universität wien

MASTERARBEIT / MASTER'S THESIS

Titel der Masterarbeit / Title of the Master's Thesis

„Consumer Xenocetrism: What We Know and How We Use It. A Literature Review and A Reconsideration of its Measurements."

verfasst von / submitted by

Jana Lutz

angestrebter akademischer Grad / in partial fulfilment of the requirements for the degree of

Master of Science (MSc)

Wien, 2023 / Vienna 2023

Studienkennzahl lt. Studienblatt / degree programme code as it appears on the student record sheet:	UA 066 915
Studienrichtung lt. Studienblatt / degree programme as it appears on the student record sheet:	Masterstudium Betriebswirtschaft
Betreut von / Supervisor:	Univ.-Prof. Mag. Dr. Katharina Auer-Zotlöterer

Acknowledgements

I would like to express my sincere gratitude and appreciation to my thesis advisor, Univ.-Prof. DD. Adamantios Diamantopoulos, for his invaluable guidance and support throughout the completion of my thesis. His expertise and patience have been instrumental in shaping the outcome of this work, and I am truly thankful for the time and effort he has dedicated to discussing and developing the topic.

Additionally I would like to give my sincere appreciation to Univ.-Prof. Mag. Dr. Katharina Auer-Zotlöterer for their pivotal role in evaluating and grading my thesis. Their expertise and discerning evaluation will greatly contribute to the final outcome of my degree.

I would also like to extend my heartfelt thanks to Dr. Maria Gabriela Montanari for her valuable contributions and continuous support. Her extensive knowledge and constant availability have been crucial in assisting me throughout the research process. I am grateful for her guidance and the insightful discussions we have had.

I would like to acknowledge the Chair of International Marketing for providing an intellectually stimulating environment and the opportunity to work on this thesis. I am grateful to all the members of the chair for their expertise and support.

Furthermore, I would like to express my gratitude to my family and friends for their unwavering support and understanding throughout my academic journey. Their love and encouragement have been a constant source of motivation for me.

Abstract

In accordance with the growing scientific interest in the effects and drivers of consumer xenocentrism (C-XEN), this thesis aims to compare the present measurement scales of the construct and to illustrate relevant differences in its emergence and effects. In recent years, not only has research in the field of C-XEN increased, but also different measurement scales for determining xenocentrism have been developed. The development process, the foundation, and the dimensions of the scales differ considerably. These distinctions severely limit the comparability and, thus the explanatory power of studies on C-XEN.

To compare the scales, an empirical study was conducted with Brazilian consumers. C-XEN in the product category of shoes was measured with the currently available scales. The scales were then compared in their reliability, validity, and in the process of development. The study results show that particularly the C-Xenscale by Balabanis and Diamatopoulos (2016) was theoretically grounded and accurately developed. This is also reflected in the convincing validity and reliability of the scale. Accordingly, this master thesis also recommends the use of the C-Xenscale.

A detailed conclusion, managerial and theoretical implications, and limitations of the study can be found in the last section of the thesis.

Keywords: *Consumer xenocentrism, C-XENSCALE, CXENO Scale, X-Scale, XEN-Scale, irrational consumer behavior, foreign product bias, purchase intention*

Table of Contents

List of Figures

List of Tables

List of Abbreviations

C-XEN – Consumer Xenocentrism

CET – Consumer Ethnocentrism

PI – Purchase Intention

PCI – Product-Country Image

BA – Brand Attitudes

WTP – Willingness to Pay

PP – Purchase Probability

COO – Country of Origin

SIT - Social Identity Theory

SJT - System Justification Theory

et al. – and others (Latin: et alii)

e.g.for example (Latin: exempli gratia)

i.e. –that is (Latin: id est)

1 Introduction

1.1 Research Background and Research Gap

Due to increasingly global markets and networked consumption, the positive and negative influence of local and foreign product groups and brands on consumer perceptions is becoming more and more the focus of international marketing research (e.g. Bartsch et al, 2016; Balabanis et al, 2019). The immense choice of products and brands from different countries has been proven to lead to consumer prejudice. Therefore, researchers are eager to find out the underlying reasons for the preference for domestic and foreign products. Previous research on foreign and domestic product preference has focused on the idea that a product's country of origin (COO) is particularly meaningful for consumers' purchasing behavior and product evaluation (e.g. Roth & Romeo, 1992; Balabanis & Diamantopoulos, 2004). In addition, external factors such as prices, brand names, or product design have long been recognized in marketing research. In addition to these primarily cognitive-based explanations, recent research focuses on more affectively based, social-psychological explanations to explain consumer biases regarding domestic and foreign product preferences and choices (Mueller & Broderick, 2010).

Here, constructs focusing on preference for domestic or foreign products as a result of consumers' pro-ingroup tendencies have been established first (Mueller & Broderick, 2010). These include constructs such as consumer ethnocentrism (CET) (Shimp & Sharma, 1987), consumer animosity (Klein & Ettensoe, 1999), and national identity (Verlegh, 2007).
Particularly in recent years, interest in concepts to explain consumers with positive outgroup orientations and negative ingroup perceptions has increased as well. These studies focused on the concept of C-XEN, which accounts for both outgroup favoritism and ingroup derogation. A description of the concept was made by Balabanis and Diamantopoulos (2016) as follows:

"A consumer's internalized belief of the inferiority of domestic products and a corresponding propensity to prefer foreign products for social aggrandizement purposes (Balabanis & Diamantopoulos, 2016, p. 61)."

While an increasing amount of research is being done on C-XEN, there are different scales to measure the construct. In reality, this leads to difficulties in comparing and inconsistent results

as the focus of the various scales is on different theories and different areas of C-XEN. The following four scales are currently used in research on xenocentrism:

- C-XENO (Lawrence, 2012).
- C-XENSCALE (Balabanis & Diamantopoulos, 2016).
- X-SCALE (Rojas-Méndez & Chapa, 2019).
- XEN-SCALE (Cleveland & Balakrishnan, 2019).

This master's thesis provides insight into the current state of research on xenocentrism and compares the existing measurement scales theoretically and empirically. The scales are compared theoretically on the basis of their conceptual definition, theoretical foundations, and the scale development process. The reliability and validity of the scales are empirically tested.

A fifth scale to measure xenocentrism was developed by Prince, Davies and Cleveland in 2016. However, this scale is the CETSCALE for measuring CET (Shimp & Sharma, 1987), in reverse. As it has since been established that C-XEN is not the opposite of CET, this scale will not be used in the comparison and study in this master's thesis. The aim of this Master's thesis is to answer the following research question comprehensively:

Which scale for measuring C-XEN should be used for research on xenocentrism due to its conceptual definition, theoretical basis, scale development process, reliability, and validity?

This thesis has several implications for international marketing research. From a theoretical perspective, it compares the current state of research, results, and differences in research on xenocentrism. The current measurement scales are compared, and a recommendation for use is made. From a managerial perspective, the results of the empirical research are valuable. They show once again that xenocentrism leads to a biased perception of products and brands and can thus influence purchasing decisions. Brands can use this knowledge to change or influence their own presentation in favor of the market they are addressing. This plays a powerful role in a universal construct such as xenocentrism, which has already been demonstrated in different product categories, privately and publicly consumed products, and in more luxurious and less expensive products (Mueller et al, 2016).

1.2 Structure of the thesis

The master thesis starts with an introduction to the topic of C-XEN and shows the gap in research. Subsequently, in Chapter 2, the construct's background is shown through examples from the current state of research and essential, related constructs. Definitions, theoretical foundations, reasons, and focus of xenocentrism research is shown. The extant literature is evaluated in Chapter 3, and existing studies are viewed in terms of their setting, samples, product categories, dependent variables, and key findings. In the fourth chapter, the existing xenocentrism scales are discussed in detail. All scales are described and the item generation and problematic aspects are presented individually. The fifth chapter deals with the empirical research of the master thesis and shows hypotheses development, data collection, measurement instruments, experimental design, and the pre-test. The research results are shown in the sixth chapter and presented based on the main analysis. The seventh chapter discusses the found results and shows the research's theoretical and management implications and limitations.

2 Conceptual Background

This chapter provides insight into the concept of C-XEN. It also discusses stereotypical xenocentric consumers and gives examples of xenocentric consumers in research. Subsequently, the related constructs of consumer cosmopolitanism and CET are discussed. The definition of C-XEN in the literature is provided, theoretical foundations are identified, and the focus and purpose of research on C-XEN are presented.

2.1 The concept of Consumer Xenocentrism

In 951 Kent and Burnight introduced the Xenocentrism Concept to the academic literature in their paper "Group Xentrism in Complex Societies" for the first time. The concept was based on Summer's (1906) ethnocentrism concept and described it as its counterpart. Kent and Burnight defined xenocentrism as

"The view of things in which a group other than one's own group is the centre of everything, and all others, including one's own group, are scaled and rated with reference to it (Kent & Burnight, 1951, p. 256)."

This definition is based on their observation that some people have an outgroup orientation that leads them to favour foreign groups over their own society.

Still, most definitions of C-XEN are based on Kent and Burnight's original ideas and definitions. However, it must be mentioned that they did not link their xenocentrism concept to a consumer context. In 2010, Mueller and Broderick were the first researchers to link the construct of xenocentrism to the consumer sphere and, thus, to a consumer context.

In general, the key factor of xenocentrism is not only to prefer the foreign but also to reject the local (Kent & Burnight, 1951; Balabanis & Diamantopoulos, 2016; Perlmutter, 1954). Kent and Burnight outline xenocentrism as a psychological attitude that implies a biased view. The nature of the concept is described as subjective, as a xenocentric person sees faults where non-exist (Kent & Burnight, 1951). Similar to ethnocentric feelings, Kent and Burnight identify xenocentristic feelings to be "Most likely held in respect to the political, economic, religious, and familial institutions of a society together with their attendant ethical and moral codes, traditions, and mores (Kent & Burnight, 1951, p. 257)."

Another primary characteristic of xenocentrism is negative stereotypical perceptions of the own ingroup coupled with outgroup admiration (Balabanis & Diamantopoulos, 2016). This attribute differentiates C-XEN from other positive foreign bias constructs like the consumer cosmopolitanism construct.

Since xenocentric people regard their home country as inferior while they regard foreign countries as superior, product quality does not play a decisive role in the preference for foreign goods. Numerous studies have found that xenocentric consumers prefer foreign products even though domestic products of equal or better quality and equal or lower price are available. This effect has been tested and confirmed in various studies with product groups such as wine, shoes, cosmetics, clothing, and many more. According to Mueller and Broderick, *"The bias towards foreign products cannot always be credited to superior product attributes or functionality; rather, consumer bias often results because foreign products better represent an ideal or value with which a consumer can identify or aspire (Mueller & Broderick, 2010, p. 7)."* They note that foreign products are often associated with the status of prestige and/ or modernity. Therefore not their quality or functionality, but their foreignness that conveys status (Mueller & Broderick, 2010). Nevertheless, it must be mentioned that xenocentric individuals do not prefer products from all foreign countries but only from certain countries.

Similarly, as a preference for foreign products is more frequently documented in developing and emerging countries, comparatively low-status countries are also more likely to exhibit xenocentric tendencies than consumers from higher-status countries (Balabanis & Diamantopoulos, 2016). For instance, Mueller et al (2016) conducted a focus group among Chinese consumers in which they confirmed that not all foreign products are valued higher than domestic ones. Hence, the term "foreign products" in the context of xenocentrism does not include all foreign products in general, but mainly refers to products from developed countries such as the USA, Western European countries, and Japan. Therefore, xenocentric consumers do not value all foreign products higher than domestic ones, but only products from higher-status countries (Mueller et al, 2016).

This shows the close connection between status and xenocentrism, which is why status is one of the most recurring themes in the literature and research on xenocentrism. Foreign products from high-status countries are used by xenocentric consumers to identify their social status or show how much their status has improved, by displaying that they are able to afford foreign products (Mueller et al, 2016). As previously mentioned, neither the quality nor the functionality nor the price of the product is decisive, but the status that the product conveys. This is particularly evident among xenocentric consumers that prefer counterfeit or damaged products over products from their domestic country (Mueller & Broderick, 2009). In particular, lower-status groups view foreign products as status symbols and try to overcome their own

status by buying high-status goods (Balabanis & Diamantopoulos, 2016). Rojas-Méndez and Chapa (2019) argue that the search for one's social identity usually leads to social comparison. Furthermore, Balabanis and Diamantopoulos (2016) mention that *"Perceived inferiority of low-status groups leads to a strong desire to increase one's own status (Balabanis & Diamantopoulos, 2016, p.61)."*
For instance, low-income consumers in Thailand repack their empty Marlboro packages with domestic cigarettes to show their status by smoking the more expensive and popular foreign brand (Goldberg & Baumgartner, 2002).

In addition to xenocentric consumers buying a foreign product to improve their self-image, Balabanis and Diamantopoulos (2016) also state that *"Xenocentrics are more susceptible to normative influences, more materialistic, and vainer; display higher social dominance orientation; and have lower levels of collective self-esteem and self-confidence (Balabanis & Diamantopoulos, 2016, p.72)."*

Although xenocentrism is more pronounced in emerging countries, it is important to mention that the phenomenon is not exclusively limited to technologically, economically, or politically less developed countries, but is a universal phenomenon (Scherer, 2020).

