2019). Finally, the appraisal tendency framework is employed to explain the association between emotions and consumer decision making. This theory illuminates how emotions of the same valence lead to a distinct decision, which is very helpful in making sense of the consumer decision-making process (Lerner et al., 2015).

Perceived brand foreignness is a concept derived from the country of origin literature (Batra et al, 2000; Zhou et al., 2009). Country of origin studies inquire into consumer attitudes toward a product or a brand as a result of the originating country. In those studies, the ‘country of origin effect’ is accepted to shape consumer attitudes. (Lamb & Wang, 1983; Suh et al., 2016; Herz & Diamantopoulos, 2017; Kim & Park, 2017). While the country of origin effect is caused by the properties of a specific country, the effect of perceived brand foreignness is not dependent on a certain country. The effect of perceived brand foreignness is different than the country of origin effect, because it is the result of more general characteristics (i.e., whether the brand is perceived as foreign or domestic). The important point is the perception of the consumers and not whether a brand is genuinely foreign or domestic. (Askegaard & Ger, 1998; Batra et al. 2000; Samiee et al. 2005; Zhou et al. 2009).

In developing countries, due to the prestige and excellence associated with foreign (especially Western) brands, consumers perceive that products of foreign brands are higher quality and higher class (Ger et al. 1993; Ger & Belk, 1996; Ger, 1999; Batra et al., 2000; Strizhakova & Coulter, 2015). As the signaling theory suggests, the foreignness of a brand serves as a cue of quality in the eyes of customers (Erdem & Swait, 1998, 2004). Nevertheless, when consumers have ethnocentric concerns, their attitudes and perceptions of quality in regard to foreign-brand products decrease (it is claimed) in developing and developed countries (Heslop & Papadopoulos, 1993; Batra et al., 2000). This is because consumer ethnocentrism is argued to generate higher quality perceptions toward the products of one's own country, and lower quality perceptions toward the products of a foreign country. This case can be explained by the social identity theory, which suggests that ethnocentric individuals consider their own culture and its products superior to others (Shimp & Sharma, 1987; Batra et al., 2000; Siamagka & Balabanis, 2015; Strizhakova & Coulter, 2015; Swoboda & Hirschmann, 2016; Balabanis et al., 2019).

However, several studies have shown that ethnocentric consumers do not always have higher quality perceptions or a favorable attitude toward the products of domestic brands, or lower quality perceptions toward products of foreign brands. Contrary to ethnocentric expectations, they may perceive a foreign brand's product higher quality than one of a domestic brand and, therefore, they may intend to buy from foreign brands (Swoboda & Hirschmann, 2016). Thus, it is hard to expect that ethnocentric consumers would prefer domestic brands solely on the grounds of ethnocentric concerns. Instead, other factors (such as the individual characteristics of consumers and the product type) can influence ethnocentric consumers to favor the products of domestic brands (Balabanis & Diamantopoulos, 2004; Strizhakova & Coulter, 2015; Balabanis et al., 2019).

The literature of perceived quality and purchase intention illustrates a direct and indirect positive relation between the two. Sweeney et al. (1999) demonstrate that the perceived quality of a product is positively related with purchase intention through the perceived value of money. Llusar et al. (2001) present a direct positive relationship between the perceived quality of a company and purchase intention. In a similar fashion, Saleem et al.

(2015) indicate that a higher perceived quality of a product leads to higher purchase intention. Accordingly, further connections can be made in regard to purchase intentions of consumers by considering their quality perceptions: when quality perceptions increase, purchase intentions also increase. It is possible to explain this relationship with the accessibility-diagnostics theory, which suggests that decisions are influenced by ease with which one collects information from memory, and the relevancy of that information for reaching a conclusion (Feldman & Lynch, 1988; Swoboda et al., 2012; Swoboda & Hirschmann, 2016; Laufer, & Wang, 2018; Abdellah-Kilani & Zorai, 2019). According to that theory, perceived brand quality can be considered accessible and relevant memory information, which then serves as a diagnostic element in making a decision related to a purchase (Feldman & Lynch, 1988; Swoboda et al., 2012; Swoboda & Hirschmann, 2016). Thus, an increase in the perceived quality of a brand increases purchase intention for that brand.

Another phenomenon I investigate in this study is the changes in ethnocentric consumer choices across foreign and domestic brands on the basis of whether a product is considered a national icon or not. The concept of a national icon product is derived from Holt's (2003) concept of 'national icon brands' which explains a brand's association with the culture and lifestyle of a country (Holt, 2003). Özsomer developed the concept further, as the degree to which the product is a local icon. This defines the ability of a brand to symbolize a certain country (Özsomer, 2012). Using this logic, the national icon product concept can be referred to describe products reflecting the shared culture, common history, and lifestyle of a nation. I postulate that when national icon products belong to a foreign brand, ethnocentric consumers' perceived quality of that brand decreases.

When it comes to the purchase intentions of ethnocentric consumers for different product types, the influence of emotions on their decision-making process cannot be overlooked; specific emotional conditions trigger discrete judgments, which lead to disparate decisions (Lerner et al., 2015; George & Dane, 2016; Dunning et al., 2017). Here, I 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).

Even though they are negative emotions, contrary to common expectation they do not only cause individuals to make altered judgments but also stimulate a different kind of information processing, which generates different decision outcomes (Tiedens & Linton, 2001; Small & Lerner, 2008; Foo, 2009; Lerner et al., 2015). I expect to observe this information processing pattern in the judgments of ethnocentric consumers in that when they are exposed to incidental anger, they engage in heuristic information processing. As a result, they become more reliant on the stereotypes and cues related to brands and products when making judgments on quality as well as purchase decisions. Those consumers are likely to form biased expectations of national icon products and would assume that those products belong to domestic brands. When they are induced with incidental sadness, they process information systematically and become less dependent on the cues and stereotypes related to brand foreignness and product type; 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 judgment and decision-making (Ger et al., 1999; Bodenhausen et al., 2000; Clore et al., 2001; Tiedens & Linton, 2001; Small & Lerner, 2008; Lerner et al., 2015).

CHAPTER 2

LITERATURE REVIEW AND HYPOTHESES

The tendency of ethnocentric consumers in developing countries to favor domestic or foreign brands is a topic of importance (Ger et al., 1993; Ger et al., 1999; Zhou et al., 2009), which needs a dynamic and multifaceted investigation. What leads them to purchase is a study that is of a particular concern for managers, researchers, and consumers themselves. While researchers endeavor to present a model that explains the conditions under which one prefers domestic or foreign brands, managers strive to come up with brand image strategies that lure ethnocentric customers. In order to provide an explanation for how perceived brand foreignness affects the purchase intention of ethnocentric consumers, I explore several literatures and come up with eight hypotheses.

2.1. Perceived Brand Foreignness and Perceived Brand Quality

The study of country of origin has been attracting a great deal of attention for approximately 50 years (Batra et al., 2000). Its main argument is that consumers' judgments of products and brands are shaped by their predispositions toward the origin country (Lamb & Wang, 1983; Suh et al., 2016; Herz & Diamantopoulos, 2017; Kim & Park, 2017). Several studies illustrate consumers' tendency to prefer domestic or foreign

brands based on quality, prestige, and their ethnocentric concerns (Heslop & Papadopoulos, 1993; Batra et al., 2000; Kwok et al., 2006; Zhou et al., 2009). The studies that took place in developed countries focus on the risks of consuming a product of a brand from a developing country (Batra et al., 2000). They can be related to the economic and political conditions of the origin country (Lamb & Wang, 1983). These products are designated a lack of expertise, technology, modernity, and civilization due to a notion of inferiority associated with their origin countries (and those countries' inadequate progress in the development process) (Varman & Costa, 2012). On the other hand, researchers show that consumers in developing countries are inclined to favor brands from a 'developed' country of origin (Batra et al., 2000). Scholars focus on the prestige and status that consumers in developing countries acquire through the consumption of developed countries' (especially Western) brands (Batra et al., 2000; Strizhakova & Coulter, 2015). According to those scholars, particularly in terms of luxury products, consumers of developing countries opt for Western brands (Ger et al., 1993; Ger & Belk, 1996; Ger, 1999). However, and notably, consumers desire domestic origins with respect to food consumption due to cultural associations (Alden et al., 1999). All in all, the country of origin effect is important for consumers in regard to their purchase intention of a specific brand or product (Kwok et al., 2006; Herz & Diamantopoulos, 2017).

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., 2009). The confusion consumers experience on the issue of knowing brands' origin country generates discrepancies and unclear implications (Kwok et al., 2006). This is because a "poor knowledge of brand origins" may influence consumers to alter their preferences, in discrepancy with what the country of origin literature suggests (Kwok, et al., 2006, p. 169). Furthermore, in the literature, mixed results generate confusion with regard to the country of origin effect (Askegaard & Ger, 1998). 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 of 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., 2009). Foreignness is not limited to a specific country, as consumer perception is related to more general characteristics of a brand 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., 2009), which is narrow in terms of being restricted to merely one country (Askegaard & Ger, 1998). Askegaard and Ger (1998) express the reasoning of preferring to distinguish between foreign and domestic over country specific distinctions, as they maintain “the broader place of origin, that is, foreign or "Western," is much more significant than specific countries-of-origin such as Germany, America, Japan.” (p.166). As mentioned before, in this context the consumer’s perception is important, regardless of the facts. (Batra et al. 2000; Samiee et al. 2005; Zhou et al., 2009).

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., 2009). This advantage is the result of 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 et al., 1999; Zhou et al., 2009). Products of foreign brands are perceived to be of higher quality (Zhou et al., 2009), and it is illustrated that if a consumer in a developing country perceives a brand to be foreign, this has a positive impact on her/his attitudes toward the very brand (Batra et al., 2000; Sun et al., 2017). Notwithstanding, foreign brand image is not exclusive of brands that have actual foreign origins. Domestic brands present themselves with foreign images in order to take advantage of the abovementioned consumer affection (Zhou et al., 2009). Thence, many domestic brands in developing countries come up with foreign names, symbols, and slogans in order to constitute foreign (particularly Western) brand image; as a result, they aim to compete with the actual foreign brands (Zhou et al., 2009). Companies purposely represent brands with domestic origins as being foreign (Zhou et al., 2009). Some of them have succeeded in being perceived by consumers as foreign (as the brand Lenovo has been in China) (Zhou et al., 2009).

Pursuant to the signaling theory, certain attributes of a brand can serve as an indication and cue of quality under the imperfect and asymmetrical information in markets (Erdem & Swait, 1998, 2004). For instance, brand globalness is argued to be a signal for the brand judgments of consumers (Mandler, 2019). In a similar vein, brand foreignness can be proposed as a signal of quality. The signaling theory provides an explanation for 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, 2004; Mandler, 2019). Hence, in developing countries, products of foreign brands have the image of higher quality, standards, and excellence (Zhou et al., 2009), as well as being identified with wealth, prestige, superiority, and higher status (Ger et al., 1993; Ger et al., 1999; Zhou et al., 2009). Because Turkey is a developing country, brand foreignness is expected to increase the brand quality perception of Turkish consumers. The perceived brand foreignness literature and the signaling theory suggest that perceived brand foreignness increases perceived brand quality in developing countries, such as Turkey.

2.2. Perceived Brand Quality and Purchase Intention

When considering the purchase intentions of consumers, one can construct a direct link with perceived quality by referring to Llusar et al. (2001) and Saleem et al. (2015). They depict that an increase in the perceived quality of a company and a product directly increase the purchase intention of consumers (Llusar et al., 2001; Saleem et al., 2015), not to mention that previous research has already displayed the indirect relationship between perceived quality and purchase intention (Sweeney et al., 1999; Llusar et al., 2001; Saleem et al., 2015). In all of those studies, the relationship is illustrated as a positive one; as perceived quality increases, so does purchase intention. (Sweeney et al., 1999; Llusar et al., 2001; Saleem et al., 2015).

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). On the basis of 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. That is to say, perception related to brand globalness is retrieved from the memory, and then this perception related to brand is expected to be diagnostic in determination of value. Using the same logic, perceived brand quality can be considered information that one retrieves from memory; this perception of brand is then expected to be diagnostic in determination of the purchase intention of consumers (Feldman & Lynch, 1988; Swoboda et al., 2012; Swoboda & Hirschmann, 2016). From the literature above, I deduct that perceived brand quality increases the purchase intention of consumers.