Moreover, research shows that external dynamics can likewise influence C-XEN. For instance, after the Chinese government banned more than 4000 Western-sounding brand names in 1996 xenocentric tendencies increased while ethnocentric views resurged (Mueller et al, 2016). This example demonstrates, how governmental regulations and cyclic changes in the economic or political sphere may subject foreign and domestic purchase behaviour, and thus xenocentrism, to great changes (Scherer, 2020).

Another aspect to be mentioned is the impact of C-XEN on domestic markets. Research has found both evidence that C-XEN has a positive impact on domestic markets and evidence that C-XEN has a negative impact on domestic markets. Mueller and Broderick (2009) argue that foreign product favouritism can help to expose the weaknesses of the domestic market and encourage firms to produce more market-oriented products. Accordingly, domestic producers need to improve the quality of their products, lower their prices, and challenge their old advertising strategies (Kisawike, 2015). Nevertheless, Mueller and Broderick (2009) find the negative impacts more striking, especially in less economically advanced countries. They argue

that due to the higher price of foreign goods consumers might have to decrease their expenses for food, health care, and education which might lead to a decline in their overall living standard. If consumers choose foreign products regardless of quality, functionality, or price, confidence and pride in domestic production could decline, leading to a loss of domestic industry.

2.2 Examples of Consumer Xenocentrism in research

This section gives a brief overview of where C-XEN is already found in research, showing how universal xenocentrism occurs.

While conducting their focus groups in 2016, Mueller et al found several examples of C-XEN in China. Many Chinese consumers preferred foreign products from developed countries such as the USA or Europe over domestic products. Chinese companies took advantage of their knowledge of xenocentric consumers by misrepresenting their products as foreign and advertising domestic products with foreign-sounding names. One example is Haier, a company that intentionally uses a German-sounding brand name and attaches foreign symbols to its marketing communications (Mueller et al, 2016).

A similar example can be seen in Latin America, where domestic manufacturers sell their domestic products as American products by distributing them to the USA, bringing them back, and selling them in the domestic market (Gaur, Bathula, & Diaz, 2015). Mueller, Damascena, and Torres (2020) found that the consumption of imported wine has increased significantly in Brazil and linked the preference for foreign wines to the xenocentric tendencies of Brazilian consumers.

In Kenya, xenocentrism is demonstrated using English, a foreign language, in pre-schools instead of Kikuyu, the mother tongue. Both parents and teachers promote the use of English because they consider schools that use English superior to those that use the mother tongue. Many teachers are convinced that their students will no longer need their Kikuyu in adulthood, while English will be necessary for them (Waithaka, 2017). Another example of xenocentrismus in Africa is Ghana, where the country is trying to promote "Made in Ghana" products more, as the trend of buying foreign goods is severely affecting the Ghanaian economy (Mahmoud et al, 2021). While C-XEN is mainly found in developing countries, xenocentric tendencies are universal and can therefore also be found in developed countries (Mueller et al, 2016). Recent research in particular has focused on identifying xenocentrism in developed countries and has been able to demonstrate this several times. One instance is a study that was conducted in Austria in 2018. Xenocentric consumers in Austria showed foreign product

preferences and irrational buying behaviour by choosing inferior foreign brands instead of superior domestic ones (Dachs-Wiesinger, 2018).

2.3 Expected xenocentric consumers in the extant literature

In this section, some stereotypical xenocentric consumer groups are presented. As C-XEN is a universal phenomenon that can occur in all segments of the population, these representations are not exhaustive. In addition, the groups presented may overlap with each other. The aim of this section is to simply identify typical and widespread xenocentric consumer types.

Government-critical consumers:

Individuals who are in strong resistance to the political actions within their own country are more likely to identify with a country whose actions are consistent with their own moral or political beliefs. Therefore, one common reason for displaying high levels of xenocentrism is to disagree with the public policies of the government of one's country (Lawrence, 2012). For instance, massive opposition to the US Vietnam War led large segments of the American population to avoid domestic goods in favour of products from countries critical of the US stance (Belk, 1982).

Consumers with connections to foreign cultures:

Consumers that are somehow exposed to foreign cultures and consumption styles have a greater awareness of the offerings of foreign countries (Lawrence, 2012). According to Kent and Burnight (1951), these are often younger consumers and especially college students who get in contact with other cultures through their studies.

Consumers in developing countries, emerging markets, and former colonies:

Mueller and Brodrick (2009) argue, that C-XEN is particularly common in emerging markets and former colonies. The denigration of colonized people often results in feelings of inferiority which leads to the perception, that domestic products are inferior to foreign products (Balabanis & Diamantopoulos, 2016).

In general, xenocentrism is predominantly found in developing countries (Mueller & Broderick, 2009; Mueller et al, 2016; Balabanis & Diamantopoulos, 2016; Rojas- Méndez & Chapa, 2019). As shown in the examples above, many studies have confirmed xenocentric tendencies in developing countries and emerging markets leading to the preference of foreign products over domestic products even when the domestic alternatives were better in quality, and functionality

or offered at a lower price (Mueller & Broderick, 2009; Mueller et al, 2016; van Herk & Torelli, 2017). Consumers in emerging markets are particularly attracted to foreign products due to underlying socio-psychological factors, as they associate a status of prestige and modernity with foreign countries and their products (Mueller & Broderick, 2009).

Consumers in low-status groups:

In the extant literature, xenocentric tendencies are often linked to the idea that the consumption of foreign products or brands improves status or enhances self-worth (Mueller & Broderick, 2009). The perceived inferiority of low-status groups fosters a strong desire to increase the group's status (Mazzocco et al, 2012). Low-status groups often try to increase their status by consuming products that are associated with higher status. In low-status countries, foreign products are often purchased by wealthier domestic consumers or the local elite to demonstrate their status (Mueller & Broderick, 2009). On the other hand, low-income consumers that are often not able to purchase more expensive foreign goods use deceptive strategies like the consumption of counterfeits to improve their status (Balabanis & Diamantopoulos, 2016).

Demographics:

As some examples above have already shown, younger consumers are more xenocentric than older consumers (Mueller et al, 2016). One reason for this could be that younger consumers are more exposed to foreign cultures through the media and their general lifestyle (Lawrence, 2012). In addition, research suggests that young consumers show their freedom by buying foreign products (Kent & Burnight, 1951).

Another demographic group where xenocentrism has been particularly demonstrated is higher-income consumers (Kisawike, 2015). This could simply be because they are able to buy the most expensive foreign products and brands (Mueller et al, 2016). As mentioned earlier, foreign products are often purchased by wealthier consumers in developing countries to demonstrate and enhance their status (Mueller & Broderick, 2009).

2.4 Related Constructs

Consumer Cosmopolitanism

Consumer cosmopolitanism is a now well-researched construct related to outgroup favoritism, which explains consumers' preference for foreign brands over domestic ones (Balabanis,

Stathopoulou, & Qiao, 2019). The concept of cosmopolitanism dates back to 1957 in the field of sociology Riefler and Diamantopoulus (2009). Consumer cosmopolitanism was introduced to the marketing field by Cannon and Yaprak (1993) and used in their contingency model for cross-national segmentation.

Riefler, Diamantopoulos, and Siguaw (2012) define consumer cosmopolitanism as a multidimensional construct with three facets:

1. Open-mindedness.
2. Diversity appreciation.
3. Consumption transcending borders.

Accordingly, Riefler, Diamantopoulos, and Siguaw (2012) define open-mindedness as a key characteristic of cosmopolitans due to their general openness to other people and other cultures. Although cosmopolitans are interested in foreign cultures, they do not necessarily have in-depth knowledge of the cultures they are interested in (Riefler, Diamantopoulos, & Siguaw, 2012). Nevertheless, a cosmopolitan consumer is willing and open to trying products that do not conform to the cultural norm and has an active desire to consume cultural differences (Lawrence, 2012). Furthermore, cosmopolitans respect and appreciate differences and diversity in the world, as they look for contrasts. Their appreciation of diversity leads to a positive attitude towards products and brands from foreign countries and cultures, as they generally value diversity. Cosmopolitan consumers like to actively consume products from other cultures as they want to enjoy the consumption experience. Therefore, they consume not only goods such as food, but also services and products from other countries (Riefler, Diamantopoulos, & Siguaw, 2012).

While travel is a typical activity of a cosmopolitan consumer, cosmopolitan tendencies can now also be developed through the use of global mass media and without leaving one's own country. In general, cosmopolitanism is more common among younger people, people with higher education, wealthier people, and women (Cleaveland, Laroche, & Papadopoulos, 2009).

There are several measurement scales to measure (consumer) cosmopolitanism. The most popular ones are C-COSMO (Riefler, Diamantopoulos, & Siguaw, 2012), COS scale (Cleveland et al, 2014), CYMYC scale (Cannon et al, 1994), CCOS scale (Lawrence, 2012), COSMOSCALE (Saran & Kalliny, 2012) and CONDOS Scale (Altintas et al, 2013).

Consumer Ethnocentrism:

The term CET was introduced by Shimp and Sharma in 1987 and is based on the general concept of ethnocentrism by Sumner (1906). They defined CET as

"The beliefs held by American consumers about the appropriateness, indeed morality, of purchasing foreign-made products (Shimp & Sharma, 1987, p.280)."

Ethnocentric individuals see their own culture as the "center of the universe" and they evaluate other groups only from the perspective of their own ingroup (Shimp & Sharma, 1987, p.280). They accept people who are similar to their ingroup and reject people who are dissimilar to their ingroup (Shimp & Sharma, 1987).

They distinguish between non-ethnocentric consumers, who evaluate foreign products according to their own merits without paying attention to where they are produced, and ethnocentric consumers, who consider the purchase of foreign products immoral because they believe it harms the domestic economy, leads to job losses and is disloyal to their own country (Shimp & Sharma, 1987). Ethnocentrism sees foreign products and brands as a danger to their domestic economy and as a threat to their domestic culture (Cleveland, Laroche, & Papadopoulos, 2009). Ethnocentric consumers identify themselves through their purchasing behavior, which gives them a sense of belonging (Shimp & Sharma, 1987). Highly ethnocentric consumers avoid contact with other groups by making economic sacrifices when necessary (Balabanis & Diamantopoulos, 2004; Cleveland, Laroche, & Papadopoulos, 2009).

Elderly people, people with lower education, people with a lower income level, and females are more likely to be ethnocentric (Cleveland, Laroche, & Papadopoulos, 2009). CET influences product preference and the willingness to buy foreign products (Cleveland, Laroche, & Papadopoulos, 2009).

The CET concept is explained by social identity theory (SIT) (Balabanis & Diamantopoulos, 2016) which focuses on ingroup favoritism and outgroup derogation (Tajfel & Turner, 1979). People try to maintain or increase their self-esteem by favoring their own group and devaluing other groups (Tajfel & Turner, 1979).

CET is generally measured using the Ethnocentrism Scale (CETSCALE) by Shimp and Sharma (1987). In this thesis, CET will be used to test the nomological and discriminant validity of the different existing xenocentrism scales. CET is expected to be negatively associated with C-XEN.

2.5 Definitions of Xenocentrism in the extant literature

There are various definitions of (consumer) xenocentrism in the extant literature.

Table 1: Conceptual Definitions of Xenocentrism:

Number	Author	Year	Definition
1	Kent and Burnight	1951	A view of things in which a group other than one's own is at the center of everything, and all other groups, including one's own, are scaled and rated with reference to it.
2	Mueller and Broderick	2009	A person who prefers products from a country (or region) other than their own and who rates and scales products in reference to the foreign country and not their own.
3	Lawrence	2012	An individual's preference for the products or services of a society other than their own. A propensity to rate and scale all products and services in reference to this foreign society.
4	Balabanis and Diamantopoulos	2016	A consumer's internalized belief of the inferiority of domestic products and a corresponding propensity to prefer foreign products for social aggrandizement purposes.
5	Roja-Méndz and Chapa	2019	Consumers' preference for imported products, rejecting one's domestic goods, based on the perception that foreign products are superior to homemade products .
6	Cleveland and Balakrishnan	2019	A bias in favor of foreign products over those which are domestic, and this preference occurs even in cases which are impractical (e.g. the domestic product is cheaper or more functional; Balabanis and Diamantopoulos, 2016)

Table 1 Conceptual Definitions of Xenocentrisn

Table 1 shows the main definitions of (consumer) xenocentrism on which are most studies are based on. The definition by Kent and Burnight's (1951) is a definition for xenocentrism in general whereas the definition by Mueller and Broderick (2009) was the first one to include the consumer perspective.

The definition by Lawrence (2012) displays xenocentrism as a preference for products of one specific country although the CXENO scale by Lawrence measures foreign product preferences in general.

The most recent definition of C-XEN is by Balabanis and Diamantopoulos (2016). Their definition includes social aggrandizement which is also part of their measurement scale.

2.6 Theoretical Foundations in the Xenocentrism research

There are two Theoretical Foundations on which xenocentrism is mainly based. SIT was first used to explain xenocentric tendencies. More recent research shows that system justification theory (SJT) can better explain both biases within the construct, the negative bias towards domestic products and the positive bias towards foreign products.

Social Identity Theory

C-XEN was initially explained through SIT (Tajfel & Turner, 1986) as social identity theories, including theories on self-esteem (Rosenberg, 1965), collective self-esteem (Luhtanen & Crocket, 1992), reference group (Merton & Rossi, 1950; Hyman & Singer, 1968), counter-culture (Roszak, 1969), and relative deprivation (Runciman, 1966) are used to explain ingroup and outgroup orientations and behaviors (Mueller & Broderick, 2009). Xenocentric behavior can be seen as an attempt by the individual to gain positive self-esteem or self-image. Group membership, the status of one's own ingroup, and the comparison between groups make up a large part of self-esteem and self-image. The better an individual views his or her own group, the higher his or her personal self-esteem. Low group status can lead to frustration, so group members obsessively strive for status and power and overidentify with the national group (Mueller & Broderick, 2009; Mueller et al, 2016).

Balabanis and Diamantopoulos (2016) criticize the use of SIT to explain C-XEN because it emphasizes ingroup favoritism rather than outgroup favoritism. Therefore, According to SIT, members of low-status groups would cope with their situation through social creativity by prioritizing in their evaluations those characteristics in which their own group is superior and devaluing those in which the outgroup is superior. This would lead to them being more likely to receive negative evaluations of the outgroup. In summary, consumers in low-status countries would therefore have negative attitudes toward products from higher-status countries (Balabanis& Diamantopoulos, 2016). Additionally, Balabanis, and Diamantopoulos (2016) recognize negative self-stereotyping as a defining attribute of xenocentrism which is not at all part of SIT.

System Justification Theory:

Balabanis and Diamantopoulos (2016) recognize SJT to explain C-XEN. System justification refers to.

"The psychological process by which existing social arrangements are legitimized, even at the expense of personal and group interests (Jost & Banaji, 1994, p. 2)."

Balabanis and Diamantopoulos state that social arrangements refer to the relative standing of different countries as countries are graded and ranked by international organizations and ranking agencies. People internalize and accept these differences rather than trying to raise the self-esteem of their own group, as SIT would predict (Balabanis & Diamantopoulos, 2016). They accept their position as inferior and the position of the other group as superior, even if this view runs counter to their own interests (Balabanis, Stathopoulou, & Qiao, 2019). This shows, why people from comparatively low-status countries are more often xenocentric than people from countries with higher status (Balabanis & Diamantopoulos, 2016). By expressing outgroup favoritism, they unknowingly support and maintain existing forms of inequality (Jost et al, 2002).

Therefore, Balabanis, and Diamantopoulos state that

"System justification theory aims to explain the phenomena of out-group favoritism and to compare derogation, particularly among members of low-status groups (Balabanis & Diamantopoulos, 2016, p.60)."

In 2019 Balabanis, Stathopoulou, and Qiao compared different theoretical approaches that are meant to predict favoritism towards domestic and foreign brands. Their investigation revealed that.

"System justification theory is consistent in its predictions in both attitudinal and loyalty biases. Moreover, the system justification theory–based construct of Consumer Xenocentrsim consistently explains both types of biases (toward domestic and foreign products) (Balabanis, Stathopoulou, & Qiao, 2019, p.51)."

Theories used in scale development

As mentioned above, Balabanis and Diamantopoulos (2016) used SJT as the theoretical basis for their scale development process. However, they are the only researchers to include a theoretical basis in their scale development process. All other scales measuring xenocentrism were created without a theoretical grounding.

2.7 Focus and Purpose of Xenocentrism Studies

Considering their focus, xenocentrism studies can be classified into two distinct groups. The first group includes all studies that contribute to the theoretical foundation and the development of the (C-XEN) construct. This group includes the original studies by Kent and Burnight (1951); Mueller and Broderick (2009), who were the first to both demonstrate the existence of the construct and develop a framework for the application of xenocentrism. There are four studies in the first group that focus on developing scales to measure C-XEN. The first scale developed to measure C-XEN is the CXENO scale which was presented by Lawrence in 2012. In 2016, Balabanis and Diamantopoulos draw on SJT to develop the two-dimensional C-XENSCALE. Rojas-Méndez and Chapa developed the two-dimensional X-Scale in 2019. In the same year, Cleveland and Balakrishnan developed their three-dimensional XEN Scale.

The second group includes all studies that test the impact of C-XEN in different settings. These studies usually test the impact of C-XEN in different contexts by changing the target countries, product categories, or brands or testing the effect of consumer's xenocentrism against the effect of related constructs (mostly ethnocentrism) or when different mediators or moderators are included. This category includes qualitative studies like the focus group that was performed by Mueller et al (2016) in China with the purpose to find det deeper insights into the purchase decisions of Chinese consumers and their reasons to prefer foreign products even when there are domestic alternatives which are similar or better (Mueller et al, 2016). In recent years (since 2019), there has been an increase in interest in xenocentrism research, as evidenced by the higher number of published studies. Some of them test the effect of mediators on xenocentrism for example Camacho, Concha, and Ramírez-Correa (2020) in "The Influence of Xenocentrism on PIs of the Consumer: The Mediating Role of Product Attitudes", some of them compare differences between xenocentrism and related constructs as per example Balabanis, Stathopoulou, and Qiao (2019) in "Favoritism Toward Foreign and Domestic Brands: A Comparison of Different Theoretical Explanation" and some test the general impact of the xenocentrism construct as per example Scherer (2020) in in „Impact of C-XEN and CET on decision-making choices – A study on foreign and domestic product bias". As mentioned above, the completed list including all currently published xenocentrism studies is summarized at the end of chapter 3 in Table 2.

3 Evaluation of the extant literature on xenocentrism

At the time of writing, a total of 23 empirical studies on C-XEN could be identified. It is evident that interest in C-XEN is increasing, as the number of studies has risen, especially in recent years. To provide an overview, the studies are summarized in Table 2. This chapter examines the main characteristics and key findings of these studies and raises some areas of concern.

3.1 Study settings of Xenocentrism Studies

Most empirical studies on C-XEN were carried out in developing countries (i.e., China, Mexico, Brazil, Colombia, Vietnam, etc.). Yet, there are also some empirical studies that were conducted in countries in the middle of economic development as Greece, and studies in countries that are developed such as Austria.

In most studies, the foreign country is given in the survey.

The target country is usually a country that is more developed than the country of implementation. This could be a sensible choice, as xenocentric consumers do not consider all products and brands from abroad as superior, but only products and brands from countries with a higher status. However, there are also some studies in which no exact foreign country is named in the study or studies in which several countries are selected.

3.2 Samples and Product Categories of Xenocentrism Studies

Empirical data on C-XEN has been gathered from a variety of sources including student or convenience samples (e.g. Lawrence, 2012; Nguyen, & Pham, 2021), and consumer samples (e.g. Balabanis, Stathopoulou, & Qiao, 2019; Mueller, Damascena, & Torres, 2020). The sample sizes range from very small samples with several focus groups of ten to 19 people (Mueller et al, 2016) to samples with more than 500 respondents. Most studies are based on samples between 200 and 300 participants which shows that most studies use moderate sample sizes.

To measure the effect of C-XEN on foreign product (brand) preferences and foreign product (brand) evaluation, two approaches have been used in previous studies:

1. One or several specific products, product categories, or brands are used
2. Products (brands) in general are used, there are no references to specific products (brands)

Researchers applying the first approach use specific products (brands) for instance shoes (Diamantopoulos, Davydova, & Arslanagic- Kalajdzic, 2018), wine (Mueller, Damascena, & Torres, 2019), and bicycles (Dachs- Wiesinger, 2018) or they refer to specific products out of one product category such as convenience goods (Luburic, 2020), or they include several specific products (brands) out of more than one product category like per example Balabanis,

Stathopoulou, and Qiao (2019) who used salient brands in 12 product categories. Central to this approach is the reference to specific products or brands through the mention of product (brand) names or the inclusion of images. While some researchers refer to real products (brands) other researchers use fictitious products (brands). Overall, most empirical studies focus on product preferences and willingness to buy a particular product rather than brand preferences.

In the second approach, researchers (e.g. Lawrence, 2012; Mueller et al, 2016; Nguyen, & Pham, 2021) survey consumers on their general willingness to buy products (brands) or on their general product (brand) preference for products or brands from the higher-status country. This shows that those researchers assume that C-XEN generally affects behavior independent of the specific product category. Whether one of these two approaches is more appropriate can only be determined over time if the first approach is used. If the impact of C-XEN remains the same across all product categories, it can be assumed that C-XEN influences every product (brand) preference or purchase. Furthermore, it must be considered that direct comparisons between products or brands are only possible under the first approach. Therefore, in order to[a] check whether xenocentric consumers prefer foreign goods even if domestic products of equal or better quality are available, the first approach must be used.

3.3 Dependent variables and key findings of Xenocentrism Studies

Xenocentrism studies mainly focus on the behavioral impact of C-XEN. Nearly all studies link the construct to the consumer's willingness to buy a foreign or domestic product or their PIs. Other well-studied aspects are the consumer's product or brand preference (e.g. Balabanis & Diamantopoulos, 2016; Scherer, 2020;) and the attitude towards foreign products or brands (e.g. Balabanis, Stathopoulou, & Jiayu Qiao, 2019). So far, only Kannan 2020 assessed the influence on the actual product ownership of foreign products. Product ownership was measured by asking the respondents about their ownership of products from several product categories like shoes, alcoholic drinks, or food items. The ability of consumers to answer these questions adequately must be questioned, as consumers are known to have limited knowledge about products' COO (e.g. Balabanis & Diamantopoulos, 2004) and are therefore often misled by foreign or domestic sounding brands names (e.g. Mueller et al, 2001). Of course, the same argument needs to be brought up about each study that assesses the consumer's behavior and does not specify state the COO of the products used within the study or exclude participants that associate the used brand with the wrong country. Another aspect that has only been tested in one market so far, is the impact of C-XEN on the PIs of counterfeit products. In this case, respondents were explicitly informed about the products' real origin which assured that brand

origin recognition accuracy was not a problem (Diamantopoulos, Davydova, & Arslanagic-Kalajdzic, 2018).

Overall, the extant literature on C-XEN shows, that the construct has a strong significant, and positive impact on consumers' willingness to buy foreign products/ brands or their PI on foreign products/ brands. This effect has been confirmed in different developing and developed markets and with numerous kinds of brands and products such as shoes (Diamantopoulos, Davydova, & Arslanagic-Kalajdzic, 2018), wine (Mueller, Damascena, & Torres, 2019), bicycles (Dachs-Wiesinger, 2018) or Jeans (Milivojevic, 2018). Moreover, several findings support the impact of xenocentrism on the consumer's brand attitudes (BA) (e.g. Balabanis, Stathopoulou, & Jiayu Qiao, 2019) and brand/ product preferences e.g. (Scherer, 2020). There was no support for the impact of xenocentrism on the preference for counterfeit brands, as the level of xenocentrism was unrelated to the PI of the counterfeit brand.

Author(s)	Year	Journal Name	Name of Study
Lawrence, S. J.	2012	Wayne State University Dissertations.	Consumer Xenocentrism and Consumer Cosmopolitanism: The Development And Validation Of Scales Of Constructs Influencing Attitudes Towards Foreign Product Consumption
Balabanis, G., & Diamantopoulos, A.	2016	Journal of International Marketing	Consumer Xenocentrism as Determinant of Foreign Product Preference: A System Justification Perspective
Prince, M., Davies, M. A., Cleveland, M., & Palihawadana, D.	2016	International Marketing Review	Here, there and everywhere: A study of consumer centrism
Dachs-Wiesinger, J.	2018	Master's thesis	Do Ethnocentrism and Xenocentrism Lead to Irrational Consumer Behavior? Empirical Evidence from Austrian Consumers
Diamantopoulos, A., Davydova, O., & Arslanagic-Kalajdzic, M.	2019	Journal of Business Research	Modeling the role of Consumer Xenocentrism in impacting preferences for domestic and foreign brands: A mediation analysis
Rojas-Méndez, J. I., & Chapa, S.	2019	Marketing Intelligence & Planning	X-Scale: a new scale to measure Consumer Xenocentrism
Balabanis, G., Stathopoulou, A., & Qiao, J.	2019	Journal of International Marketing	Favoritism Toward Foreign and Domestic Brands: A Comparison of Different Theoretical Explanations
Cleveland, M., & Balakrishnan, A.	2019	International Marketing Review	Appreciating vs venerating cultural outgroups: The psychology of cosmopolitanism and xenocentrism

Arora, A. S., Arora, A., & Taras, V.	2019	International Journal of Cross Cultural Management	The moderating role of culture in social media-based spatial imagery, Consumer Xenocentrism, and word-of-mouth for global virtual teams
Mueller, A., Damascena, C., & Torres, C.V.	2020	International Journal of Wine	The Xenocentrism scale in Brazil: validation with wine consumers
Camacho, L. J., Salazar-Concha, C., & Ramírez-Correa, P.	2020	Sustainability	The Influence of Xenocentrism on Purchase Intentions of the Consumer: The Mediating Role of Product Attitudes
Petrychenko, A	2020	Master's Thesis	Relationship between Consumer Disidentification and Consumer Xenocentrism and their Impact on Willingness to Pay
Rettanai Kannan, D.	2020	Carleton University	Consumer Xenocentrism: Antecedents, consequences (and moderators) and related constructs
Chen, T.-T., Wang, S.-J. & Huang, H.-C.	2020	International Marketing Review	“Buy, buy most Americans buy”: country of reference (COR) effects and consumer purchasing decisions
Prince, M & Kwak, L	2020	Journal of Empirical Generalisations in Marketing Science	Cultural Adaptation and Consumer Disidentification in the US
Diamantopoulos, A. and Milivojevic, D	2021	Paper presented at 2021 AMA Global Marketing SIG Conference, Sizilien, Italy	Consumer Xenocentrism vs. Consumer Animosity as Counteracting Forces on Purchase Behavior