2.3. Purchase Intention of Ethnocentric Consumers

Domestic brands have become appealing for some consumers because they make the consumer feel close to their own culture. They also inspire pride, originality, and prestige (Strizhakova & Coulter, 2015). Domestic brands can benefit from local culture by using cultural resources to appeal to the needs and desires of consumers (Ger, 1999; Swoboda et al., 2012). One can demonstrate several reasons why domestic brands succeed in becoming desirable.

One possible explanation is that consumers may be in favor of domestic brands in developed and developing countries due to ethnocentric concerns (Heslop & Papadopoulos, 1993; Batra et al., 2000). Originating from the social identity theory, (Balabanis et al., 2019) ethnocentrism, in the most basic terms, can be defined as the perception of 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 (such as buying products of domestic brands and contributing to the domestic economy) and a higher quality perception of domestic products (Shimp & Sharma, 1987; Batra et al., 2000; Siamagka & Balabanis, 2015; Strizhakova & Coulter, 2015; Swoboda & Hirschmann, 2016). The empowerment of nationalism, especially in developing

countries, is another factor which can possibly benefit domestic brands (Heinberg et al., 2015). Built on the social identity theory, which proposes that an individual's sense of identity is a product of the group with which they affiliate themselves, consumer ethnocentrism shapes the perception with regards to brand status of 'in- and out-groups'. Consuming domestic brands that are identified with in-group is the expected behavior of ethnocentric consumers, while consuming foreign brands is an out-group behavior (Shimp & Sharma, 1987; Batra et al., 2000; Siamagka & Balabanis, 2015; Strizhakova & Coulter, 2015; Swoboda & Hirschmann, 2016; Balabanis et al., 2019). Thus, at first sight, one can anticipate a negative relationship between perceived brand foreignness and perceived brand quality for ethnocentric consumers.

In actuality, empirical results from the studies of brand attitudes and ethnocentrism are inconsistent. Some studies demonstrate a negative relationship between perceived brand foreignness and purchase intention of ethnocentric consumers. However, some illustrate no meaningful relationship at all, or even a positive one, where an increase in brand foreignness increases purchase intention (Swoboda & Hirschmann, 2016). Some argue that domestic brand purchases are related more to the individual characteristics of consumers (such as age, gender, and travel habits) (Strizhakova & Coulter, 2015). Another explanation of this inconsistency is that ethnocentrism effects vary, depending on product type (Balabanis & Diamantopoulos, 2004; Balabanis et al., 2019). For instance, based on the division of symbolic and utilitarian products, Strizhakova and Coulter (2015) found that for low-symbolic product categories, ethnocentric concerns are more effective in terms of domestic product purchase in developing countries; in developed countries, the same is true for high-symbolic products.

Stemming from the discussion of the factors related to consumer ethnocentrism, I have come up with two possible explanations for the alteration in the brand foreignness effect; in the next section I present my hypotheses, respectively. First, embarking in a product-type discourse, I focus on national icon products that are defined as products reflecting the culture, traditions, and structure of a nation. I explain how whether a product is or is not a national icon interferes with the quality perceptions and purchase intentions of ethnocentric consumers. I propose that for ethnocentric consumers, when a foreign brand

offers a national icon product, the quality perception for that brand decreases. I then direct my attention to the literature on decision making and emotions by explicating the role that incidental emotions take in the brand quality judgments and purchase intention decisions of ethnocentric consumers. As individuals alter behaviors and decisions as a result of incidental decisions, I expect ethnocentric consumers to alter their purchase-related decisions and behaviors when they are induced with incidental anger and sadness.

2.4. Factors Altering the Effect of Perceived Brand Foreignness

2.4.1. The Concept of National Iconness

Holt (2003) argues that some brands seen as ‘national icons’ can achieve success in market and business through cultivating cultural relations with customers. According to him, these brands are able to communicate the shared values and culture to the consumers (Holt, 2003). Drawing on the study of Holt, Özsomer (2012) defines “local iconness” as the degree that local values, demands, and desires are symbolized by a particular brand. She maintains that “(p)erceptions 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 the national history, shared culture, and a common lifestyle. In this study I maintain that depending on the product category being national icon or not, ethnocentric consumers’ quality perception change 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 is embedded in some products; one can observe this in the consumption habits of nations. Kravets (2012) provides a clear illustration of this through the identification of vodka with Russian culture and nationality. Moreover, in the case of such culturally related products, one can assert that consumers have a higher quality perception for domestic brands. The food category is an example of this (Özsomer, 2012; Strizhakova & Coulter, 2015).

I propose that for ethnocentric consumers who prioritize their cultural connections and national values, differentiation in perceived brand quality occurs as the product type changes from national icon to non-national icon. For those consumers, the degree of

national iconness of a product determines the relationship between perceived brand foreignness and perceived brand quality. In other words, when ethnocentric consumers consider product type an output of their national and/or cultural history and associate it with the shared lifestyle, they expect that product to belong to a domestic brand and will perceive it as lower quality if the product is thought to belong to a foreign brand. Whereas, for product types that are 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's being a national icon or not

H1b: Purchase intention of ethnocentric consumers differentiates depending on the perceived foreignness and the product's being a national icon or not

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

2.4.2. Emotions and Decision Making

2.4.2.1. Emotions on Consumer Decisions

According to many psychologists, most of the decisions we make are led by emotions (Lerner et al., 2015). This displays their powerful influence on decision making (Lerner et al., 2015). As the psychology literature states, emotions are divided into integral emotions (which are related to task at hand) and incidental emotions (which are not normatively related to the task and the decision) (Lerner et al., 2015). Economic choice study, which has accepted the diffusion of emotions in decision making, also makes the distinction of background (incidental) emotions and action related (stereoty) emotions (Dunning et al., 2017). These two categories of emotions constitute the immediate emotions one feels when they make 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).

On the subject of emotions, judgments, and decision making, two remarkable theoretical accounts stand out, the valence approach and the appraisal tendency framework (ATF) (Lerner & Keltner, 2010; Desteno, et al., 2010; 2014). The valence approach (global positive negative effect), which argues that feelings with the same valence lead to similar decision making and behaviors, was widely accepted and influential (Lerner & Keltner, 2010; Desteno, et al., 2014). According to this approach, all positive emotions promote similar judgments, most likely positive; all negative emotions give a rise to pessimistic judgments (Lerner & Keltner, 2010; Desteno, et al., 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 judgment and choice outcomes, ATF suggests that specific emotions lead to discrete decision-making behaviors (Lerner et al., 2015). 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 (Lerner et al., 2007).

Elicited from these assumptions, my argument is that consumers' emotions interfere with the impact of brand foreignness perceptions of consumers and their purchase intentions. I 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; Tiedens & Linton, 2001; Small & Lerner, 2008; Foo, 2009; Lerner et al., 2015).

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

2.4.2.2. Discrete Effects of Emotions

From the perspective of Smith and Ellsworth (1985), each emotion has different appraisal dimensions that have distinct patterns related to certainty, pleasantness, attentional activity, control, anticipated effort, and responsibility. Also, each emotion has a core appraisal theme, which give rise to specific outcomes (Lazarus, 1991; Lerner et al., 2007). Depending on appraisal dimensions and core appraisal themes, all of the emotions have a certain appraisal tendency (Lerner & Keltner, 2000; Lerner et al., 2007). Specific appraisal tendencies lead to particular content and depth of thoughts that cause individual judgments and decisions (Lerner et al., 2007). Depth of thought or information processing are associated with the certainty dimension of emotions (Tiedens & Linton, 2001). Hence, the certainty dimension is decisive with regard to the information processing type of either heuristic or systematic (Lerner et al., 2015). When the certainty level of individuals is low, they engage in systematic processing (Tiedens & Linton, 2001). On the contrary, individuals with a high certainty level practice heuristic processing based on cues (Tiedens & Linton, 2001). In cases where stereotypes exist, the high certainty level dimension of emotion appraisals promote confirmation of the stereotype (Tiedens & Linton, 2001). Because during information processing, stereotypes function as heuristic cues and offer a foundation for a member of a social group to engage in quick response with respect to particular properties of an out-group (Boudenhansen et al., 1994). In the context of consumer behavior, the stereotypes of consumers are affected by brand images with respect to being in- or out-group, as consumers shape the expectations (stereotypic expectations) related the culturally related product. This is because symbolic values are crucial for the manifestation of stereotypes that form views and beliefs (Askegaard & Ger, 1998). In light of 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; 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 (Small & Lerner, 2008). 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 (Tiedens & Linton, 2001; Clore et al., 2001). This empowers the tendency to reassure the individuals' own perspectives (Clore et al., 2001). In the context of my 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, and one would expect consumers under the influence of anger to rely on this cue and consider the product lower quality. As a result, I 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 foreign, its interaction with anger has a decreasing indirect effect on the purchase intention of ethnocentric consumers for national icon products

According to George and Dane, sadness indicates feelings of a loss and promotes individuals to look for rewards or replacements (2016). Based on a study, individuals who are induced with sadness tend to make high-risk and high-reward decisions (George & Dane, 2016). In this case, foreignness of a brand of a national icon is a risk and out-group symbols for them. Another property of sadness is that it is related to a low level of certainty and creates a meta-sense of caution due to this lower level of confidence (Small & Lerner, 2008). 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 whether the product is a national or non-national icon guide the judgment procedure. The stereotype, which stimulates the expectation of a national icon product to be provided by a domestic brand, drains. 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 become relied on less by consumers under the influence of sadness. Hence, I expect those ethnocentric consumers to be influenced less by the effect of perceived brand foreignness of a national icon; this weakens negative perceptions and thus increases purchase intention for them.

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



CHAPTER 3

METHODOLOGY

In this research, I employ the experimental quantitative method in order to present a valid explanation for the quality judgments and purchase decisions of ethnocentric consumers. I adopt the effect of causes approach to explain the causal mechanism in play for the purchase decisions of ethnocentric consumers (Mahoney & Goertz, 2006). I engage in quantitative analyses in order to test and measure the effect of perceived brand foreignness on the purchase intention of ethnocentric consumers through perceived brand quality and under the influence of emotions and the national iconness of product.

3.1. Research Design

I conduct this experimental quantitative research to discern the causal relations among the variables. It has an independent variable of perceived brand foreignness, a dependent variable of purchase intention of ethnocentric consumers, a mediator variable of perceived brand quality, and a moderator variable of the emotions 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 the emotion induction conditions of anger, sadness, and neutral (control) with 45 participants in anger, 54 participants in sadness, and 45 participants in the control group. For each condition, the participants were told to answer questions related to the national icon product and the non-national icon product, as well as to brands with foreign and domestic images.

Then I conducted simple and moderated mediation analyses to present a causal and conditional link among the variables. In this models, I used the independent variable (X) of perceived brand foreignness, the dependent variable (Y) of purchase intention of ethnocentric consumers, the mediator variable (M) of perceived brand quality, and the moderator variable of emotional state (W).

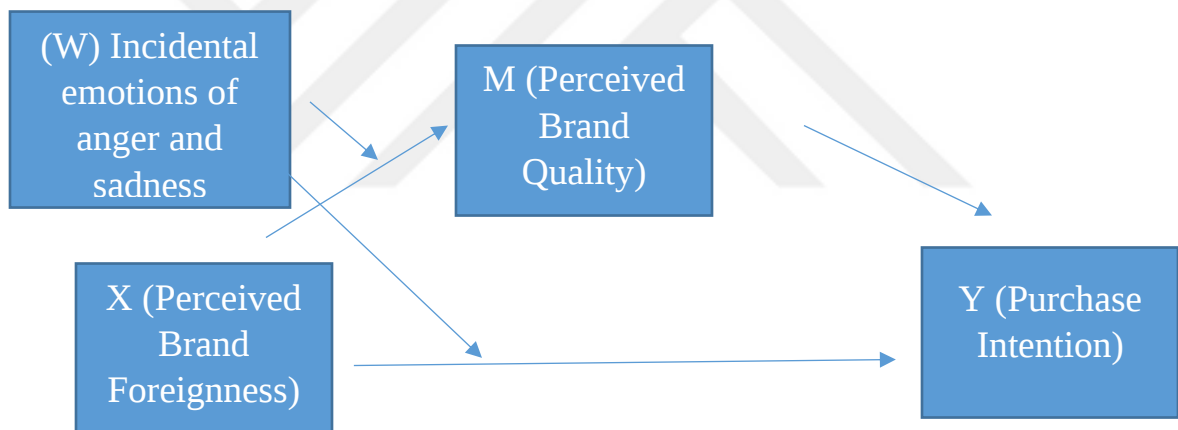


Figure 1: Conceptual Diagram

3.2. Sample

In this research, in accordance with my unit of observation, the sample is comprised of Turkish ethnocentric consumers. Initially I used convenience sampling to reach Turkish consumers. 301 individuals responded to the survey questionnaire. 33 of those respondents are Bilkent undergraduate students who were given a course credit for their participations. I present the descriptive statistics of the initial respondents, dependent on their consumer ethnocentrism.

Table 1: Descriptive Statistics of Gender for the Initial Respondents

	Consumer Ethnocentrism	
	Female	Male
Valid	176	125
Missing	0	0
Mean	3.551	3.632
Std. Deviation	1.736	1.810
Minimum	1.000	1.000
Maximum	7.000	7.000

Table 2: Descriptive Statistics of Age for the Initial Respondents

	Consumer Ethnocentrism				
	18-28	29-39	40-50	51-61	61+
Valid	151	51	33	51	15
Missing	0	0	0	0	0
Mean	3.302	3.059	3.848	4.275	5.289
Std. Deviation	1.582	1.678	1.760	1.923	1.642
Minimum	1.000	1.000	1.000	1.000	2.000
Maximum	6.667	6.000	7.000	7.000	7.000

Table 3: Descriptive Statistics of Education for the Initial Respondents

	Consumer Ethnocentrism					
	Secondary School	High School	2 Years Bachelor's Degree	4 Years Bachelor's Degree	Master's Degree	PhD
Valid	2	10	12	202	63	12
Missing	0	0	0	0	0	0
Mean	5.667	5.600	4.972	3.441	3.243	4.389
Std. Deviation	0.000	1.616	2.414	1.675	1.626	1.575
Minimum	5.667	2.667	1.000	1.000	1.000	2.000
Maximum	5.667	7.000	7.000	7.000	6.333	6.667

Table 4: Descriptive Statistics of Profession for the Initial Respondents

	Consumer Ethnocentrism						
	Unemployed	Student	White-Collar	Manager	Academician	Free-Lancer	Other
Valid	33	87	84	23	12	12	50
Missing	0	0	0	0	0	0	0
Mean	3.566	3.226	3.492	3.304	4.167	5.333	3.947
Std. Deviation	1.480	1.705	1.468	1.786	1.915	1.255	2.243
Minimum	1.333	1.000	1.000	1.000	1.000	4.000	1.000
Maximum	6.000	6.667	6.333	6.000	6.667	7.000	7.000

As my unit of observation is ethnocentric consumers, I needed to have individuals of particular characteristics as my sample; therefore, purposive sampling was ideal (Singleton & Straits, 2010). My aim was to measure the effect of perceived brand foreignness on the purchase intentions of ethnocentric consumers under the influence of mediating and moderating variables. Through purposive sampling, I selected respondents who have the characteristics of Turkish ethnocentric consumers based on questions adapted from Batra et al. (2000), and Shimp and Sharma (1987). Out of 301, only 154 respondents fit the criterion. None of the participants have less education than secondary school or blue-collar occupation. The descriptive statistics of the participants, dependent on ethnocentrism are as follows:

Table 5: Descriptive Statistics of Gender for the Main Participants

	Consumer Ethnocentrism	
	Female	Male
Valid	85	69
Missing	0	0
Mean	5.094	5.034
Std. Deviation	0.979	1.010
Minimum	3.667	3.667
Maximum	7.000	7.000

Table 6: Descriptive Statistics of Age for the Main Participants

	Consumer Ethnocentrism				
	18-28	29-39	40-50	51-61	61+
Valid	68	19	21	33	13
Missing	0	0	0	0	0
Mean	4.755	5.018	4.968	5.515	5.795
Std. Deviation	0.921	0.662	1.048	0.972	1.032
Minimum	3.667	3.667	4.000	3.667	4.000
Maximum	6.667	6.000	7.000	7.000	7.000

Table 7: Descriptive Statistics of Education for the Main Participants

	Consumer Ethnocentrism					
	Secondary School	High School	2 Years Bachelor's Degree	4 Years Bachelor's Degree	Master's Degree	PhD
Valid	2	8	8	99	29	8
Missing	0	0	0	0	0	0
Mean	5.667	6.333	6.542	4.899	4.770	5.333
Std. Deviation	0.000	0.535	0.562	0.920	0.869	0.836
Minimum	5.667	5.333	5.333	3.667	3.667	4.667
Maximum	5.667	7.000	7.000	7.000	6.333	6.667

Table 8: Descriptive Statistics of Professions for the Main Participants

	Consumer Ethnocentrism						
	Unemployed Student		White Collars	Manager	Academician	Free Lancer	Others
Valid	17	38	40	11	8	12	28
Missing	0	0	0	0	0	0	0
Mean	4.843	4.860	4.800	4.970	5.250	5.333	5.738
Std. Deviation	0.688	1.009	0.809	0.752	1.080	1.255	1.036
Minimum	4.000	3.667	3.667	4.000	4.000	4.000	3.667
Maximum	6.000	6.667	6.333	6.000	6.667	7.000	7.000

3.3.Procedure and Material

3.3.1. 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. Subsequent to the open-ended survey, a closed-ended survey questionnaire was conducted with 17 Turkish participants in which they selected a national and a nonnational icon product. They received 10 item surveys; the surveys reveal that the rug was selected 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 (accessible in Appendices A and B).

3.3.2. Main Study

Once the products were selected, I prepared my survey questionnaire for the main study in Qualtrics (Appendix C). I separated the survey flow into the following six consecutive blocks: introduction, brands, anger, sadness, control, and perceived brand quality-purchase intention. I included demographic questions of gender, age, education level, and profession. I also provided consumer ethnocentrism with a 3-item 7-point likert scale, which is the adaptation of CETSCALE of Shimp and Sharma (1987). In the brands block, without giving country of origin details but hinting at foreignness or localness through brand story, I introduced two brands of rugs, Hypnos and Piyan, and two brands of computers, C-Novus and Tektem. Then I provided a 3-item 7-point Likert scale of perceived brand foreignness (PBF) adapted from Batra et al. (2000). 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), I 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 7-point Likert scale. Adapting from Yoo & Donthu (2001), I employ

the 7-point scale to measure the participants' perceived brand quality and purchase intention for each brand.

3.4. Control Variables

In this research, I control for several variables either during experimentation or analyses, as it is crucial to rule out any alternative explanations for causal associations (Hayes, 2018). Initially in the experiment, participants were informed about the products of four brands and were given information about price and accessibility. That enabled me to control for these two variables: product price and product accessibility. Then, while conducting analyses, I needed to control the variables which can interfere with the relation among independent, dependent, mediator, and moderator variables.

During ANOVA, the gender (C_1), age (C_2), education level (C_3), and profession (C_4) of participants were controlled through selecting them as covariates.

Likewise, during OLS regression analysis, the gender (C_1), age (C_2), education level (C_3), and profession (C_4) of participants were controlled as covariates.

3.5. Data Analysis

Initially, via Jasp and SPSS, I checked if the introduced brands were perceived as I expected (either foreign or domestic) through analyzing the means of the PBF points provided by respondents. If the PBF was over 3.5 (out of 7), then I accepted it as foreign, and if not, I consider it domestic. (For Hypnos 301, Piyan 300, C-Novus 301, and Tektem 298, respondents provided PBF points). I only incorporated respondents who were classified as ethnocentric consumers (with ethnocentrism point above 3.5).

In the first step, through Jasp and SPSS, I conducted $3 \times 2 \times 2$ ANOVA in order to test the effect of PBF in interaction with emotional states and product type on the mediator, which is perceived brand quality (PBQ). Then I did the same analysis for the dependent variable, purchase intention (PI). For the emotions there are three 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 within the groups: national icon and non-national icon. All of the participants were subjected to questions with regard to the national icon product (rug) and the non-national icon product (computer). There are two PBF 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 I expected). Likewise, all respondents were provided with questions related to domestic and foreign brands.

Table 9:3×2×2 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	Control	45	45	45	45
Experiment	Anger	45	45	45	45
Participants	Sadness	54	54	54	54
(Between)					

Secondly, I ran OLS regressions using the conditional process analysis PROCESS, which is a macro to SPSS developed by Andrew Hayes (2018). Firstly, I ran a OLS regression 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).

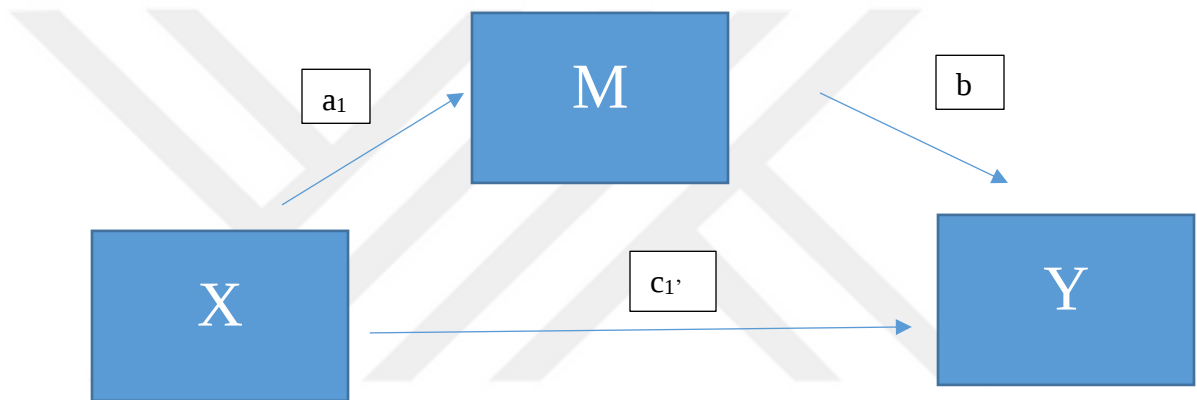


Figure 2: Statistical Diagram of Model 4

The statistical diagram in figure 2 illustrates the equations of M and Y, which are as follows:

$$M = i_M + a_1X + e_M$$

$$Y = i_Y + c_1'X + bM + e_Y$$

In these equations, i_M and i_Y represent the ‘regression constant or intercept’ (Hayes, 2018) of M and Y, while e_M and e_Y stand for error in estimation of M and Y. Also, a_1 , c_1' , and b_M are the regression coefficients assigned for the variables with the aim of estimating the consequents.

The direct effect of X on Y is symbolized by c_1' . The indirect effect of X on Y is symbolized by a_1b , as the product of a_1 and b ; this effect actualizes itself through M. The total effect of X on Y is the sum of the direct and indirect effects, which is $a_1b + c_1'$; I can name it as c_1 as well.