Szőcs, I., Diamantopoulos, A. and Luburic, G	2021	EMAC 2021 Annual Conference	The Role of Brand Stereotypes in Mediating the Impact of Consumer Xenocentrism and Consumer Ethnocentrism on Preferences for Domestic and Foreign Brands
Diamantopoulos, A., Thoumrungroje, A. and Scherer, N	2021	In Proceedings of the 12th EMAC Regional Conference	Consumer Xenocentrism and "Irrational" Consumer Behavior
Nhu-Ty Nguyen and Thai-Ngoc Pham	2021	Cogent Business & Management	Consumer attitudinal dispositions: A missing link between socio-cultural phenomenon and Purchase Intention of foreign products: An empirical research on young Vietnamese consumers
Mahmoud, M.A., Mallen-Ntiador, T.N.E., Andoh, D., Iddrisu, M. & Kastner, A.N.A.	2021	International Journal of Emerging Markets	Consumer Xenocentrism and foreign goods Purchase Intention in an emerging economy
Rojas-Méndez, J. I., & Kolotylo, J.	2021	Journal of Global Marketing	Why Do Russian Consumers Prefer Foreign-Made Products and Brands?
Diamantopoulos, A., Matarazzo, M. and Maack, M	2022	Paper presented at International Marketing Trends Conference 2022	Does Consumer Xenocentrism have a “dark side”? Its impact on compulsive buying and brand addition
Cleveland, M., & McCutcheon, G.	2022	Journal of Business Research	‘Antiglobalscapes’: A cross-national investigation of the nature and precursors of consumers’ apprehensions towards globalization

Table 2 List of Empirical Studies

4 Measurement and Item Generation of Consumer Xenocentrism Scales

This chapter gives an overview of the scales that have been developed to measure C-XEN. The scales and item generation are summarized and presented based on the research of the respective authors. At the end of the depiction of each scale, problematic issues are also addressed.

4.1 C-XENO Scale

Lawrence (2012) was the first to propose a scale to measure C-XEN in his dissertation at Wayne State University in Detroit, Michigan. His goal was to *"expand the array of scales that can be used to measure the contributors to global purchasing habits (Lawrence, 2012, p.1)."* Lawrence sees a lack of research and literature on foreign product preferences, while there is a large body of research on aversion to buying foreign goods. Therefore, Lawrence points out that the research stream on foreign product preferences or indifferences is largely underdeveloped. As part of his dissertation, Lawrence develops two scales in parallel: one scale measures C-XEN, and the other scale measures consumer cosmopolitanism.

Lawrence sees C-XEN as unidimensional and defines it as: *"An individual's preference for the products or services of a society other than their own. A propensity to rate and scale all products and services in reference to this foreign society and not their own. (Lawrence, 2012, p.38)."*

The developed scale by Lawrence is called C-XENO and has 6 Items.

The C-XENO Scale is presented below:

1. I prefer to buy foreign-made products.
2. Since everything is equal, I prefer to buy foreign products.
3. I find that I enjoy using foreign-made products more so than products made in the U.S.
4. I get a better feeling from buying a foreign made-made product than from buying one that is made in the U.S.
5. Compared to the U.S., there are many other countries I prefer to buy from.
6. I feel better about buying most foreign products than American-made products.

Item Generation

Lawrence (2012) based his initial item pool on three main sources:

1. Literature research.
2. Authors.
3. Open-ended pre-test responses.

The open-ended pre-test included 68 student responses and was used to get an understanding of reasons and ways for people to show preference, indifference, or disdain for foreign products. The first item pool included 27 possible scale items. In this step, Lawrence already made the decision to keep approximately 8 items in the final scale. This decision was mainly based on other researchers using scales that range from 6 to 12 items.

To eliminate unsuitable items, improve the existing items and add missing items an expert review of the initial item pool was performed. The expert panel consisted of five experts with marketing Ph.D.'s and one upper-level Ph.D. candidate. After including expert assessments and eliminating items accordingly, the scale was reduced to 20 items. The remaining 20 items were tested with data from 300 undergraduate students who were offered bonus points for participating in the study. The average age of the students was 26 and only answers from U.S citizens were used. After excluding international students and respondents who failed the attention check 242 qualified responses were collected. 2 multivariate outlines were detected but were not excluded from the analysis.

To select the final items, a Principal component exploratory factor analysis (PCA) with Varimax rotation (McDonald, 1985) was used on the proposed scale items. Items with loadings of less than 0.5 or items that cross-loaded more than 0.5 on a secondary factor were eliminated. Seven items were retained in the pool with one item “I feel better about buying most foreign products than American-made products.” coming quite close to cross-loading on the third component with a loading of 0.473. The remaining seven items showed strong scores regarding the Corrected Item-Total Correlation yet one more item was excluded to increase the Cronbach’s Alpha from 0.911 to 0.912. The scale was not further changed.

Problematic Issues

It must be criticized that Lawrence did not provide a theoretical foundation for his scale. Lawrence's scale focuses entirely on the preference for products from abroad and ignores the rejection of products from within the country which is seen as an important component of the xenocentrism construct. As outlined in the item generation, Lawrence developed his scale almost exclusively with samples consisting of students, some of them undergraduate students,

and with the promise of extra points for completing the task. Accordingly, Lawrence's sample, with an average age of 26, is extremely young and not applicable to the population of America.

4.2 C-Xenscale

In 2016, Balabanis and Diamatopoulos proposed the C-Xenscale to measure C-XEN. The researchers argue that marketing literature has focused on SIT explanations of consumer behaviour and tendencies to favour domestic and reject foreign products while they have overlooked the opposite phenomenon. Within their article, Balabanis and Diamatopoulos had the goal to show that C-XEN can offer an explanation for foreign product preferences and favourable attitudes towards foreign countries, their sources and consequences and that SJT (SJT; Jost & Banaji 1994) can provide the theoretical foundation for the C-XEN construct. They point out, that there is no *"theoretically anchored and psychometrically sound scale to measure C-XEN in applied settings (Balabanis & Diamatopoulos, 2016, p. 59)."* Therefore, their aim was (among other things) to conceptualize C-XEN through SJT (Jost & Banaji, 1994) as a second-order construct including the two dimensions of perceived inferiority and social aggrandizement and to develop a valid and robust measurement scale for consumer xenocentric tendencies.

The first dimension of their C-XEN construct is perceived inferiority. This dimension reflects the negative self-stereotyping aspect of the SJT. Perceived inferiority may have various causes, such as the underrepresentation of local values and cultures, while other cultures are overrepresented through propaganda or internalized oppression from centuries of colonization and denial of the colonized people. In some contexts, negative attitudes toward one's ethnic group and feelings of inferiority are considered normal by some researchers. Particularly in developing countries, the perceived deficiencies of the local industry may also lead to local products being valued as inferior (Balabanis & Diamatopoulos, 2016). Perceived inferiority is defined as *"a tendency to denigrate, undervalue, and fail to appreciate domestic products and brands (Balabanis & Diamatopoulos, 2016, p.61)".*

Social aggrandizement is the second dimension of the C-XEN construct by Balabanis and Diamatopoulos (2016). This dimension captures the outgroup favouritism facet of SJT. It is defined as *"the emphasis placed on the symbolic value of foreign products as a way of enhancing perceived social status (Balabanis & Diamatopoulos, 2016, p.62)".* Therefore, xenocentric consumers buy foreign products because they value them as status symbols and use

them to impress others and to appear more successful. Social aggrandizement applies both to elites in developing countries and to poorer consumers, who may try to overcome the affordability barrier by purchasing counterfeit products.

The C-Xenscale is presented below:

Perceived Inferiority

1. There are very few domestic products that are of equal quality to foreign products.
2. I cannot think of any domestic brands that are as good as the foreign ones I purchase.
3. I trust foreign than domestic companies because they are more experienced and have more resources.
4. In most product categories, foreign brands outperform domestic ones.
5. I trust foreign products more than domestic ones.

Social Aggrandizement

6. Using foreign products enhances my self-esteem.
7. People that buy domestic products are less regarded by others.
8. I prefer foreign to domestic brands as most of my acquaintances buy foreign brands.
9. Buying foreign products makes me trendier.
10. I purchase foreign brands to differentiate myself from others.

Item Generation

After their literature review, Balabanis and Diamatopoulos generated their initial item pool based on 20 in-depth interviews with consumers. As the term “xenocentric consumers” is well known in Greece, the researchers directly asked their respondents about the characteristics of xenocentric consumers. Greece was chosen for the study for several reasons, including the wide range of domestic and foreign products of similar quality, the absence of colonial influences, and the economic development of Greece, which is neither too high nor too low. In the in-depth interviews, a total of 36 items were generated. Expert raters who were already familiarized with the definition of xenocentrism were used to assess the importance of each item. The reliability of the ratings was assessed through the two-way random-effects intra-class correlation coefficient and was found to be very high. Moreover, the absence of rater bias was confirmed via Hoteling's T-square test of the differences in the mean rating levels of each rater. 13 items with a mean representativeness score of less than 5 were excluded.

The remaining 23 items were classified into 2 construct dimensions, namely perceived inferiority, and social aggrandizement by ten additional raters. Ten items that did not clearly fit one dimension were removed.

A random consumer sample in Athens was used to purify the scale (255 questionnaires). 3 Items were removed after a principal axis factor analysis with oblique rotation. For each dimension, 5 items that clearly loaded on the dimensions were left. In summary, perceived inferiority and social aggrandizement accounted for 53.5% of the common variance of the items. Further, the overall fit, convergent validity, and reliability of the scale were tested and found satisfactory.

Problematic Issues

With the C-Xenscale, Balabanis and Diamantopoulos (2016) were the first researchers to propose a two-dimensional scale for measuring C-XEN. The two dimensions perceived inferiority and social aggrandizement were developed theoretically and selected by expert raters. Rojas-Méndez and Chapa agree with the first dimension but criticize social aggrandizement, the second dimension in the construct. They see social aggrandizement as *"a need or motive for being xenocentric, but not part of the construct itself (Rojas-Méndez & Chapa, 2019, p.356)."* They further suggest that social aggrandizement should be an antecedent of C-XEN instead of seeing it as part of the scale.

4.3 X-Scale

The X-Scale was proposed by Rojas-Méndez and Chapa in 2019 three years after the validation of the C-Xenscale by Balabanis and Diamatopoulos. Rojas-Méndez and Chapa argue that they want to *"create and validate a scale that measures C-XEN in developing countries, where this phenomenon is furthermost prevalent (Rojas-Méndez & Chapa, 2019, p.354)."*

Rojas-Méndez and Chapa do not base their scale on a theoretical foundation. They argue that it is paradoxical how theoretical frameworks constructed in developed countries are applied in research in other (developing) countries. Applied to their research on C-XEN, the phenomenon might not even exist or be very different "*in countries that do not experience the social determinants that fuel its existence and effect (Rojas-Méndez & Chapa, 2019, p.356)".*

Furthermore, the researchers criticize the face validity of the available scales and their equivalence for cross-cultural studies. The aim of their study was to tackle these problems and erase or uncover new dimensions in the xenocentrism construct suggested by other literature.

They argue that scales created in developed countries might not be effective in developing or underdeveloped countries and vice versa. Therefore, their goal was to develop a scale, especially for xenocentric consumers in countries where consumers are known to have a high level of xenocentric tendencies. The X-scale was developed in Mexico and validated in Ecuador, Peru and Colombia, and China (Rojas-Méndez & Chapa, 2019).

The X-scale is bi-dimensional and includes both dimensions of foreign admiration and domestic rejection. The items are related to the assumption, that xenocentric consumers have positive attitudes toward foreign products and negative attitudes toward domestic products. Rojas-Méndez and Chapa mention, that while the dimension foreign admiration got higher scores in the tests for their scale validation, both dimensions are needed to define C-XEN. Each of the two dimensions consists of 5 items.

The X-Scale is presented below:

Foreign Admiration

1. I recommend foreign products to my friends and families.
2. I tend to prefer foreign products compared to national ones.
3. I admire foreign products.
4. I like buying products of foreign origin.
5. I value foreign products a lot.

Domestic Rejection

6. I tend to reject national products.
7. I think foreign products are superior to national products.
8. Generally, I don’t value products made in my country.
9. Sometimes I undervalue products made in my country.
10. Sometimes I feel embarrassed about products made in (my country) when I compare them with similar products made in foreign countries.