$$c_1 = a_1b + c_1'$$

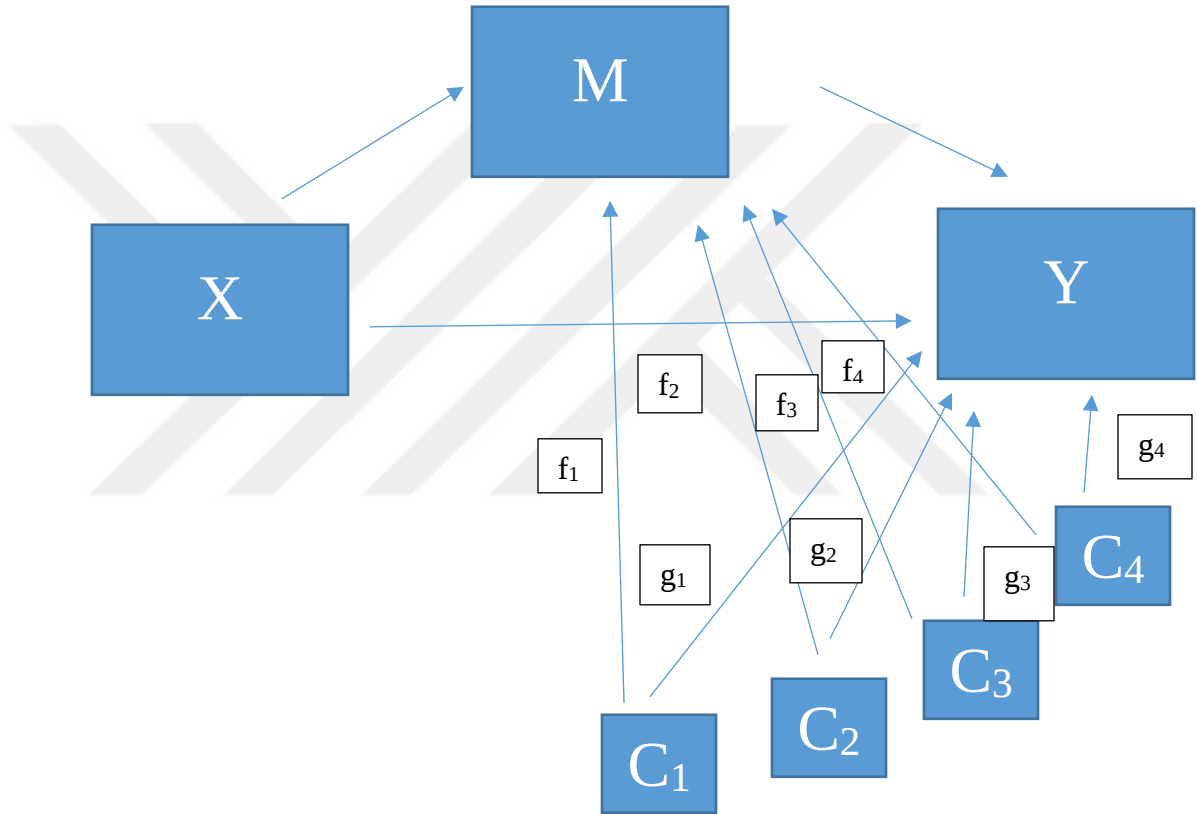


Figure 3: Statistical Diagram of Model 4 with covariates

After adding control variables into the analysis, I have:

$$M = i_M + a_1 X + f_1 C_1 + f_2 C_2 + f_3 C_3 + f_4 C_4 + e_M$$

$$Y = i_Y + c_1 X + bM + g_1 C_1 + g_2 C_2 + g_3 C_3 + g_4 C_4 + e_Y$$

In these equations, f_1 , f_2 , f_3 , f_4 , g_1 , g_2 , g_3 , and g_4 represent the coefficients of the control variables.

In the next step, I undertook the OLS regression of moderated mediation with Model 8 (Hayes, 2018), and kept all the variables of the Model 4 the same while adding emotional state as the moderator (W). Thus, I analyzed the “mediation of the effect of X on Y by M, with the both direct and indirect effects of X moderated by W” (Hayes, 2018, p.440). In order to analyze the changes in effect across emotions, I carried out this procedure for the brand Hypnos. As the 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.

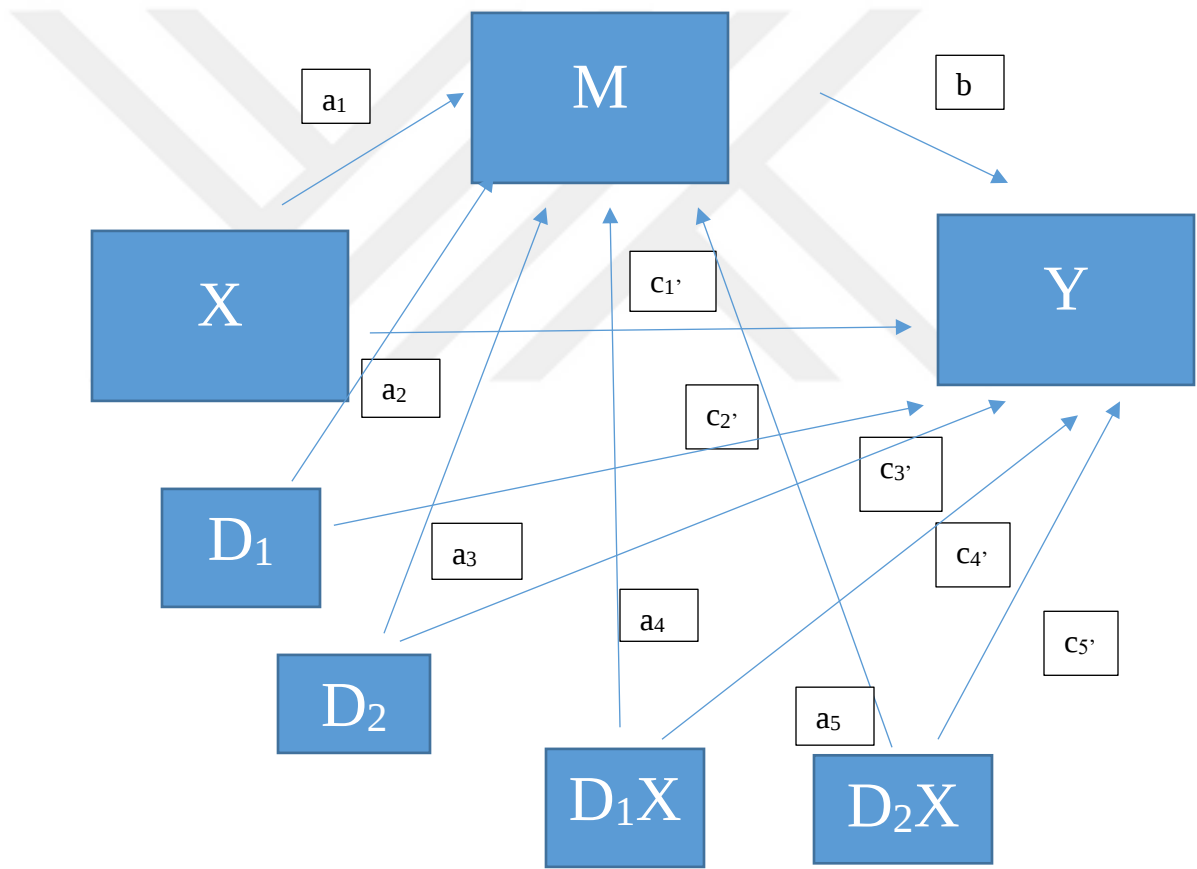


Figure 4: Statistical Diagram of Model 8

Figure 4 illustrates the equations of M and Y, which are as follows:

$$M = i_M + a_1X + a_2D_1 + a_3D_2 + a_4D_1X + a_5D_2X + e_M$$

$$Y = i_Y + c_1'X + c_2'D_1 + c_3'D_2 + c_4'D_1X + c_5'D_2X + bM + e_Y$$

As mentioned, the regression constants of M and Y are represented by i_M and i_Y ; error in estimation of M and Y are represented by e_M and e_Y . This time; a_1 , a_2 , a_3 , a_4 , a_5 , c_1' , c_2' , c_3' , c_4' , c_5' , and b_M are the regression coefficients. Three experimental groups are represented by D_1 and D_2 , where D_1 explains the difference between the sadness and control groups, and D_2 explains the difference between the anger and control groups. D_1X captures the interaction of the PBF and the difference between the sadness and control groups. D_2X captures the interaction of the PBF and the difference between the anger and control groups.

The direct effect of X on Y is symbolized by c_1' . The indirect effect of X on Y is symbolized by a_1b , and as the product of a_1 and b , this effect actualizes through M. The total effect of X on Y is the sum of the direct and indirect effects, which is $a_1b + c_1'$; I can express it through the equation

$$c_1 = a_1b + c_1'$$

The direct effect of W on Y is symbolized by $c_2' + c_3'$, which is the sum of the direct effect of D_1 and D_2 . The indirect effect of W on Y is symbolized by $(a_2 + a_3)b$; this effect actualizes through M. The total effect of X on Y is the sum of the direct and indirect effects, which is $(a_2 + a_3)b + c_2' + c_3'$.

$$c_2 + c_3 = (a_2 + a_3)b + c_2' + c_3'$$

$c_4' + c_5'$ symbolizes the direct moderation index of W, and $(a_4 + a_5)b$ symbolizes the indirect moderation index of W (which is the sum of D_1 and D_2). The total moderation index of W is the sum of the direct and indirect moderation index, $(a_4 + a_5)b + c_4' + c_5'$.

$$c_4 + c_5 = (a_4 + a_5)b + c_4' + c_5'$$

$c_1' + c_4'D_1 + c_5'D_2$ symbolizes the direct effect of X on Y moderated by W (conditional direct effect of X on Y), and $a_1b + a_4bD_1 + a_5bD_2$ symbolizes the indirect effect of X on Y through M moderated by W (conditional indirect effect of X on Y).

The last step is adding control variables into the analysis.

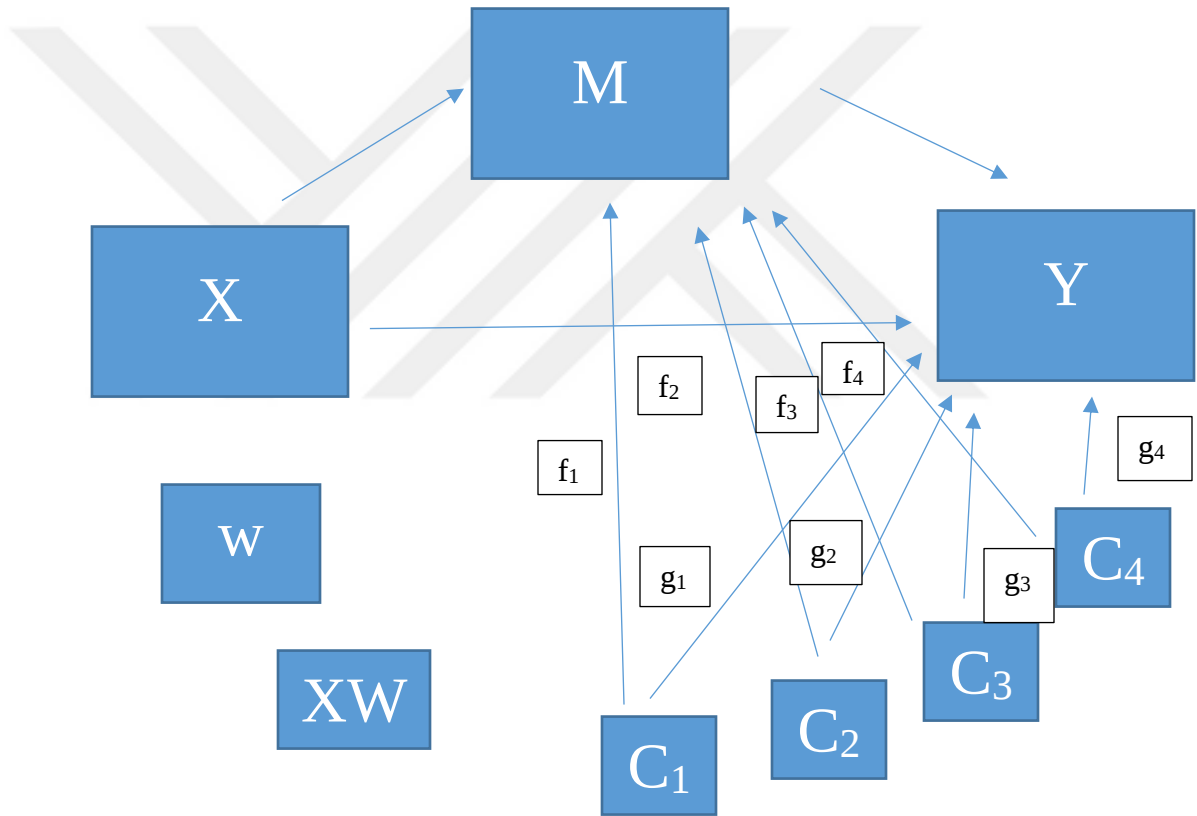


Figure 5: Statistical Diagram of Model 8 with covariates

Figure 5 illustrates the equations of M and Y with four control variables, which are as follows:

$$M = i_M + a_1X + a_2D_1 + a_3D_2 + a_4D_1X + a_5D_2X + f_1C_1 + f_2C_2 + f_3C_3 + f_4C_4 + e_M$$

$$Y = i_Y + c_1X + c_2D_1 + c_3D_2 + c_4D_1 + c_5D_2 + bM + g_1C_1 + g_2C_2 + g_3C_3 + g_4C_4 + e_Y$$

Likewise; $f_1, f_2, f_3, f_4, g_1, g_2, g_3,$ and g_4 stand for the coefficients of the control variables.

CHAPTER 4

4. FINDINGS

Preliminarily, I took the average of three PBF points of each brand for each of the respondents and obtained an averaged PBF point pertaining to the brands. Then, I took the mean of the PBF points given to the brands and acquired 4.04 for Hypnos, 2.62 for Tektem, 2.7 for Piyan, and 5.06 for C-Novus. As Hypnos and C-Novus are above 3.5, I accepted them as foreign. On the other hand, I consider Piyan and Tektem domestic because their points are below 3.5.

Table 10: 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

Table 11: Brand Matrix

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

I selected the respondents who marked above 3.5 in the averaged ethnocentrism scale to participate in the experiment. With minimum point of 3.67 and maximum point of 7, there are 154 individuals who fulfill the criterion.

Table 12: Descriptive Statistics of Participants

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

Out of 154, there were 144 participants who 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 of the participants was not successful, because they didn't feel as I expected them to. As a result, they didn't partake in the experimental groups.

Table 13: 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

I conducted 3×2×2 ANOVA to test the effect of PBF in interaction with emotional state and product type on PBQ and PI. As the results clearly display, the interaction effect of the product type and perceived brand foreignness on perceived brand quality is statistically significant on perceived brand quality ($p < 0.001$). Thus, my findings confirm

H1a (the perceived brand quality of ethnocentric consumers differentiates depending on the perceived foreignness and the product's being national icon or not). Also the interaction effect of product type and perceived brand foreignness on purchase intention is statistically significant ($p < 0.01$). Therefore, my findings confirm H1b as well (the purchase intention of ethnocentric consumers differentiates depending on the perceived foreignness and the product's being national icon or not).



Table 14: 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
Brand Foreignness * Emotional State	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		

Note. Type III Sum of Squares

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, my findings confirm H3a, as perceived brand quality of ethnocentric consumers differentiates depending on perceived foreignness and the emotional condition (experimental condition). Moreover, the interaction effect of the emotional condition (experimental condition) and perceived brand foreignness on purchase intention is statistically significant ($p < 0.001$). Therefore, my findings confirm H3b (purchase intention of ethnocentric consumers differentiates depending on perceived foreignness and the emotional condition).

Table 15: 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		

Note. Type III Sum of Squares

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

Table 16: 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 17: 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

For C-Novus and Tektem, the indirect effect of perceived brand foreignness is statistically insignificant ($p > 0.5$). Therefore, my findings cannot confirm H2b (through perceived brand quality of ethnocentric consumers, perceived brand foreignness has a positive indirect effect on purchase intention for the non-national icon products). As the hypotheses failed, I do not present the Model 4 analysis done through PROCESS Macro (of SPSS).

Table 18: 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

Table 19: 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

For Hypnos, the conditional indirect interaction effect of perceived brand foreignness and anger is statistically significant because the confidence interval does not include 0.

Furthermore, it has a decreasing effect of -0.2530. Thus, my findings confirm H4a (when a brand is perceived as foreign, its interaction with anger has an indirect effect, which decreases the purchase intention of ethnocentric consumers for a national icon product).

Table 20: 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

For Hypnos, the indirect interaction effect of perceived brand foreignness and sadness is statistically significant, as the confidence interval does include 0. Therefore, my findings cannot confirm H4b (when a brand is perceived foreign, its interaction with sadness has an indirect effect, which increases the purchase intention of ethnocentric consumers for a national icon product.).

Based on the analysis done through PROCESS Macro (of SPSS), I provide the equations of Model 8:

$$M = i_M + a_1X + a_2D_1 + a_3D_2 + a_4D_1X + a_5D_2X + f_1C_1 + f_2C_2 + f_3C_3 + f_4C_4 + e_M$$

$$Y = i_Y + c_1X + c_2D_1 + c_3D_2 + c_4D_1X + c_5D_2X + bM + g_1C_1 + g_2C_2 + g_3C_3 + g_4C_4 + e_Y$$

and for Hypnos:

$$M = (2.3377)_M + (0.3092)X + (0.8537)D_1 + (-0.5472)D_2 + (-0.2593)D_1X + (-6708)D_2X + (0.7130)C_1 + (-0.2603)C_2 + (0.221)C_3 + (0.1516)C_4 + e_M$$

The model has R of 0.5579 and R² of 0.3112 which means it explains the variation in M (perceived brand foreignness) by 31%.

Table 21: Model 8 Summary For The Brand Hypnos When The Outcome Variables 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

a. Predictors: (Constant), Job, interaction1, Gender, Education, PBFHypnos, anger, Age, interaction2, sadness

$$Y = (-0.1225)Y + (-0.0636)X + (-0.1525)D_1 + (-0.3823)D_2 + (0.2122)D_1X + (-0.2415)D_2X + (0.6996)M + (0.1683)C_1 + (-0.2048)C_2 + (0.1469)C_3 + (0.1172)C_4 + e_Y$$

The model has R of 0.7718 and R² of 0.5956, which means it explains the variation in Y (purchase intention) by 59%.

Table 22: 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

a. Predictors: (Constant), Job, interaction1, Gender, Education, PBFHypnos, PBQHypnos, anger, Age, interaction2, sadness

An important point which deserves attention is the positive direct effect of perceived brand quality on purchase intention for the national icon product and the nonnational icon product. It is statistically significant in all of the models ($p < 0.001$).

CHAPTER 5

DISCUSSION

4.1. Theoretical Implications

Considering the signaling theory (with its explanatory power on the relation between perceptions of brand foreignness and brand quality) (Heslop & Papadopoulos, 1993; Erdem & Swait, 1998, 2004; Batra et al, 2000; Zhou et al., 2009), Turkish ethnocentric consumers occupy a special place in the representatives of ethnocentric consumers of developing countries. Beyond that, this explanatory power only finds its meaning if the novel concept of national icon products, which is derived from local iconness of Holt (2003) and local icon brands of Özsomer (2012), is introduced to interact with the foreignness of the brand. The results display that what foreignness — foreign or domestic brand — symbolizes and signals about brand quality in developing countries differs for ethnocentric consumers when the national iconness of a product interacts. Thus, my findings are in line with the signaling theory.

The signaling theory, which clarifies the association of perceived brand foreignness and perceived brand quality (Heslop & Papadopoulos, 1993; Erdem & Swait, 1998, 2004; Batra et al., 2000; Zhou et al., 2009), and the accessibility-diagnostics theory (Feldman & Lynch, 1988; Swoboda et al., 2012; Swoboda & Hirschmann, 2016; Laufer, & Wang, 2018; Abdellah-Kilani & Zorai, 2019), which explains the relation between perceived brand quality and purchase intention, can display how perceived brand foreignness influences purchase intention. 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. My findings support this link by displaying that foreignness signals quality for the national icon product when ethnocentric consumers are incidentally angry, and under every condition brand quality becomes accessible (as well as diagnostic) for purchase-related decisions.

This research is clearly indicative of the effectualness 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 (Tiedens & Linton, 2001; Small & Lerner, 2008; Lerner et al., 2015). The framework predication of heuristic information processing and stereotype or bias confirming decisions belonging to individuals with incidental anger prevails (Boudenhause et al., 1994; Ger et al., 1999; Tiedens & Linton, 2001; Clore et al., 2001; Small & Lerner, 2008; Lerner et al., 2015) in the context of perceived brand foreignness, perceived brand quality, and purchase intention.

Dependent on the social identity theory, it is expected that ethnocentric consumers identify with consuming products of domestic brands with an in-group behavior (which should be followed) and products of foreign brands with an out-group behavior (which should be avoided) (Shimp & Sharma, 1987; Batra et al., 2000; Siamagka & Balabanis, 2015; Strizhakova & Coulter, 2015; Swoboda & Hirschmann, 2016; Balabanis et al., 2019). In contrast with the social identity theory, this study illustrates that individuals with consumer ethnocentrism do not always embrace in-group behaviors. Some ethnocentric consumers do not disfavor foreign brands as a result of emotional conditions. This originates from the differences in emotional (which are incidental) conditions that ethnocentric consumers experience. As a result, I can discuss that my findings contradict with the social identity theory.

4.2. Managerial Implications

It is clear that for ethnocentric consumers there is no increasing effect of perceived brand foreignness on perceived brand quality, especially when it comes to national icon products. Furthermore, under certain conditions (when ethnocentric consumers are angry) perceived brand foreignness has a decreasing effect on brand quality perceptions. Dependent on these points, it may be a safe option for brand managers to create a domestic brand image in a developing country if they target the ethnocentric consumers of that country. 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 thesis is the illustration of the role that emotions play in the consumption context, based on the appraisal tendency framework (Lerner et al., 2015). As the scope of this research embodies consumers with ethnocentric concerns, I am able to suggest that the managers of companies which target those consumers should acknowledge the determining effect of incidental emotions (George & Dane, 2016). Particularly if a company markets a national icon product of a certain nation, but is a foreign actor for that nation, the influence of incidental emotion 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 (Boudehassen et al., 1994; Ger et al., 1999; Clore et al., 2001; Tiedens & Linton, 2001). Of course, one would expect it is a good thing to avoid angering consumers in any possible scenario, though this may not be true because the emotions and decision-making processes of human beings is notably complex (Lerner et al., 2015). 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 (Tiedens & Linton, 2001; Clore et al., 2001; Lerner et al., 2015). Thus, it would be logical for managers of those companies to adopt policies and implementations for creating anger-free environments, specifically if they want to win the hearts of ethnocentric consumers.

Another major managerial implication is how ethnocentric consumers regard brand quality. Not surprisingly, the results illustrate that in all of the models, brand quality perceptions are highly correlated with the purchase intention decisions of participants (Turkish ethnocentric consumers) (Sweeney et al., 1999; Llusar et al., 2001; Saleem et al., 2015). 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.

4.3. Social Implications

From a social perspective, this research implies that consumers as individuals are vulnerable toward emotional incidents, as their information processing type is moderated by the certainty dimension of emotions (Tiedens & Linton, 2001; Lerner et al., 2015). Their judgments related to brand quality or decisions concerning purchases can be intentionally or unintentionally manipulated. Also, contrary to popular beliefs, consumers should not expect to behave in a similar manner under the influence of emotions with the same valence. They must realize that emotions with the same valence are able to lead to very different decision outcomes, as in the case of anger and sadness, which are two emotions of negative valence (Desteno, et al., 2000; Lerner et al., 2007; Lerner & Keltner, 2010; Lerner et al., 2015). A critical point in these circumstances is whether consumers are subjected to ill-will manipulation and whether they are in the position to comprehend and respond. Therefore, consumers who are making judgments on a brand or have an intention to consume can be advised to reconsider the emotional situation that they find themselves in as well as the needs and desires that they have related to the product.

4.4. Limitations and Future Research

Just as any other research, this research is not without its limitations due to time and convenience concerns. First of all, the sample of this research consists of only Turkish consumers; the results of the judgments or decisions made by them cannot represent those of individuals from any other nationalities. Nevertheless, as Turkey is one of many

developing countries, its consumers' decisions can lightly hint at those of other developing countries.

The second limitation is that the sample of the research is small in number and though I employed purposive sampling through an ethnocentrism scale to the initial sampling group, the initial sampling is still based on convenience. Therefore, my ethnocentric consumer sample does not comprise individuals with merely primary education or no education at all. In a similar manner, there is no participant with a blue-collar profession. Thus, the results of the thesis cannot be generalized for the whole population of Turkish ethnocentric consumers. It would be ideal to conduct this research with a larger sample that includes a wider range of demographics (as long as it complies with the consumer ethnocentrism scale).

Another important point is that the experimental conditions were restricted in this research. During the survey questionnaire, an online experiment was conducted with participants and the way that participants engaged in the survey was limitedly controlled. An actual laboratory environment could provide a position of higher command over the engagement of participants in the process and, therefore, would yield much more reliable results.

If it comes to future research, I suggest that the brand or product property judgments and purchase intention decisions of consumers can be examined when characteristics other than the ethnocentrism of consumers are the case. Also, the role of emotions — whether incidental or integrated — is worth attention. For example, it would be interesting to investigate decisions related to the purchase intention of environmentally or socially responsible consumers under the influence of emotions; consumer sensitivity toward the environment and social well-being are gradually accelerating topics related to responsible consumption and are constantly changing due to dynamic consumer judgments as well as behaviors (Francois-Lecompte, & Roberts, 2006; Chen, 2009). Furthermore, it is recommendable to examine the actual purchase behavior of consumers — ethnocentric or environmentally and socially friendly — instead of their purchase intentions

When we think about future research, the location where research is conducted is another important factor. For my thesis, I conducted this research in Turkey; its character as a

developing country is a point I make use of. Without a doubt, carrying out similar research in other developing countries would offer us a valuable opportunity to juxtapose the results. Moreover, not only developing countries but also developed countries should be the subject of research focusing on perceived brand foreignness, perceived brand quality and purchase intention, national icon products, and emotions and decision making. Comparing the emotion-affected decision-making process of consumers from a developed country and a developing country would be very interesting as well.