Item Generation

Rojas-Méndez and Chapa chose Mexico for their scale development for similar reasons as Balabanis and Diamatopoulos chose Greece. Especially because xenocentrism is a popular topic in Mexico and is known under the word malinchismo. Therefore, the researchers started

their item generation by conducting an online focus group with 41 Mexican citizens with the goal to achieve an in-depth exploration of the concept of xenocentrism. Afterward, 32 items were identified through three scientists that executed a Delphi interaction for content building and an inter-judge reliability test. An additional researcher purified the scale, and 16 items were deleted due to a lack of face validity.

After conducting a principal component analysis two factors were identified which were labeled "foreign admiration" and "domestic rejection". Subsequently, one more item was deleted as there wasn't enough loading with any of the two factors. Separate principal component analyses were used to test the stability of the two dimensions and five items were erased. Each dimension was left with five items. A confirmatory factor analysis was used to verify the bi-dimensional structure of the construct. Moreover, Cronbach's α was above the recommended level. Convergent validity was ascertained by analyzing the critical ratios (t-tests) for the factor loadings. To cross-validate the X-scale, a study was carried out in Colombia (318 participants), Ecuador (315 participants), and Peru (201 participants). Convergent validity was again tested with the new database, configurable invariance and metric invariance were supported. Discriminant validity was confirmed and nomological validity was tested with the cosmopolitanism and ethnocentrism scales.

In the final stage, the predictive validity was tested with a case study in China in which the data was collected using an online survey with a convenience sample across China resulting in 21 participants. The confirmatory factor analysis showed that two items have low-standardized loading coefficients in the dimension of "domestic rejection. Both items were excluded in the further analysis, yet the researchers kept them in the final version of the X-scale. They recommend using the complete scale with 10 items in developing countries and the shortened version with 8 items in Mandarin. Until 365

Problematic Issues

Rojas-Méndez and Chapa did not use any theory to develop their scale and no clear definition of C-XEN is presented as well. While the universality of C-XEN has been confirmed. Balabanis and Diamantopoulos (2016), for example, have used a country (Greece) that is neither very developed nor very underdeveloped to develop their scale, Mendez and Chapa deliberately focus on developing countries with their scale. They argue that the cultural and social values underlying the concept may differ from those in developed countries, which is why they also focus on developing countries in developing the X-Scale. Yet, there are no items in the finalized

scale that specifically address the norms and values addressed in developing countries. Instead, the scale contains items measuring positive attitudes towards foreign products. The dimension of rejection of domestic products is based on the dimension of perceived inferiority of the C-Xenscale by Balabanis and Diamantopoulos (2016).

4.4 XEN-Scale

In 2019, Cleveland and Balakrishnan proposed another scale to measure xenocentrism. The researchers criticized a lack of studies that simultaneously examine xenocentrism and cosmopolitanism and an even greater lack of studies that consider these phenomena within a nomological framework. They define xenocentrism as a bias in favor of foreign products over those which are domestic, and this preference occurs even in cases which are impractical (Balabanis and Diamantopoulos, 2016)

Cleveland and Laroche (2012) defined, that xenocentrism refers to the admiration or preference of a specific cultural outgroup or outgroups over the own cultural ingroup. They place their research in the context of globalization. They describe two possible responses individuals might have to a globalized world. Exclusionary reactions and integrative reactions. While people who have exclusionary reactions perceive anything foreign as threatening and reject it, people who have integrative reactions embrace the foreign and see it as a source of knowledge and creativity. According to the researchers, integrative reactions are more likely to be expressed by individuals with cosmopolitan or xenocentric tendencies. Comparing ethnocentrism, cosmopolitanism, and xenocentrism, they find that *"Ethnocentrism represents the least supportive view toward diversity, cosmopolitanism at the other extreme is the most supportive view of diversity, and xenocentrism can be considered as the middle ground wherein diversity is appreciated, but only in specific circumstances (Cleveland & Balakrishnan, 2019, p.417)"*

According to Cleveland and Balakrishnan (2019), xenocentric sentiments are mainly aroused in areas such as politics, economics, family, and morality. They cite three reasons for the emergence of xenocentric tendencies:

1. Being in awe of another society.
2. The feeling of being disconnected from one's own society and being more closely aligned with another group.
3. The conviction that one's own values do not correspond to one's society of origin.

As an alternative explanation for xenocentrism, Cleveland and Balakrishnan (2019) identify a counterreaction to ethnocentrism. This counterreaction occurs when people are exposed to sociocultural groups that are different from their own group in order to avoid appearing biased toward their own group.
In their research, Cleveland and Balakrishnan aim at finding the core of xenocentric tendencies rather than explaining their influence on purchase decisions. They find that xenocentric tendencies are rooted in one's own social identity and assessment of one's own culture in comparison to other cultures (Cleveland & Balakrishnan, 2019).

For their scale Cleveland and Balakrishnan used the three items from the XEN Scale by Prince et al (2016). It is important to shortly explain, why this scale is not used within the study and why there is no further analysis of this specific scale within this thesis. First of all, the XEN scale by Price et al. is simply the reversion of the CET scale. As it is scientifically proved, that xenocentrism is not the opposite of Ethnocentrism, this scale no longer holds up theoretically (2016). Moreover, the three items that were used within the XEN-Scale by Prince et al, were included in the XEN Scale by Cleveland and Balakrishnan as well. This shows that the XEN Scale by Cleveland and Balakrishnan could be seen as a further development of the Scale by Prince et al.

The XEN-Scale is presented below:

Group Comparison

1. I do not identify with the values of Americans (Canadians).
2. Even though I reside in the USA (Canada), I feel more emotionally connected and relate more to another country, or to other countries.
3. The American (Canadian) way of life is less desirable than the way of life offered by many other countries.
4. Given the choice to remain a member of my own ethnic group or belong to a different ethnic group, I would choose a different ethnic group.

Group Identification

5. I believe there are some cultural or ethnic groups that rank higher than mine.
6. I believe some cultural or ethnic groups are better than mine.

7. In most cases, I prefer people from another cultural or ethnic group more than I do those from my own ethnic or cultural group.

Consumption Bias

8. We should buy products made from outside of the USA (Canada) to help other countries prosper and grow.
9. It is our obligation as residents of the USA (Canada) to buy products from other countries to help their people avoid poverty.
10. Buying American-made (Canadian-made) products over products made elsewhere hurts the global economy and causes unemployment beyond our boundaries.

Item Generation

Unlike the aforementioned researchers, Cleveland and Balakrishnan did not conduct their study primarily with the aim of validating a new scale to measure C-XEN. Their goal was to *examine C-XEN and cosmopolitanism simultaneously and consider them within a nomological framework of key predictors and practical outcomes.* (Cleveland & Balakrishnan, 2019, p.417) Their goal was to evolve a scale that is suitable to measure xenocentrism generally rather than C-XEN.

Cleveland and Balakrishnan used three existing items out of the C-XEN scale that was developed by Prince et al (2016) and added 13 new items to the scale. The 13 items were mainly chosen on a theoretical basis by examining the definition of xenocentrism and xenophilia and ethnocentrism and by consultation with researchers who are familiar with the xenocentrism construct.

A first investigation of the unidimensional single-factor XEN model including all 15 items showed poor model fit. Therefore, four items with negative factor loadings and one additional item with loadings <0.40 were deleted.

Three dimensions were identified based on the theory in which the remaining items were divided. The three dimensions are labeled Group Identification, Group Comparison, and Consumption Bias. After dividing the items into the three dimensions the model fit was improved and all factor loadings were highly significant. Inspection of the modification indices revealed that the final multidimensional measurement operationalization of XEN contains two construct error covariances and yields a good-fitting model. Discriminant validity was successfully tested using consumer cosmopolitanism. Subsequently, the constructs COS and XEN were embedded in an extended nomological network comprising COS, basic

psychological needs as antecedents and the mediator neuroticism. The overall model of the dataset showed a good model fit.

Problematic issues

As already noted, and criticized with three of the other scales, no theory was used for scale development with the XEN scale. The scale is also based on 3 items of the Prince et al (2016) C-XEN scale. This scale is the reverse ethnocentrism scale (CETSCLAE). It has already been shown that C-XEN is not the opposite of CET. Accordingly, it is questionable whether it makes theoretical sense to build a new scale on the items of a scale that has already proven to be incorrect.

5 Methodology of the Empirical Research

In this chapter, the methodology of the empirical research is described based on the hypothesis development, data collection, measurement instruments used, experimental design, and pre-testing.

5.1 Hypotheses Development

For the purpose of this study, all hypotheses were adapted from premolar studies conducted about C-XEN. Since the study's aim is to compare existing scales rather than test new hypotheses, the focus was on reconstructing established relationships and subsequently comparing existing scales with each other rather than discovering new relationship.

Previous studies on C-XEN have proven that C-XEN leads to a biased view when making product-related decisions in a domestic and foreign purchase context (e.g. Balabanis & Diamantopoulos, 2004; Verlegh, 2007; Diamantopoulos et al, 2019; Balabanis et al, 2019, Scherer, 2020).

Blabanis, Stathopoulou, and Qiao (2019) showed, that xenocentric consumers have more positive attitudes toward foreign than domestic brands. Their study focused on Chinese consumers, and they found a difference between the negative effect of C-XEN on conspicuous domestic products (stronger effect) and private domestic products (Blabanis, Stathopoulou, & Qiao, 2019). As shoes are a very visible product, the first hypotheses that will be used in this study is:

H1a: Consumer xenocentrism is positively related to the brand attitude of the American brand.

H1b: Consumer xenocentrism is negatively related to the brand attitude of the Brazilian brand.

Several studies have already linked C-XEN to purchase decisions. In 2019 Diamatopoulos et al found a significant impact of xenocentrism on the PI of domestic and foreign goods. In 2020 Mueller et al showed a positive relationship between C-XEN and the purchase probability (PP) of foreign wine and a negative relationship between C-XEN and the PP of domestic wine. The study was done in Brazil. There are two hypotheses linking C-XEN to buying decisions in this study:

H2a: Consumer xenocentrism is positively related to the purchase probability of the product from the American brand.
H2b: Consumer xenocentrism is negatively related to the purchase probability of the product from the Brazilian brand.

H3a: Consumer xenocentrism is positively related to the willingness to pay for a product from an American brand.
H3b: Consumer xenocentrism is negatively related to the willingness to pay for a product from a Brazilian brand.

Xenocentric consumers topically have a negatively biased view of the domestic market and a positively biased view towards foreign markets and therefore their products (Mueller & Broderick, 2010). Recent studies have shown, that xenocentric consumers value the quality of foreign products more highly, even if they are not better (Rettanai Kannan, 2020). Consequently, the last hypothesis to be used is:

H4a: Consumer xenocentrism is positively related to the product-country image of the American brand.
H4b: Consumer xenocentrism is negatively related to the product-country image of the Brazilian brand.

5.2 Data Collection

The study was conducted in Brazil in cooperation with a local University. Brazil presents the home country of the participants in the study and accordingly, Brazil is the country that is called the domestic market. Brazil was already part of several studies about consumers' xenocentrism example in 2020 “The Xenocentrism scale in Brazil: validation with wine consumers” by

Mueller, Damascene, and Torres. Brazil is the fifth biggest country on earth and the biggest country in South America. In 2020, the gross domestic product of Brazil reached 1,445 billion US dollars which makes Brazil one of the world's largest economies (The World Bank, o.J.).
The United States is Brazil's second-largest trading partner, and the United States is also Brazil's second-largest export market. This shows how actively the U.S. and Brazil engage in trade with each other. (U.S. Department of State, o.J.).
Despite Brazil's strong international trade and large economy, there are extreme inequalities within the country. Brazil faces a huge gap between the countries richest and the rest of the population (Oxfam, o.J.). In 2019 Brazil ranged place 84 on the Human Development Index (United Nations Development Program, 2019) the gross national income (GNI) per capita in 2020 was 7,850 (World Bank, o.J.). These rates demonstrate the large differences in status between the home country of Brazil and the foreign country of the United States within the study.

The data was collected using a self-administered questionnaire on the platform Qualtrics. Before the actual experiment took place, a pre-test was conducted which is described in detail in the next chapter. Both questionnaires were originally designed in English and later translated into Portuguese by several native speakers who were already familiar with the topic and therefore understood the topic and the meaning and purpose of the scales used. Further quality of the translation was reassured by double-checking all the translations.
The data collection of the main study took place from November 2021 to January 2022 and lasted nearly three months.

5.3 Measurement Instruments

All measurement scales in this study had been applied in previous studies. The first section of the questionnaire included the advertisement of the shoe and a short text that either state that the shoe is from a domestic Brazilian brand or from a foreign American brand. There was no question integrated but the participants were asked to read the text caption well. The second section of the questionnaire focused on questions about the brand, product, and COO. If not other stated, the constructs were measured using a 7-point Likert scale. The BA was measured with Spears and Singh's (2004) four-item scale assessing the participant's evaluations in terms of the brand's appeal, goodness, pleasantness, and likeability. PP was measured in 10 percent increments and was adapted from Juster (1966). Willingness to pay (WTP) was captured with the well-established scale by Ceylan, Koseb, and Aydin (2014) which captures different price

ranges between too low, great buy, somewhat expensive, and too expensive. The product-country typicality was assessed using Halkias and Diamantopoulos's (2020) four-item scale and the product-country image (PCI) was adapted from Roth & Romeo (1992). The third section of the questionnaire included the four xenocentrism scales as well as the ethnocentrism CETSCALE by Verlegh (2007) originally developed by Shimp and Sharma (1987). The order of the scales used was as follows C-Xeno scale (Lawrence, 2012), Cetscale (Verlegh, 2007), C-Xenscale (Balabanis & Diamantopoulos, 2016), X-Scale (Rojas-Méndez & Chapa, 2019), Xenocentrism-Composite (Cleveland & Balakrishnan, 2019). The fourth and last section of the questionnaire included general questions assessing the participant's demographics. The participant's gender, nationality, age, education, and monthly income were recorded. An exemplary questionnaire version can be found in the Appendix A.

In order to avoid language barriers when answering the questionnaires, the questionnaire was translated into Portuguese. Therefore, all scales that were originally developed in English and had to be translated.

5.4 Experimental Design:

To test the research hypotheses, a between-groups design was used. Therefore, participants were assigned to one of two conditions per random choice. Both conditions included an identical advertisement of a fictive shoe brand that contained a picture and some text. In condition 1, the brand's COO was Brazil, whereas in condition 2 the COO was the USA. The experiment was conducted using an online survey. The questionnaire contained 4 sections and started with the dependent variables to ensure that no priming effects took place.

Figure 1 Shoes

5.5 Pre-Test:

To ensure the functionality of the chosen experimental manipulation in the main study, a pre-test was conducted. The aim of the test was to ensure the product's believability and to confirm, that the product is neither typical for the domestic country Brazil nor for the foreign country USA.

The product chosen was white sneakers which have already successfully been used in earlier studies about C-XEN (Petrychenko, 2020). The product category shoes are available in the USA and in Brazil. Both countries have local and foreign brands available. Moreover, the chosen shoes for the manipulation are not gender-specific and aren't limited to a certain age. Shoes fulfil the status-signalling purpose (Balabanis & Diamantopoulos, 2016) as they have high consumption visibility (Davvetas & Diamantopoulos 2016).

To ensure that the participants are as unbiased as possible the fictive brand D2R was invented. The choice of a fictive brand rather than an existing shoe brand was to exclude bias through previous experiences with the brand. The experimental manipulation was the COO which was Brazilian for one group and American for the other group.

The pre-test data were collected via social media in different groups on Facebook. 71 people participated in the test and 70 questionnaires were usable as well. One questionnaire was exalted, as only Brazilian people was used in the pre-test.

41% of the participants were male and 59% of the participants were female. Most participants were older than 25 and younger than 45 (78, 57%). The education of the sample was very high as 92, 9% of the participants completed higher education (40, 0%) or were postgraduates (52, 9%).

The familiarity with the fictive brand was very low as only one person recognized the brand. To 87% of the participants, the brand was *"not at all familiar".* 98, 6% of the participants had no association between the brand and one of the countries. 88, 6% of the participants had no association between the brand and a product category, and 11, 4% associated the brand with specific product categories. However, the categories differed extremely among all respondents.

To explore the believability of the product participants were asked if they "could easily imagine seeing a product like this on a website or in a store" on a scale from 1 to 7 (1= strongly disagree,

7= strongly agree). Although 28, 57% of the respondents strongly agreed with the question, the average of the question was only 4, 46. The relatively low value was later discussed in person with some people living in Brazil who assured that the product was believable yet not typically seen in Brazilian stores. In line with this, the willingness to buy was relatively mediocre, with a mean score of 3, 6.

To make sure the typicality did not differ between Brazil and the USA a t-test was conducted. The t-test confirmed (sig. 1, 00) that neither Brazil nor the USA was considered a typical country for the product category shoes.

6 Results of the Empirical Research

6.1 Sample Description:

After analyzing the three attention checks, removing all cases that failed, and deleting all outsiders, the final sample had 416 respondents. 207 of the participants received the questionnaire with the Brazilian brand and 209 participants had the American brand, making the allocation almost equal to half. 47% (195) of the participants were male and 53% (221) were female. The population average in Brazil is similar with 51% of all people being female and 49%of all people being male (CountryMeters, 2022).

The mean age of the participants was 36, 5 with a standard deviation OD of 11, 5 years. The range of age was 55 years starting with the 8 youngest participants who were 18 years old and the oldest participant who was 73 years old.

A small proportion (2.4%) of participants had primary education (Ensino fundamental complete) as their highest level of education. About 41 % of the participants had completed secondary school (Ensino médio complete) and another 41 % had graduated from universal education (Ensino superior complete). 16 % had completed their postgraduate education (Pós graduação complete).

6.2 Manipulation Check

The fictive brand name and product-country typicality were already tested within the pre-test. The perception of the foreign country (USA) and the home country (Brazil) was compared using the PCI. To see if the foreign country is really perceived as superior to the home country

a t-test was conducted. Contrary to expectation, no difference was found between the two countries (MeanBrazil = 5.80, SD = 1.02; MeanUSA = 5.91, SD = 1.02; t = -1,057, p = 0.291).

6.3 Main Analysis

To enable a later comparison of the scales, the main analysis was divided into several parts. First, the internal consistency of the scales and dimensions was tested with Cronbach's alpha. Then the scales were analyzed for construct dimensionality using factor analysis. Discriminant validity was measured by whether one of the xenocentrism scales correlated with the ethnocentrism scale. Finally, the predictive validity was tested by different regressions based on the previously created hypotheses.

Internal consistency test with Cronbach's alpha

To measure the internal consistency of the xenocentrism scales, Cronbach's alpha is first measured from the total scale and then, for multidimensional constructs, from the individual dimensions. The scales are presented here individually in the table and divided into their dimensions.

All scales as a whole achieve a Cronbach's alpha above 0.9 besides the Xen-Scale with an alpha value of 0,879. When analyzing the individual dimensions, the coefficient alpha decreases slightly in each case, but it does not fall below the value of 0.8 for the CXENO Scale, C-Xenscale, or X-Scale. If the question “People that buy domestic products are less regarded by others” in the dimension of “Social Aggrandizement” of the C-Xenscale was deleted, this would lead to an increase in the value of the alpha from 0,873 to 0,891. The dimensions of the Xen scale achieve lower alpha values between 0.785 and 0.675, which shows an overall lower internal consistency. Additionally, in the dimension of “Group Identification”, deleting the question "In most cases, I prefer people from another cultural or ethnic group more than I do those from my own ethnic or cultural group" would lead to a higher alpha value of 0.710 instead of 0.675.

Table 3 Chronbach’s Alpha

Scale and Dimension	**Cronbach’s α**
C-Xeno Scale	0,941
C-Xenscale	0,927

C-Xenscale: Perceived inferiority	0,907
C-Xenscale: Social aggrandizement	0,873
X-Scale	0,915
X-Scale: Foreign admiration	0,904
X-Scale: Domestic rejection	0,832
Xen-Scale	0,879
Xen-Scale: Group Comparison	0,785
Xen-Scale: Group Identification	0,675
Xen-Scale: Consumption Bias	0,681

Construct dimensionality test with factor analysis

A factor analysis was carried out to measure construct dimensionality. The extracted factors were compared with the actual dimensions of the scales. All assumptions were checked before implementation and are given for all scales.

For the one-dimensional C-Xeno Scale one factor was extracted. The extracted factor accounts for about 77% of the variance of all variables.

The analysis of C-Xenscale revealed two extracted factors that explain about 71% of the variance. The two extracted factors confirm the two dimensions of Perceived Inferiority one and Social Aggrandizement.

The two extracted factors of the X-Scale explain about 68% of the variance of all variables. The variables of the two factors confirm both dimensions Foreign Admiration and Domestic Rejection. However, the question “I tend to prefer foreign products compared to national ones” not only loads strongly on Foreign Admiration (0.60) but similarly intensively on Domestic Rejection (0.59).

Three factors were extracted for the Xen-Scale. The first factor does not correspond to the original dimension Group Comparison with four questions as only three of the associated variables had their highest loading on this factor. The question “Given the choice to remain a member of my own ethnic group or belong to a different ethnic group, I would choose a different ethnic group” loads stronger on the dimension Group Identification (0, 68) than on the original dimension Group Comparison (0, 34). The remaining variables load onto their factors in such a way that they can be assigned to the originally made dimensions of Group

Identification and Consumption Bias. There are no notable cross-loadings on the factors. The three extracted factors explain about 68% of the total variance of all variables.

Discriminant validity with correlations

For all correlations, the Pearson correlation coefficient r was used to assess the extent to which variables are related. To test the discriminant validity of the scales, correlations were made with the CETSCALE (Shimp & Sharma, 1987), which is a scale measuring ethnocentrism. A significant negative or no correlation with the xenocentrism scales is expected. All assumptions of the Pearson correlation were tested for each scale before calculation.

There is a significant negative correlation between the C-Xeno scale and the CETSCALE (r=-0.210; p=0.000). 4.4% of the variance of the two scales is shared. According to Cohen (1992), this is a weak effect. There is also a significant negative correlation between the X-Scale and the CETSCALE (r=-0.149; p=0.002). Here, too, there is a weak effect and about 2.2 % of the variance of the two scales is shared.

There is no significant relationship between the C-Xenscale and the CETSCLAE and no significant relationship between the Xen-Scale and the CETSCALE which shows that there is no variance shared between the scales.

Convergent validity with correlations

The different scales measuring xenocentrism were correlated with each other to see if the scales, which are all designed to measure the same construct, show correlations with each other.

All scales showed a significant, positive relationship (p= 0.000) with each other. The highest percentage of shared variance was between the C-Xenscale and the X-Scale with about 68% (p=0.000). About 50% of the variance was shared between the C-Xenscale and the C-Xeno Scale (p=0.000) and the X-Scale and the Xeno Scale (p=0.000). The Xen-Scale had the lowest shared variance with the other xenocentrism scales. There was only a medium effect size between the Xen Scale and the C-Xeno Scale (r=-0.476; p=0.000) and about 23% of the variance is shared.

Table 4 Shared Variances

Scales	**Shared Variance**	**Effect Size**

C-Xenscale, X-Scale	68%	strong
C-Xenscale, C-Xeno Scale	50%	strong
X-Scale, C-Xeno Scale	50%	strong
C-Xenscale, Xen-Scale	37%	strong
Xen-Scale, X-Scale	35%	strong
Xen-Scale, C-Xeno Scale	23%	medium

Predictive Validity with linear regressions

To test the predictive validity of the xenocentrism scales and the previously defined hypotheses, a linear regression in two blocks was conducted. The goal was to compare the ability of the xenocentrism scales to explain the amount of variance in the dependent variable to find out, which scale is best suited to predict future outcomes.

All necessary assumptions were checked before the analysis. To avoid problems with multicollinearity all scales were tested separately. The structure of the two blocks is such that the first block contains the control variables and their sole influence on the dependent variable is tested. In the next step, one of the xenocentrism scales is added in each case, which makes it easy to see the difference in the explanation of the variance to the control variables as well as between the xenocentrism scales.

H1a: Consumer xenocentrism is positively related to the brand attitude of the American brand.

In the first block, all control variables that could have an influence on the BA were added. The effect of the scales was not yet included in this step. Based on the literature research, the variables price sensitivity, product involvement, and product typicality were identified as possible influencing factors, which is why they were added as control variables. CET was also controlled. This procedure is repeated for all hypotheses and accordingly not explained each time.

These covariates were able to explain 15, 3% of the variance in the model with a highly significant R2 value ($p = 0.000$). Significant predictors of BA were product typicality ($\beta = 0.27$;

p= 0.000) and product involvement (β = 0.21; p= 0.001). Price sensitivity and CET did not significantly influence BAs toward the Brazilian brand.

For the second block, the xenocentrism scales were added to the model. The first scale that was added was the C-Xeno scale by Lawrence (2012). C-XEN, measured by the C-Xeno scale had no significant impact on the model (p= 0.708). Next, the C-Xenscale by Balabanis and Diamatopoulos (2016) was added to the model instead of the C-Xeno scale. Again, there was no significant change in the explained variance after adding the C-Xenscale (p= 0.473). The third scale that was added is the X-Scale by Rojas-Méndez and Chapa (2019). Like the previous two scales, no significant change in the variance explained by the X-Scale (p= 0.769) could be found. The last scale to test this hypothesis with was the Xen-Scale by Cleveland and Balakrishnan (2019). The influence was not significant (p=0,098) and therefore, there was no significant improvement in the explained variance.

Altogether, as no xenocentrism scale could lead to a significant improvement of the explained variance, hypothesis H1a is rejected. This indicates that C-XEN has no significant impact on the BA towards the American brand.

H1b: Consumer xenocentrism is negatively related to the brand attitude of the Brazilian brand.
The covariates (price sensitivity, product involvement, product typicality, and CET) were able to explain 21.2% of the variance in the model, as shown by the significant R2 value (p = 0.000). Particularly, product typicality (β = 0.30; p= 0.000) and product involvement (β = 0.20; p= 0.003) were significant predictors of BA. CET also had a significant impact (β = 0.138; p= 0.050). Price sensitivity had no significant impact on the BA of the Brazilian brand.