The ‘national icon’ concept, which was introduced by Holt (2003) and developed by Özsomer (2012), has been used to define the local symbolism capability of brands. In this research, I ensured this concept evolved into a national icon product or the national iconness of a product in a manner that a product’s capability to symbolize the culture, history, and lifestyle of a nation becomes the point of interest. In other research, a deep dive into this newly derived concept could illuminate the literature that focuses on identity development through the consumption of national icon products. In the literature of conspicuous consumption, it is argued that the objective of consumers is to communicate their identity and characteristics through product choice. On these grounds, one would expect that ethnocentric consumers express themselves via products (such as national icons) (Douglas & Isherwood 1978; Solomon 1983; Belk 1988; Holt 1995; Berger & Ward, 2010). The symbolic self-completion theory, a theory related to identity development, suggests that individuals desire to acquire particular products in order to signal their ideal identity. What consumers aim for through the consumption of national icon products is a topic which can yield fruitful results for the symbolic self-completion theory and conspicuous consumption literature (Wicklund & Gollwitzer, 1981; Sivanathan & Pettit, 2010). Because it is known that the way individuals identify with their country varies across cultures and nations (Ger et al. 1993; Zhou et al., 2009), comparisons of countries through comparative research would benefit the literature.

4.5. Conclusion

By drawing on the signaling theory (Erdem & Swait, 1998, 2004), it is postulated that consumers recognize brand foreignness as a symbol of brand quality in the complex market environment. As actual brand origin can be misidentified by consumers,

perceived brand foreignness should be taken into account when analyzing how brand foreignness influences consumer decisions. The effect of foreignness depends on the consumer's home country and the level of developmental of his or her country in the world (Askegaard & Ger, 1998; Ger et al., 1999; Batra et al., 2000; Zhou et al., 2009; Varman & Costa, 2012). In developing countries, brands that are perceived as foreign, particularly western ones, evoke the quality of excellence and a lifestyle of prestige. By contrast, brands with domestic origins represent downscale quality and inferiority (Ger et al. 1993; Ger & Belk, 1996; Ger, 1999; Batra et al., 2000; Strizhakova & Coulter, 2015). Another important connection mentioned in this research is between perceived brand quality and purchase intentions. The positive relationship between perceived quality and purchase intention is established in the literature. This research confirms previous studies, which show that an increase in perceived quality leads to increase in purchase intention (Sweeney et al., 1999; Llusar et al., 2001; Saleem et al., 2015).

Not all consumer segments in developing countries are considered to favor foreign brands. Drawing on the social identity theory, it is claimed that ethnocentric consumers perceive that domestic brands are higher quality, and eventually their purchase intention of domestic brands increases. This is because they regard the outputs of their own culture superior to those of others. Despite this claim, in the literature, no relevant pattern exists with regard to ethnocentric consumer attitudes toward domestic brands. Some studies propose that the individual characteristics of consumers or the product type can be influential in shaping that pattern (Shimp & Sharma, 1987; Heslop & Papadopoulos, 1993; Batra et al., 2000; Balabanis & Diamantopoulos, 2004; Siamagka & Balabanis, 2015; Strizhakova & Coulter, 2015; Swoboda & Hirschmann, 2016; Balabanis et al., 2019).

Following on product type distinctions, I investigated the purchase intention of ethnocentric consumers for products enjoying national icon status. When the historical and cultural elements of a nation are embedded in a product, domestic brands can successfully market those products to ethnocentric consumers via developing a link between the product and themselves on the grounds of common values (Holt, 2003; Kravets, 2012; Özsomer, 2012; Strizhakova & Coulter, 2015). Yet, the foreign brand

image may not pose any obstacle when marketing national icon products to ethnocentric consumers, contingent on their emotional state.

It is remarkable that, in opposition to what the social identity theory suggests, consumers do not always follow in-group behaviors. Under the influence of incidental emotions, one can abstain from performing in-group behaviors, which they are normally expected to follow. This is because emotions trigger different appraisal dimensions of certainty, which promote different information processing. Anger leads to a high level of certainty, which invigorates heuristic processing and dependence on stereotypes. Sadness prompts a low certainty level, which stimulates systematic information processing and low dependence on biases. While angry ethnocentric consumers disfavor the national icon product of brands with a foreign image, neutral (in terms of emotional state) and sad ethnocentric consumers do not. Thus, they do not follow the stereotype or bias that a national icon brand should belong to a domestic brand because of their lack of dependency on cues during decision making. In other words, only those who are induced with incidental anger reassert their stereotypic expectations, due to high certainty levels (Ger et al., 1999; Bodenhausen et al., 2000; Clore et al., 2001; Tiedens & Linton, 2001; Small & Lerner, 2008; Lerner et al., 2015).

REFERENCES

- Abdellah-Kilani, F., & Zorai, R. (2019). Brand Origin Recall Accuracy (BORECA): a new measure of brand origin salience. *International Marketing Review*, 36(3), 464–482. doi: 10.1108/imr-03-2018-0087
- Agrawal, N., Han, D., & Duhachek, A. (2013). Emotional agency appraisals influence responses to preference inconsistent information. *Organizational Behavior and Human Decision Processes*, 120(1), 87–97. doi: 10.1016/j.obhdp.2012.10.001
- Alden, D. L., Steenkamp, J.-B. E. M., & Batra, R. (1999). Brand Positioning Through Advertising in Asia, North America, and Europe: The Role of Global Consumer Culture. *Journal of Marketing*, 63(1), 75. doi: 10.2307/1252002
- Askegaard, S. & Ger, G. (1998). Product-country images: Towards a contextualized approach. *E-European Advances in Consumer Research*, 3, 50–58.
- Balabanis, G., & Diamantopoulos, A. (2004). Domestic Country Bias, Country-of-Origin Effects, and Consumer Ethnocentrism: A Multidimensional Unfolding Approach. *Journal of the Academy of Marketing Science*, 32(1), 80–95. <https://doi.org/10.1177/0092070303257644>
- Balabanis, G., Stathopoulou, A., & Qiao, J. (2019). Favoritism Toward Foreign and Domestic Brands: A Comparison of Different Theoretical Explanations. *Journal of International Marketing*, 27(2), 38–55. doi: 10.1177/1069031x19837945
- Batra, R., Ramaswamy, V., Alden, D., Steenkamp, J., & Ramachander, S. (2000). Effects of Brand Local and Nonlocal Origin on Consumer Attitudes in Developing Countries. *Journal of Consumer Psychology*, 9(2), 83–95. doi: 10.1207/s15327663jcp0902_3

- Belk, R. W. (1988). Possessions and the Extended Self. *Journal of Consumer Research*, 15(2), 139.
- Berger, J., & Ward, M. (2010). Subtle Signals of Inconspicuous Consumption. *Journal of Consumer Research*, 37(4), 555–569.
- Bodenhausen, G. V., Kramer, G. P., & Süsser, K. (1994). Happiness and stereotypic thinking in social judgment. *Journal of Personality and Social Psychology*, 66(4), 621–632. doi: 10.1037/0022-3514.66.4.621
- Bodenhausen, G. V., Gabriel, S., & Lineberger, M. (2000). Sadness and Susceptibility to Judgmental Bias: The Case of Anchoring. *Psychological Science*, 11(4), 320–323. doi: 10.1111/1467-9280.00263
- Bou-Llusar, J. C., Camisón-Zornoza, C., & Escrig-Tena, A. B. (2001). Measuring the relationship between firm perceived quality and customer satisfaction and its influence on purchase intentions. *Total Quality Management*, 12(6), 719–734. doi: 10.1080/09544120120075334
- Chao, P., & Lin, S. (2017). Translating Brand Names Effectively: Brand Attitude Reversal and Perceived Brand Name Translation Relevance in an Emerging Market. *Journal of International Consumer Marketing*, 29(3), 120–134. doi: 10.1080/08961530.2017.1281784
- Chen, Y.-S. (2009). The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. *Journal of Business Ethics*, 93(2), 307–319.
- Connell, K. Y. H. (2010). Internal and external barriers to eco-conscious apparel acquisition. *International Journal of Consumer Studies*, 34(3), 279–286
- Clore, G. L., Wyer, R. S., Jr., Dienes, B., Gasper, K., & Isbell, L. M. (2001). Affective feelings as feedback: Some cognitive consequences. In L. L. Martin & G. L. Clore (Eds.), *Theories of mood and cognition: A user's guidebook* (pp. 27– 62). Hillsdale, NJ: Erlbaum
- Cronin, J. J., & Taylor, S. A. (1992). Measuring Service Quality: A Reexamination and Extension. *Journal of Marketing*, 56(3), 55. doi: 10.2307/1252296
- Dawar, N., & Parker, P. (1994). Marketing Universals: Consumers' Use of Brand Name, Price, Physical Appearance, and Retailer Reputation as Signals of Product Quality. *Journal of Marketing*, 58(2), 81–95. doi: 10.1177/002224299405800207
- Desteno, D., Petty, R. E., Wegener, D. T., & Rucker, D. D. (2000). Beyond valence in the perception of likelihood: The role of emotion specificity. *Journal of Personality and Social Psychology*, 78(3), 397–416. doi: 10.1037/0022-3514.78.3.397

- Desteno, D., Li, Y., Dickens, L., & Lerner, J. S. (2014). Gratitude. *Psychological Science*, 25(6), 1262–1267. doi: 10.1177/0956797614529979
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, 28(3), 307–319. doi: 10.1177/002224379102800305
- Douglas, M., & Isherwood, B. (1980). *The world of goods: towards an anthropology of consumption*. Harmondsworth.
- Dunning, D., Fetchenhauer, D., & Schlösser, T. (2017). The varying roles played by emotion in economic decision making. *Current Opinion in Behavioral Sciences*, 15, 33–38. doi: 10.1016/j.cobeha.2017.05.006
- E M Steenkamp, J., Batra, R. & Alden, D. How perceived brand globalness creates brand value. *J Int Bus Stud* 34, 53–65 (2003). <https://doi.org/10.1057/palgrave.jibs.8400002>
- Ekman, P. (1992). An argument for basic emotions. *Cognition and Emotion*, 6(3-4), 169-200. doi:10.1080/02699939208411068
- Erdem, T., & Swait, J. (2004). Brand Credibility, Brand Consideration, and Choice. *Journal of Consumer Research*, 31(1), 191–198. doi: 10.1086/383434
- Erdem, T., & Swait, J. (1998). Brand Equity as a Signaling Phenomenon. *Journal of Consumer Psychology*, 7(2), 131–157. doi: 10.1207/s15327663jcp0702_02
- Feldman, J. M., & Lynch, J. G. (1988). Self-generated validity and other effects of measurement on belief, attitude, intention, and behavior. *Journal of Applied Psychology*, 73(3), 421–435. doi: 10.1037//0021-9010.73.3.421
- Francois-Lecompte, A., & Roberts, J. A. (2006). Developing a Measure of Socially Responsible Consumption in France. *Marketing Management Journal*, 16(2), 50–66. Retrieved from
- Foo, M.-D. (2009). Emotions and Entrepreneurial Opportunity Evaluation. *Entrepreneurship Theory and Practice*, 35(2), 375–393. doi: 10.1111/j.1540-6520.2009.00357.x
- George, J. M., & Dane, E. (2016). Affect, emotion, and decision making. *Organizational Behavior and Human Decision Processes*, 136, 47–55. doi: 10.1016/j.obhdp.2016.06.004
- Ger, G., Belk, R. W., & Lascu, D. N. (1993). The development of consumer desire in marketing and developing economies: The cases of Romania and Turkey. In L. McAlister & M. L. Rothschild (Eds.), *Advances in Consumer Research*, vol 20 (pp. 102–107). Provo, UT: Association for Consumer Research.