As the next step the first xenocentrism scale, the C-Xeno Scale by Lawrence (2012) was added to the model. The C-Xeno Scale significantly improved the explained variance by 2% compared to the first model from the first block, which only included the control variables. In total, the amount of the explained variance could be increased to 23, 2% (β = -0.160; p= 0.012). The C-Xenscale by Balabanis and Diamatopoulos (2016) was added next to the model. The impact was significant (β = -0.160; p= 0.010). The explained variance was significantly improved by 2.2% to a total of 23.4%. The X-Scale by Rojas-Méndez and Chapa (2019) could likewise improve the explained variance compared to the first model with only the control variables (β = -0.133; p= 0.033). The improvement of the explained variance was 1, 4% and in total the

explained variance was raised to 22, 6%. Lastly, the Xen-Scale by Cleveland and Balakrishnan (2019) was added to the model. In contrast to the other scales, no significant increase in the explained variance could be detected (p=0.108).

In summary, hypothesis H1b was supported by three out of the four xenocentrism scales.

H2a: Consumer xenocentrism is positively related to the purchase probability of the product from the American brand.

The covariates (price sensitivity, product involvement, product typicality, and CET) were able to explain 23.2% of the variance in the model which was highly significant (p = 0.000). Product typicality (β = 0.39; p= 0.000) and product involvement (β = 0.23; p= 0.003) were able to significantly predict the PP. There was no significant impact by CET or price sensitivity.

In the next step, the xenocentrism scales were added to the model. The C-Xeno scale by Lawrence (2012) was first added to the model. Yet, there was no significant impact on the model (p= 0.563). The next scale to be added was the C-Xenscale by Balabanis and Diamatopoulos (2016). Adding the scale did not lead to a significant change. Next, the X-Scale by Rojas-Méndez and Chapa (2019) was added, but no significant change in the variance explained could be deduced (p= 0.537). Lastly, the Xen-Scale by Cleveland and Balakrishnan (2019) was added to test this hypothesis. The influence was not significant (p=0,127). There was no significant improvement in the explained variance.

The hypothesis H2a was rejected as there was no significant relationship detectable with any of the four scales. This indicates that C-XEN has no significant impact on the PI of American Products.

H2b: Consumer xenocentrism is negatively related to the purchase probability of the product from the Brazilian brand.

The covariates (price sensitivity, product involvement, product typicality, and CET) did lead to a significant model (p= 0.000) and were able to explain 19.7% of the variance. The predictors, product typicality (β = 0.26; p= 0.001), product involvement (β = 0.21; p= 0.002) and CET (β = 0.16; p= 0.026). Were significant predictors of Purchase Intention. Price sensitivity (p= 0.942) had no significant impact on the BA of the Brazilian brand.

For block 2, the first xenocentrism scale, the C-Xeno Scale by Lawrence (2012) was added to the model. The impact was significant (β = -0.139; p= 0.031) and the explained variance was significantly improved by 1.4% to a total of 21.1%. Next, the C-Xenscale by Balabanis and Diamatopoulos (2016) was added to the model. No significant increase in the explained variance could be found (p=0.264). In the next step, the X-Scale by Rojas-Méndez and Chapa (2019) was added to the model. No significant change in the variance explained could be (p= 0.244) found. The Xen-Scale by Cleveland and Balakrishnan (2019) was added to the model but did not lead to a significant result.

In summary, hypothesis H2b was supported with one of the scales and rejected with three of the tested scales.

H3a: Consumer xenocentrism is positively related to willingness to pay for the product from the American brand.

For the third hypothesis, the covariates (price sensitivity, product involvement, product typicality, and CET) did not lead to a significant model (F= 2.13, p= 0.079). Adding the xenocentrism scales did not lead to a significant model either (C-Xeno Scale: F= 1.76, p= 0,122; C-Xenscale: F= 1.69, p= 0,137; X-Scale: F= 1.69, p= 0.138; Xen-Scale: F= 1, 99, p= 0.081).

In summary, H3a was rejected as there was no significant model. This shows that the predictors are not better at predicting the outcome than the model without the predictors.

H3b: Consumer xenocentrism is negatively related to willingness to pay for the product from the Brazilian brand.

Similar to H3a, in H3b was no significant relationship between the covariates (price sensitivity, product involvement, product typicality, and CET) and the WTP for the Brazilian brand. The model was not significant (F= 1.73, p= 0.144).

Including xenocentrism in the model in block 2 did not lead to significance (C-Xeno Scale: F= 1.74, p= 0,230; C-Xenscale: F= 1.65, p= 0,150; X-Scale: F= 1.42, p= 0.217; Xen-Scale: F= 1, 55, p= 0.176).

Again, there was no significant model which shows, that the predictors are not better at predicting the outcome than the model without the predictors. H3b was rejected.

H4a: Consumer xenocentrism is positively related to the product-country image of the American brand.

The covariates (price sensitivity, product involvement, product typicality, and CET) were able to explain 42, 4% of the variance in the model which was highly significant (p= 0.000). Product typicality (β = 0.45; p= 0.000), product involvement (β = 0.34; p= 0.000), and price sensitivity (β = 0.145; p= 0.007) were able to significantly predict the. There was no significant impact by CET (p= 0.057).

The first xenocentrism scale that was added in the second block was the C-Xeno Scale by Lawrence (2012) which did not show a significant impact on the (p= 0.122). The C-Xenscale by Balabanis and Diamatopoulos (2016) showed no significant relationship as well (p= 0.708). In the next step, the X-Scale by Rojas-Méndez and Chapa (2019) was added to the model. No significant increase in the explained variance could be found (p=0.522). Lastly, the Xen-Scale by Cleveland and Balakrishnan (2019) was added to the model but did not lead to a significant result.

Hypothesis H4a was rejected as there was no significant relationship detectable with any of the four scales. These results match the negative result of the manipulation check, which also found no superior perception of America. This indicates that C-XEN has no significant impact on the PCI of the American brand.

H4b: Consumer xenocentrism is negatively related to the product-country image of the Brazilian brand.

The covariates (price sensitivity, product involvement, product typicality, and CET) did lead to a significant model (p= 0.000) through which 31.5% of the variance was explained. The predictors, product typicality (β = 0.400; p= 0.000), product involvement (β = 0.19; p= 0.003) and CET (β = 0.146; p= 0.026 did lead to significant outcomes. Price sensitivity (p= 0.632) had no significant impact on the PCI of the Brazilian brand.

T first xenocentrism scale, the C-Xeno Scale by Lawrence (2012) was added to the model forblock 2. The impact was significant (β = -0.30; p= 0.000) which did lead to a significant improvement of the explained variance by 8.3% to a total of 39.8%. The C-Xenscale by Balabanis and Diamatopoulos (2016) was the second scale that was added to the model. The impact was significant (β = -0.20; p= 0.001). The explained variance was significantly improved by 3.7% to a total of 35.2%. Next, the X-Scale by Rojas-Méndez and Chapa (2019)

was added to the model. The explained variance was again improved compared to the first model with only the control variables (β = -0.21; p= 0.000). The improvement of the explained variance was 3.9% and in total the explained variance was raised to 35.4%. Lastly, the Xen-Scale by Cleveland and Balakrishnan (2019) was added to the model. In contrast to the other scales, no significant increase in the explained variance could be detected (p=0.108).

Hypothesis H4b was supported three times and was rejected one time.

7 Discussion

7.1 Summary of the Findings

Almost all scales performed adequately with alpha values above 0.8 for both total scales and individual dimensions. The lowest internal consistency was found in the Xen scale. Here an overall value of 0.879 was achieved and the dimensions of Group Identification
And Consumption Bias achieved coefficient alpha values below 0.7.

Construct dimensionality was tested with factor analysis. The dimensions of the C-Xenscale were confirmed in the factor analysis. The dimensions of the X-Scale were also confirmed, whereby the question “I tend to prefer foreign products compared to national ones” of the dimension Foreign Admiration loaded similarly on the dimension Domestic Rejection. This is plausible in terms of content since both the preference for foreign products and the rejection of products from the home country appear in the question. The dimensions of the Xen-Scale could not be confirmed by the factor analysis. The dimension Group Comparison that originally includes four questions could not be confirmed because only three of the associated variables had their highest loading on this factor. The question " Given the choice to remain a member of my own ethnic group or belong to a different ethnic group, I would choose a different ethnic group " loads more strongly on the dimension Group Identification (0.68) than on the original dimension Group Comparison (0.34). In terms of meaning, the loading on both factors makes sense, yet the loading on the original dimension is very low.

Discriminant validity was checked and was satisfactory for all scales.
Convergent validity was tested using the correlations between the scales. As expected, the highest percentage of shared variance was between the C-Xenscale and the X-Scale at about 68% (p=0.000). This is consistent because the X-scale is partly based on the C-Xenscale. The

lowest shared variances were between the Xen scale and the other scales. This result may be due to the fact that the Xen scale partly used the CET-Scale by Chimp, T. A. and Sharma, S. (1987). Which is used for determining CET as a reference for determining the scale, although it has been shown that xenocentrism should not be considered the opposite of ethnocentrism.

Predictive validity was calculated with multiple regressions on four hypotheses derived from the literature research. All four hypotheses were tested in relation to both the American product and the Brazilian product. The dependent variables were BA, PP, WTP, and the PCI.
The evaluation showed no significant influence of C-XEN on American products. This could be due to various reasons such as the manipulation not working properly as shown by the T-test evaluating the perception of the two different countries. Since America was apparently not perceived by the sample as superior to Brazil, the effects of xenocentrism were also not present. However, significant results were achieved in relation to the Brazilian product. This shows that although America was not perceived as superior, the Brazilian product was nevertheless partially experienced as diminished. C-XEN had a negative impact on the BA of the Brazilian brand. This influence was significantly attained in the model with three of the four scales. The Xen-Scale had no significant influence, while the C-Xenscale was able to explain most of the variance with 23.4%. The negative influence on the PP could only be confirmed in the model with the C-Xeno scale. Overall, 21.10% of the variance could be explained here compared to the model without xenocentrism, which explained 19.70% of the variance. The PCI of the Brazilian brand was negatively influenced by three of the four xenocentrism scales in the model. The highest explained variance was achieved in the model with the C-Xeno Scale. In the model with the Xen-Scale, xenocentrism again had no significant influence. Overall, the predictive validity shows that the influence of xenocentrism was often similar in the models with the C-Xeno Scale, C-Xenscale, and X-Scale, while the Xen-Scale did not lead to any significant result. Most of the explained variances were found in the models with the C-Xeno Scale.

8 Conclusion

8.1 Theoretical and Managerial Implications:

This work should provide a valuable contribution to future research and the existing literature on C-XEN. The purpose of the master thesis is to compare existing measurement scales for xenocentrism theoretically and data-based, practically in their structure, development process,

their reliability, and their validity. Future research should be able to apply the results of this study as a basis for decision-making when using a xenocentrism scale and studies on C-XEN should become more comparable by using the same scale.

In this thesis, existing xenocentrism scales were compared theoretically based on their development process. A quantitative analysis was conducted in Brazil and all existing xenocentrism scales were compared based on their internal consistency, construct dimensionality, discriminant validity, convergent validity, and predictive validity.

In addition to the comparison of the scales, the phenomenon of C-XEN in Brazil could be demonstrated on the basis of a product category not previously examined in this context, shoes. In particular, a negative influence on the BA of the Brazilian brand, a negative influence on the PCI of the Brazilian brand, and a negative influence on the PP was shown. These results are consistent with previous research in the same product category but in a different country, such as Ukraine. In addition, these results confirm previous analyses in Brazil on C-XEN that focused on other categories such Wine.

These results can be seen as particularly valuable in a management context. The findings show that xenocentric customers perceive domestic products as less valuable regardless of the actual quality of the products. If xenocentric consumers recognize domestic products as products from their own country, the PP decreases, and the perception of the brand is negatively influenced. If domestic brands want to increase the number of buyers and attract xenocentric consumers, these results should be included in the marketing strategy. This knowledge can therefore be used to advantage in brand building and marketing, for example, by not actively communicating the COO of the brand and consumers not knowing directly about the COO of the brand or product. Brand names can be created in the language of a country that is seen as superior (such as English in this case) and designs can be based on other countries. In addition, the strengths and advantages of domestic brands and products could be communicated more strongly to positively influence the perception of the quality of the products and the perception of the brand.

Overall, these results and previous studies on xenocentrism demonstrate that the phenomenon of C-XEN should be considered in the management decisions of domestic and foreign companies. Companies that incorporate consumer xoncentrism into their marketing strategy

increase their ability to reach customers in the best way possible and positively impact their revenue and customer perception.

Another major goal of this work was to compare and distinguish existing scales for measuring C-XEN.
The following scales were compared empirically and theoretically:

- C-XENO Scale by Lawrence (2012).
- C-XENSCALE by Balabanis and Diamatopoulos (2016).
- X-Scale by Rojas-Méndez and Chapa (2019).
- XEN-Scale by Cleveland and Balakrishnan (2019).

While Lawrence (2012) undertook the first research (in his doctoral dissertation) on the topic of C-XEN, problematic approaches to the CXENO Scale are already evident in the development process.
Although the scale was able to achieve satisfying results in some cases during the empirical investigation, no recommendation can be made to use the scale, as its theoretical basis and structure are no longer compatible with the current state of knowledge on C-XEN. For example, the scale focuses only on foreign preference but not on domestic rejection. Research using this scale would therefore not include important parts of C-XEN.