- Ger, G., & Belk, R. W. (1996). Cross-cultural differences in materialism. *Journal of Economic Psychology*, 17(1), 55–77. doi: 10.1016/0167-4870(95)00035-6
- Ger, G. (1999). Localizing in the Global Village: Local Firms Competing in Global Markets. *California Management Review*, 41(4), 64–83. doi: 10.2307/41166010
- Ger, G., Askegaard, S. & Christensen, A. (1999) 'Experiential Natural of ProductPlace Images: Image as a Narrative' in Arnould, E. J. and Scott, L. M. (Eds), *Advances in Consumer Research*, 26, Association for Consumer Research, Provo, UT, 165-9.
- Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998). The effect of store name, brand name and price discounts on consumers evaluations and purchase intentions. *Journal of Retailing*, 74(3), 331–352. doi: 10.1016/s0022-4359(99)80099-2
- Hayes, A. F. (2018). *Introduction to mediation, moderation, and conditional process analysis: a regression-based approach*. New York: The Guilford Press.
- Heinberg, M., Ozkaya, H. E., & Taube, M. (2015). A brand built on sand: Is acquiring a local brand in an emerging market an ill-advised strategy for foreign companies? *Journal of the Academy of Marketing Science*, 44(5), 586–607. doi: 10.1007/s11747-015-0452-7
- Herz, M., & Diamantopoulos, A. (2017). I use it but will Tell you that I Dont: Consumers' Country-of-Origin Cue usage Denial. *Journal of International Marketing*, 25(2), 52–71. doi: 10.1509/jim.16.0051
- Holt, D. B. (1995). How Consumers Consume: A Typology of Consumption Practices. *Journal of Consumer Research*, 22(1), 1.
- Holt, D. B. (2003). What Becomes an Icon Most? *Harvard Business Review*, 81(3), 43–49. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=9162349&site=eds-live>
- Kim, M.-Y., & Park, B. I. (2017). The impact of country of origin on context effects in choice. *International Marketing Review*, 34(6), 706–734. doi: 10.1108/imr-03-2015-0074
- Kravets, O. (2012). Russia's "Pure Spirit." *Journal of Macromarketing*, 32(4), 361–376. doi: 10.1177/0276146712449627
- Kwok, S., Uncles, M., & Huang, Y. (2006). Brand preferences and brand choices among urban Chinese consumers. *Asia Pacific Journal of Marketing and Logistics*, 18(3), 163–172. doi: 10.1108/13555850610675634

- Laufer, D., & Wang, Y. (2018). Guilty by association: The risk of crisis contagion. *Business Horizons*, 61(2), 173–179. doi: 10.1016/j.bushor.2017.09.005
- Lazars, R. S. (1991). *Emotion and adaptation*. New York: Oxford University Press.
- Lerner, J. S., & Keltner, D. (2000). Beyond valence: Toward a model of emotion-specific influences on judgement and choice. *Cognition & Emotion*, 14(4), 473–493. doi: 10.1080/026999300402763
- Lerner, J. S., Gonzalez, R. M., Small, D. A., & Fischhoff, B. (2003). Effects of fear and anger on perceived risks of terrorism: A national field experiment. *PsycEXTRA Dataset*. doi: 10.1037/e633872013-121
- Lerner, J. S., Han, S., & Keltner, D. (2007). Feelings and Consumer Decision Making: Extending the Appraisal-Tendency Framework. *Journal of Consumer Psychology*, 17(3), 181–187. doi: 10.1016/s1057-7408(07)70027-x
- Lerner, J. S., Li, Y., Valdesolo, P., & Kassam, K. S. (2015). Emotion and Decision Making. *Annual Review of Psychology*, 66(1), 799–823. doi: 10.1146/annurev-psych-010213-115043
- Mahoney, J., & Goertz, G. (2006). A Tale of Two Cultures: Contrasting Quantitative and Qualitative Research. *Political Analysis*, 14(3), 227–249. doi: 10.1093/pan/mpj017
- Mandler, T. (2019). Beyond reach: an extended model of global brand effects. *International Marketing Review*, 36(5), 647–674. doi: 10.1108/imr-01-2018-0032
- Melnyk, V., Klein, K., & Völckner, F. (2012). The Double-Edged Sword of Foreign Brand Names for Companies from Emerging Countries. *Journal of Marketing*, 76(6), 21–37. doi: 10.1509/jm.11.0349
- Mohan, M., Brown, B. P., Sichtmann, C., & Schoefer, K. (2018). Perceived globalness and localness in B2B brands: A co-branding perspective. *Industrial Marketing Management*, 72, 59–70. doi: 10.1016/j.indmarman.2018.03.014
- Özsomer, A. (2012). The Interplay between Global and Local Brands: A Closer Look at Perceived Brand Globalness and Local Iconness. *Journal of International Marketing*, 20(2), 72–95. doi: 10.1509/jim.11.0105
- Papadopoulos, N. G., & Heslop, L. (1993). *Product-country images: impact and role in international marketing*. New York: International Business Press.
- Samiee, S., Shimp, T. A., & Sharma, S. (2005). Brand origin recognition accuracy: its antecedents and consumers' cognitive limitations. *Journal of International Business Studies*, 36(4), 379–397. doi: 10.1057/palgrave.jibs.8400145

- Saleem, A., Ghafar, A., Ibrahim, M., Yousuf, M., & Ahmed, N. (2015). Product Perceived Quality and Purchase Intention with Consumer Satisfaction. *Global Journal of Management and Business Research*, 15(1).
- Shimp, T. A., & Sharma, S. (1987). Consumer Ethnocentrism: Construction and Validation of the CETSCALE. *Journal of Marketing Research*, 24(3), 280. doi: 10.2307/3151638
- Shimp, T. A., Samiee, S., & Sharma, S. (2001). The country-of-origin effect and brand origin knowledge: How little consumers know and how important knowledge is. In A. Groeppel-Klein & F. R. Esch (Eds.), *European advances in consumer research*, vol. 5 (pp. 325–326). Provo, UT: Association for Consumer Research
- Siamagka, N.-T., & Balabanis, G. (2015). Revisiting Consumer Ethnocentrism: Review, Reconceptualization, and Empirical Testing. *Journal of International Marketing*, 23(3), 66–86. doi: 10.1509/jim.15.0085
- Singleton, R., & Straits, B. C. (2010). *Approaches to social research*. New York: Oxford University Press.
- Sivanathan, N., & Pettit, N. C. (2010). Protecting the self through consumption: Status goods as affirmational commodities. *Journal of Experimental Social Psychology*, 46(3), 564–570.
- Small, D. A., & Lerner, J. S. (2008). Emotional Policy: Personal Sadness and Anger Shape Judgments about a Welfare Case. *Political Psychology*, 29(2), 149–168. doi: 10.1111/j.1467-9221.2008.00621.
- Smith, C. A., & Ellsworth, P. C. (1985). Patterns of cognitive appraisal in emotion. *Journal of Personality and Social Psychology*, 48(4), 813–838. doi: 10.1037//0022-3514.48.4.813
- Solomon, M. R. (1983). The Role of Products as Social Stimuli: A Symbolic Interactionism Perspective. *Journal of Consumer Research*, 10(3), 319.
- Strizhakova, Y., & Coulter, R. A. (2015). Drivers of Local Relative to Global Brand Purchases: A Contingency Approach. *Journal of International Marketing*, 23(1), 1–22. doi: 10.1509/jim.14.0037
- Suh, Y., Hur, J., & Davies, G. (2016). Cultural appropriation and the country of origin effect. *Journal of Business Research*, 69(8), 2721–2730. doi: 10.1016/j.jbusres.2015.11.007
- Sun, L., Zheng, X., Su, M., & Keller, L. R. (2017). Intention–Behavior Discrepancy of Foreign versus Domestic Brands in Emerging Markets: The Relevance of Consumer

- Prior Knowledge. *Journal of International Marketing*, 25(1), 91–109. doi: 10.1509/jim.15.0123
- Swaminathan, V., Stilley, K. M., & Ahluwalia, R. (2009). When Brand Personality Matters: The Moderating Role of Attachment Styles. *Journal of Consumer Research*, 35(6), 985–1002. doi: 10.1086/593948
- Sweeney, J. C., Soutar, G. N., & Johnson, L. W. (1999). The role of perceived risk in the quality-value relationship: A study in a retail environment. *Journal of Retailing*, 75(1), 77–105. doi: 10.1016/s0022-4359(99)80005-0
- Swoboda, B., Pennemann, K., & Taube, M. (2012). The Effects of Perceived Brand Globalness and Perceived Brand Localness in China: Empirical Evidence on Western, Asian, and Domestic Retailers. *Journal of International Marketing*, 20(4), 72–95. doi: 10.1509/jim.12.0105
- Swoboda, B., & Hirschmann, J. (2016). Does Being Perceived as Global Pay Off? An Analysis of Leading Foreign and Domestic Multinational Corporations in India, Japan, and the United States. *Journal of International Marketing*, 24(3), 1–30. doi: 10.1509/jim.15.0088
- Tiedens, L. Z., & Linton, S. (2001). Judgment under emotional certainty and uncertainty: The effects of specific emotions on information processing. *Journal of Personality and Social Psychology*, 81(6), 973–988. doi: 10.1037//0022-3514.81.6.973
- Varman, R., & Costa, J. A. (2012). Underdeveloped Other in country-of-origin theory and practices. *Consumption Markets & Culture*, 16(3), 240–265. doi: 10.1080/10253866.2012.668366
- Wallendorf, M., & Arnould, E. J. (1988). "My Favorite Things": A Cross-Cultural Inquiry into Object Attachment, Possessiveness, and Social Linkage. *Journal of Consumer Research*, 14(4), 531. doi: 10.1086/209134
- Wang, C.-K., & Lamb, C. W. (1983). The impact of selected environmental forces upon consumers willingness to buy foreign products. *Journal of the Academy of Marketing Science*, 11(1-2), 71–84. doi: 10.1007/bf02721862
- Wicklund, R. A., & Gollwitzer, P. M. (1981). Symbolic Self-Completion, Attempted Influence, and Self-Deprecation. *Basic and Applied Social Psychology*, 2(2), 89–114.
- Wiltermuth, S. S., & Tiedens, L. Z. (2011). Incidental anger and the desire to evaluate. *Organizational Behavior and Human Decision Processes*, 116(1), 55–65. doi: 10.1016/j.obhdp.2011.03.007

Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, 52(1), 1–14. doi: 10.1016/s0148-2963(99)00098-3

Zhou, L., Yang, Z., & Hui, M. K. (2009). Non-local or local brands? A multi-level investigation into confidence in brand origin identification and its strategic implications. *Journal of the Academy of Marketing Science*, 38(2), 202–218. doi: 10.1007/s11747-009-0153-1



APPENDICES

APPENDIX A

This survey is conducted for a master's dissertation research at Faculty of Business Administration at Bilkent University. Your information will be confidential and anonymous.

1. What is your gender?
 - A. Female
 - B. Male
2. What is your age?
 - A. -18
 - B. 18-28
 - C. 29-39
 - D. 40-50
 - E. 51-61
 - F. +61
3. What is your education level?
 - A. None
 - B. Elementary School

- C. Middle School
- D. High School
- E. 2-year Degree
- F. 4-year Degree
- G. Master
- H. PhD

4. What is your profession?

- A. Not working
- B. Student
- C. Blue-Collar
- D. White-Collar
- E. Academician
- F. Manager
- G. Free-Lancer
- H. Other

5. Which products do you associate with things that are Turkish?

6. According to you which products do represent Turkey?

7. According to you which products are very good symbols of Turkey?

8. Which products do you associate with things that are not Turkish?

9. According to you which products do not represent Turkey?

10. According to you which products are very good symbols of foreign?

APPENDIX B

This survey is conducted for a master's dissertation research at Faculty of Business Administration at Bilkent University. Your information will be confidential and anonymous.

1. What is your gender?
 - A. Female
 - B. Male
2. What is your age?
 - A. -18
 - B. 18-28
 - C. 29-39
 - D. 40-50
 - E. 51-61
 - F. +61
3. What is your education level?
 - A. None
 - B. Elementary School
 - C. Middle School
 - D. High School
 - E. 2-year Degree
 - F. 4-year Degree

G. Master

H. PhD

4. What is your profession?

A. Not working

B. Student

C. Blue-Collar

D. White-Collar

E. Academician

F. Manager

G. Free-Lancer

H. Other

5. Which products do you associate with things that are Turkish?

A. Carpet

B. Tableware

C. Towel

D. Soap bar

E. Sitting Set

F. Jeans

G. Kettle

H. Shirt

I. Pefume

J. Computer

6. According to you which products do represent Turkey?

A. Carpet

B. Tableware

C. Towel

D. Soap bar

E. Sitting Set

F. Jeans

- G. Kettle
- H. Shirt
- I. Pefume
- J. Computer

7. According to you which products are very good symbols of Turkey?

- A. Carpet
- B. Tableware
- C. Towel
- D. Soap bar
- E. Sitting Set
- F. Jeans
- G. Kettle
- H. Shirt
- I. Pefume
- J. Computer

8. Which products do you associate with things that are not Turkish?

- A. Carpet
- B. Tableware
- C. Towel
- D. Soap bar
- E. Sitting Set
- F. Jeans
- G. Kettle
- H. Shirt
- I. Pefume
- J. Computer

9. According to you which products do not represent Turkey?

- A. Carpet
- B. Tableware
- C. Towel
- D. Soap bar
- E. Sitting Set
- F. Jeans
- G. Kettle
- H. Shirt
- I. Pefume
- J. Computer

10. According to you which products are very good symbols of foreign?

- A. Carpet
- B. Tableware
- C. Towel
- D. Soap bar
- E. Sitting Set
- F. Jeans
- G. Kettle
- H. Shirt
- I. Pefume
- J. Computer

APPENDIX C

This survey is conducted for a master's dissertation research at Faculty of Business Administration at Bilkent University. Your information will be confidential and anonymous.

11. What is your gender?

- A. Female
- B. Male

12. What is your age?

- A. -18
- B. 18-28
- C. 29-39
- D. 40-50
- E. 51-61
- F. +61

13. What is your education level?

- A. None
- B. Elementary School
- C. Middle School
- D. High School

- E. 2-year Degree
- F. 4-year Degree
- G. Master
- H. PhD

14. What is your profession?

- A. Not working
- B. Student
- C. Blue-Collar
- D. White-Collar
- E. Academician
- F. Manager
- G. Free-Lancer

15. Please indicate the extent to which you agree with the following statement:

- A. Purchasing foreign-made products is un-Turkish as long as there are domestic products available with the same quality and price.
 - i. 1-7
- B. Turkish should not buy foreign products, because this hurts Turkish business and causes unemployment.
 - i. 1-7
- C. A real Turkish should always buy Turkish-made products as long as there are domestic products available with the same quality and price of the foreign ones.. Under this condition, it is not right to purchase foreign-made products.
 - i. 1-7

16. In this section there is information about 4 hypothetical brands.



“Hypnos” is a brand with 30 years of history. Its name is based on foreign ancient god of sleep and dream. It is a well-known brand for rugs with affordable price and good quality. Its stores are located in most of the neighborhoods and easily found.



“Piyan” is a brand that has been offering good quality rugs in the market for a few decades. Its reasonably priced rugs are famous and quite available to customers in many locations. “Piyan” is an endemic flower that solely grows on Turkish soil and that factor has inspired the founders of the brand in terms of brand name.



“C-NOVUS” is a high level technology computer brand with a middle-range price. Its name origin comes from a Latin word “caelestis novus” which means celestial innovation. It is fairly present in shopping malls and pretty accessible by customers.



Brand “Tektem” is created by the conjunction of two words of teknoloji and temür which means polar star technology in Turkish. It is a high level technology computer brand which has stores in various points in every city. Price level of “Tektem” is classified as medium.

17. Please indicate the extent to which you agree with the following statement:

A. I consider brand Hypnos to be a foreign brand.

i. 1-7

B. I think consumers overseas buy brand Hypnos.

i. 1-7

C. Brand Hypnos is sold all over the world.

i. 1-7

D. I consider brand Tektem to be a foreign brand.

i. 1-7

E. I think consumers overseas buy brand Tektem.

i. 1-7

F. Brand Tektem is sold all over the world.

i. 1-7

G. I consider brand Piyan to be a foreign brand.

i. 1-7

H. I think consumers overseas buy brand Piyan.

i. 1-7

I. Brand Piyan is sold all over the world.

i. 1-7

J. I consider brand C-Novus to be a foreign brand.

i. 1-7

K. I think consumers overseas buy brand C-Novus.

i. 1-7

L. Brand C-Novus is sold all over the world.

i. 1-7

18. Please read the scenarios and imagine yourself in the shoes of the person who depicts the story. Then answer the following questions:



<https://www.womenshealth.gov/relationships-and-safety/other-types/emotional-and-verbal-abuse>

“I was eating cake at home with my sister when her boyfriend arrived. He glanced at the cake and said she should stop eating because she was getting too fat and he wouldn’t date her anymore if she continued like that.”

A. Do you consider sexist humiliation and insult a kind of harassment?

i. Yes

ii. No

B. Do you have a similar experience?

i. Yes

ii. No

C. How much sadness did you feel after reading the scenario?

i. 1-7

D. How much anger did you feel after reading the scenario?

i. 1-7

19. Please read the scenarios and imagine yourself in the shoes of the person who depicts the story. Then answer the following questions:



<https://imgflip.com/meme/41159802/Crying-kid?sort=latest>

“When me and my sister were younger, we became orphans. We ended up being sent to different homes. I remember this day, because my sister cried a lot and held me tight. I didn’t understand why I couldn’t stay with her. Yet after, I realized that it was necessary because despite all the efforts, a family which was able to look after two siblings at a time couldn’t be found”

E. Would you like to look after those siblings?

- i. Yes
- ii. No

F. Do you know someone who has been through a similar situation?

- i. Yes
- ii. No

G. How much sadness did you feel after reading the scenario?

- i. 1-7

H. How much anger did you feel after reading the scenario?

- i. 1-7

20. Please read the scenarios and imagine yourself in the shoes of the person who depicts the story. Then answer the following questions:



https://freebie.photography/transport/slides/driving_on_a_road.htm

“I left college at noon and went to the parking lot to pick up my car and leave. On the way, there was a restaurant and I had lunch there before heading on. I got on my way and home at 1.30 pm.”

- I. How much sadness did you feel after reading the scenario?
 - i. 1-7
- J. How much anger did you feel after reading the scenario?
 - i. 1-7

21. Please indicate the extent to which you agree with the following statement:

- A. The likely quality of the rug from brand Hypnos is extremely high.
 - i. 1-7
- B. The likely quality of the rug from brand Piyan is extremely high.
 - i. 1-7
- C. I would like to buy the rug from brand Hypnos.
 - i. 1-7
- D. I intend to purchase the product rug from brand Hypnos.

i. 1-7

E. I would like to buy the rug from brand Piyan.

i. 1-7

F. I intend to purchase the rug from brand Piyan.

i. 1-7

G. The likely quality of the computer from brand C-Novus is extremely high.

i. 1-7

H. The likely quality of the computer from brand Tektem is extremely high.

i. 1-7

I. I would like to buy the computer from brand C-Novus.

i. 1-7

J. I intend to purchase the computer from brand C-Novus.

i. 1-7

K. I would like to buy the computer from brand Tektem.

i. 1-5

L. I intend to purchase the computer from brand Tektem.

i. 1-7

This survey is conducted for a master's dissertation research at Faculty of Business Administration at Bilkent University. Your information will be confidential and anonymous.

22. What is your gender?

- A. Female
- B. Male

23. What is your age?

- A. -18
- B. 18-28
- C. 29-39
- D. 40-50
- E. 51-61
- F. +61

24. What is your education level?

- A. None
- B. Elementary School
- C. Middle School
- D. High School
- E. 2-year Degree
- F. 4-year Degree
- G. Master
- H. PhD

25. What is your profession?

- A. Not working
- B. Student
- C. Blue-Collar
- D. White-Collar
- E. Academician
- F. Manager
- G. Free-Lancer

26. Please indicate the extent to which you agree with the following statement:

A. Purchasing foreign-made products is un-Turkish as long as there are domestic products available with the same quality and price.

i. 1-7

B. Turkish should not buy foreign products, because this hurts Turkish business and causes unemployment.

i. 1-7

C. A real Turkish should always buy Turkish-made products as long as there are domestic products available with the same quality and price of the foreign ones.. Under this condition, it is not right to purchase foreign-made products.

i. 1-7

27. In this section there is information about 4 hypothetical brands.



“Hypnos” is a brand with 30 years of history. Its name is based on foreign ancient god of sleep and dream. It is a well-known brand for rugs with affordable price and good quality. Its stores are located in most of the neighborhoods and easily found.



“Piyan” is a brand that has been offering good quality rugs in the market for a few decades. Its reasonably priced rugs are famous and quite available to customers in many locations. “Piyan” is an endemic flower that solely grows on Turkish soil and that factor has inspired the founders of the brand in terms of brand name.



“C-NOVUS” is a high level technology computer brand with a middle-range price. Its name origin comes from a Latin word “caelestis novus” which means celestial innovation. It is fairly present in shopping malls and pretty accessible by customers.



Brand “Tektem” is created by the conjunction of two words of teknoloji and temür which means polar star technology in Turkish. It is a high level technology computer brand which has stores in various points in every city. Price level of “Tektem” is classified as medium.

28. Please indicate the extent to which you agree with the following statement:

A. I consider brand Hypnos to be a foreign brand.

i. 1-7

B. I think consumers overseas buy brand Hypnos.

i. 1-7

C. Brand Hypnos is sold all over the world.

i. 1-7

D. I consider brand Tektem to be a foreign brand.

i. 1-7

E. I think consumers overseas buy brand Tektem.

i. 1-7

F. Brand Tektem is sold all over the world.

i. 1-7

G. I consider brand Piyan to be a foreign brand.

i. 1-7

H. I think consumers overseas buy brand Piyan.

i. 1-7

I. Brand Piyan is sold all over the world.

i. 1-7

J. I consider brand C-Novus to be a foreign brand.

i. 1-7

K. I think consumers overseas buy brand C-Novus.

i. 1-7

L. Brand C-Novus is sold all over the world.

i. 1-7

29. Please read the scenarios and imagine yourself in the shoes of the person who depicts the story. Then answer the following questions:



<https://www.womenshealth.gov/relationships-and-safety/other-types/emotional-and-verbal-abuse>

“I was eating cake at home with my sister when her boyfriend arrived. He glanced at the cake and said she should stop eating because she was getting too fat and he wouldn’t date her anymore if she continued like that.”

K. Do you consider sexist humiliation and insult a kind of harassment?

- i. Yes
- ii. No

L. Do you have a similar experience?

- i. Yes
- ii. No

M. How much sadness did you feel after reading the scenario?

- i. 1-7

N. How much anger did you feel after reading the scenario?

- i. 1-7

30. Please read the scenarios and imagine yourself in the shoes of the person who depicts the story. Then answer the following questions:



<https://imgflip.com/meme/41159802/Crying-kid?sort=latest>

“When me and my sister were younger, we became orphans. We ended up being sent to different homes. I remember this day, because my sister cried a lot and held me tight. I didn’t understand why I couldn’t stay with her. Yet after, I realized that it was necessary because despite all the efforts, a family which was able to look after two siblings at a time couldn’t be found”

O. Would you like to look after those siblings?

- i. Yes
- ii. No

P. Do you know someone who has been through a similar situation?

- i. Yes
- ii. No

Q. How much sadness did you feel after reading the scenario?

- i. 1-7

R. How much anger did you feel after reading the scenario?

- i. 1-7

31. Please read the scenarios and imagine yourself in the shoes of the person who depicts the story. Then answer the following questions:



https://freebie.photography/transport/slides/driving_on_a_road.htm

“I left college at noon and went to the parking lot to pick up my car and leave. On the way, there was a restaurant and I had lunch there before heading on. I got on my way and home at 1.30 pm.”

S. How much sadness did you feel after reading the scenario?

i. 1-7

T. How much anger did you feel after reading the scenario?

i. 1-7

32. Please indicate the extent to which you agree with the following statement:

A. The likely quality of the rug from brand Hypnos is extremely high.

i. 1-7

B. The likely quality of the rug from brand Pijan is extremely high.

i. 1-7

C. I would like to buy the rug from brand Hypnos.

i. 1-7

D. I intend to purchase the product rug from brand Hypnos.

i. 1-7

E. I would like to buy the rug from brand Piyan.

i. 1-7

F. I intend to purchase the rug from brand Piyan.

i. 1-7

G. The likely quality of the computer from brand C-Novus is extremely high.

i. 1-7

H. The likely quality of the computer from brand Tektem is extremely high.

i. 1-7

I. I would like to buy the computer from brand C-Novus.

i. 1-7

J. I intend to purchase the computer from brand C-Novus.

i. 1-7

K. I would like to buy the computer from brand Tektem.

i. 1-5

L. I intend to purchase the computer from brand Tektem.

i. 1-7