In the empirical analysis, the XEN-Scale by Cleveland and Balakrishnan (2019) did not produce significant results in predictive validity. Problematic issues were also identified in the development process of the scale. Accordingly, no recommendation is made for the use of this scale.

Both scales, the X-Scale by Rojas-Méndez and Chapa (2019) and the C-Xenscale by Balabanis and Diamatopoulos (2016), produced convincing results in the empirical testing of the scales. In the convergent validity, the influence of the C-Xenscale on the X-Scale could be clearly identified. The factor analysis showed that the dimensions of the X-Scale are possibly too closely linked since one question loaded on both dimensions, which can also be empirically reconstructed.
However, a clear distinction of the scales can be recognized in the item generation and in the entire development process. The X-Scale has no theoretical foundation. The scale was created under the assumption that C-XEN is a phenomenon that is found in developing countries and

therefore the focus was clearly placed on these countries when developing the scale. Since it has now been proven and confirmed by several researchers that C-XEN is a universal phenomenon, this paper proposes the use of the C-Xenscale to measure C-XEN. This scale convinces satisfying empirical results, a clean development process including a theoretical foundation, and its effectiveness could be proven in several studies in the last years.

8.2 Limitations and Future Research

In this study, there are several limitations and resulting opportunities to follow up with future research. To the best of my knowledge, this is the first study to look at all the scales used to measure C-XEN and to compare them empirically and theoretically. For future studies, this offers the opportunity to confirm, extend, or reject the results found.

The scope and range of the study had to be limited to the master's thesis level. This means that the study was conducted in a single country and not across countries. The study in this thesis was conducted in a developing country, Brazil. In order to compare the scales for measuring C-XEN as a universal construct also in developed countries, further research in developed countries would be necessary. This is especially true for different cultures and countries with different socio-economic positions. Moreover, in order to be able to generalize the results further, future replicability of the study is welcomed.

The empirical study did not find any influence of C-XEN on American products. This limitation is likely due to the choice of America as the superior country and is a major limitation in the study. Future research has the possibility of achieving more significant results in the same country (Brazil) with a different foreign country.

Only one product group, shoes, was tested in the study. Again, further results with other product groups would be exciting to compare the scales further. Previous studies show that C-XEN can be observed in both visible and invisible purchases (Balabanis & Diamantopoulos, 2016; Mueller et al, 2016; Mueller & Broderick, 2010). Accordingly, further studies could also include invisible product categories.

In order to make the conditions of the experiment as clear as possible and to exclude additional influences such as brand awareness, prior knowledge, or positive/ negative attitudes and

opinions about real brands, the brands in the study were invented. Research with two existing brands would provide additional insights into the effects of C-XEN and the quality of the measurement scales.

Certainly, the dependent variables and the associated predictive validity are particularly exciting for managerial implications. In this study, four hypotheses were tested, each for domestic and foreign products. The following dependent variables were included: the BA, the PP, the WTP, and the PCI. These four variables by no means represent all possible variables affected by C-XEN, and results with additional variables would expand both knowledge about the influence of C-XEN and knowledge about the performance of the measurement scales tested.

Without question, C-XEN and the scales developed for it offer much scope for further investigation. Interest in the construct of xenocentrism has increased in the scientific community, especially in recent years, and further research will help to gain a deeper understanding.

9 References

Altintas, H. M., Kurtulmusoglu, F.B., Kaufmannc, H.R., Harcar, T. & Gundogan, N. (2013). "The Development and Validation of a Consumer Cosmopolitan ISM Scale: The Polar Opposite of Xenophobic Attitudes". *Ekonomska Istrazivanja (Economic Research Journal)*, 26 (1), 137–154.

Arora, A. S., Arora, A., & Taras, V. (2019). The moderating role of culture in social media-based spatial imagery C-XEN, and word-of-mouth for global virtual teams. International Journal of Cross Cultural Management, 19(2), 160–193.

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.

Balabanis, G., & Diamantopoulos, A. (2016). Consumer Xenocentrism as determinant of foreign product preference: A system justification perspective. *Journal of International Marketing, 24*(3), 58-77.

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.

Bartsch, F., Riefler, P., & Diamantopoulos, A. (2016). A taxonomy and review of positive consumer dispositions toward foreign countries and globalization. *Journal of International Marketing, 24*(1), 82-110.

Belk, R.W., Bahn, K.D. & Mayer, R.N. (1982). "Developmental Recognition of Consumption Symbolism". *Journal of Consumer Research*, 9 (1), 4-17.

Camacho, L. J., Salazar-Concha, C., & Ramírez-Correa, P. (2020). The Influence of Xenocentrism on Purchase Intentions of the Consumer: The Mediating Role of Product Attitudes. *Sustainability*, *12*(4), 1647-1658.

Cannon, H. M., Yoon, S.J., McGowan, L. & Yaprak, A. (1994). Toward a theory of cross-national segmentation: Paper presented at the Annual Meeting of the Academy of International Business, Maui.

Cannon, Hugh M. & Attila Yaprak. (1993). toward a Theory of Cross-National Segmentation: Paper presented to the 1993 Annual Conference of the Academy of International Business.

Chen, T.-T., Wang, S.-J. & Huang, H.-C. (2020). ""Buy, buy most Americans buy": country of reference (COR) effects and consumer purchasing decisions". International Marketing Review, Vol. 37 No. 3, pp. 533-558.

Cleveland, M., & Balakrishnan, A. (2019). Appreciating vs venerating cultural outgroups: the psychology of cosmopolitanism and xenocentrism. *International Marketing Review*, *36*(3), 416-444.

Cleveland, M., & McCutcheon, G. (2022). 'Antiglobalscapes': A cross-national investigation of the nature and precursors of consumers' apprehensions towards globalization. Journal of Business Research, 138, 170-184.

Cleveland, M., Laroche, M., & Papadopoulos, N. (2009). Cosmopolitanism, Consumer Ethnocentrism, and Materialism: An Eight-Country Study of Antecedents and Outcomes. *Journal of International Marketing, 17*(1), 116-146.

CountryMeters. (2022). Demographics of Brazil 2022. Retrieved July 3, 2023, from https://countrymeters.info/en/Brazil#:~:text=Demographics%20of%20Brazil%202022&text=Due%20to%20external%20migration%2C%20the,lower%20than%20global%20sex%20ratio.

Dachs-Wiesinger, J. (2018). Do Ethnocentrism and Xenocentrism lead to Irrational Consumer Behavior? Empirical Evidence from Austrian Consumers. Unpublished Master Thesis, University of Vienna.

Diamantopoulos, A., Davydova, O., & Arslanagic-Kalajdzic, M. (2019). Modeling the role of Consumer Xenocentrism in impacting preferences for domestic and foreign brands: A mediation analysis, 587-596.

Diamantopoulos, A., & Milivojevic, D. (2021). Consumer Xenocentrism vs. Consumer Animosity as Counteracting Forces on Purchase Behavior. Paper presented at 2021 AMA Global Marketing SIG Conference, Sizilien, Italy. https://www.amaglobalsig.org/conference-program-1.

Diamantopoulos, A., Thoumrungronje, A., & Scherer, N. (2021). Consumer Xenocentrism and "Irrational" Consumer Behavior. In Proceedings of the 12th EMAC Regional Conference https://www.xcdsystem.com/emac/program/e2x9sXv/index.cfm?pgid=2345&RunRemoveSessionFilter=1.

Gaur, S.S., Bathula, H. & Diaz, C.V. (2015). "Conceptualizing the influence of the cultural orientation of Latin Americans on consumers' choice of US brands". *European Business Review*, 27 (5), 477-494.

Goldberg, M. E. & Baumgartner, H. (2002). "Cross-Country Attraction as a Motivation for Product Consumption". *Journal of Business Research*, 55 (11), 901–906.

Hyman, H. H., & Singer, E. (Eds.). (1968). *Readings in reference group theory and research*. Free Press.

Jost, J. T., & Banaji, M. R. (1994). The role of stereotyping in system-justification and the production of false consciousness. *British Journal of Social Psychology*, *33*(1), 2.

Jost, J. T., Pelham, B. W., & Carvallo, M. R. (2002). Non-conscious forms of system justification: Implicit and behavioral preferences for higher status groups. *Journal of Experimental Social Psychology*, *38*(6), 586-602.

Kent, D. P., & Burnight, R. G. (1951). Group centrism in complex societies. *American Journal of Sociology*, *57*(3), 256-259.

Kisawike, B. (2015). "How country of origin, Consumer Ethnocentrism and Consumer Xenocentrism impact upon risk and involvement in the malaria medication decision making process in Tanzania". Doctoral dissertation, University of Hull.

Klein, J. G., & Ettensoe, R. (1999). Consumer animosity and Consumer Ethnocentrism: An analysis of unique antecedents. *Journal of International Consumer Marketing*, *11*(4), 5-24.

Lawrence, S. J. (2012). Consumer Xenocentrism and Consumer Cosmopolitanism: The Development and Validation of Scales of Constructs Influencing Attitudes towards Foreign Product Consumption. Doctoral Dissertation, Wayne State University.

Luburic, G. (2020). The Impact of Consumer Xenocentrism and Ethnocentrism on Purchase Intention: Exploring the role of Brand Stereotypes. Unpublished Master Thesis, University of Vienna.

Luhtanen, R., Crocker, J. (1992). A Collective Self-Esteem Scale: Self-Evaluation of One's Social Identity. PSPB, 18(3), 302-318.

Maack, R. M. (2021). How dysfunctional consumer behavior is influenced by different levels of C-XEN. Unpublished Master Thesis, University of Vienna.

Mahmoud, M.A., Mallen-Ntiador, T.N.E., Andoh, D., Iddrisu, M. & Kastner, A.N.A. (2021). " Consumer Xenocentrism and foreign goods Purchase Intention in an emerging economy", *International Journal of Emerging Markets*.

Matarazzo, M., Diamantopoulos, A., & Maack, M. (2022). Does Consumer Xenocentrism Have a Dark Side? Its Impact on Compulsive Buying and Brand Addiction. Paper presented at International Marketing Trends Conference 2022, Rome, Italy.

Mazzocco, P.J., Rucker, D. D., Galinsky A. D. & Anderson E. T. (2012). “Direct and Vicarious Conspicuous Consumption: Identification with Low-Status Groups Increases the Desire for High-Status Goods”. *Journal of Consumer Psychology*, 22 (4), 520–528.

Merton, R.K. & Rossi, A.K. (1950) 'Contributions to the Theory of Reference Group Behavior' in R.K. Merton and P.F. Lazarsfeld (Eds). Continuities in Social Research Free Press, New York.

Milivojevic, D. (2018). The Impact of Xenocentrism on Foreign Brand Purchase: Exploring the Role of Consumer Animosity. Unpublished Master Thesis, University of Vienna.

Mueller, A., Damascena, C., & Torres, C.V. (2020). The Xenocentrism scale in Brazil: validation with wine consumers. *International Journal of Wine Business Research*, *32*(3), 423- 440.

Mueller, R. D., & Broderick, A. J. (2010). C-XEN: An alternative ex- planation for foreign product bias. In Z. Haqq (Ed.). Proceedings of annual *Hawaii international business research conference*, 27–28.

Mueller, R. D., Wang, G. X., Liu, G., & Cui, C. C. (2016). Consumer Xenocentrism in China: An exploratory study. *Asia Pacific Journal of Marketing and Logistics, 28*(1), 73-91.

Nguyen, T. D., Ngyuen, T.M., T., & Barrett, N. J. (2008). Consumer Ethnocentrism, cultural sensitivity, and intention to purchase local products - evidence from Vietnam. *Journal of Consumer Behavior*, *7*(1), 88-100.

Nhu-Ty Nguyen & Thai-Ngoc Pham Gordon Liu (Reviewing editor). (2021). Consumer attitudinal dispositions: A missing link between socio-cultural phenomenon and Purchase Intention of foreign products: An empirical research on young Vietnamese consumers, Cogent Business & Management, 8:1.

Oxfam. (o.J.). Brazil: Extreme Inequality in Numbers. Retrieved July 3, 2023, from https://www.oxfam.org/en/brazil-extreme-inequality-numbers.

Perlmutter, H. V. (1954). Some characteristics of the xenophilic personality. *Journal of Psychology*, *38*(2), 291-300.

Petrychenko, A. (2020). Relationship between Consumer Disidentification and Consumer Xenocentrism and their Impact on Willingness to Pay. Unpublished Master Thesis, University of Vienna.

Prince, M & Kwak, L (2020). "Cultural Adaptation and Consumer Disidentification in the US". Journal of Empirical Generalizations in Marketing Science, Vol. 20, No. 2.

Prince, M., Davies, M. A., Cleveland, M., & Palihawadana, D. (2016). Here, there and everywhere: A study of consumer centrism. *International Marketing Review*, *33*(5), 715-754.

Rettanai Kannan, D. (2020). C-XEN: Antecedents, consequences (and moderators) and related constructs. Unpublished Doctors Thesis, Carleton University, Ottawa.

Riefler, P. & Diamantopoulos, A. (2009). "Consumer cosmopolitanism: Review and replication of the CYMYC scale". *Journal of Business Research*, 62(4), 407-419.

Rojas-Méndez, J. I., & Chapa, S. (2019). X-Scale: a new scale to measure C-XEN. *Marketing Intelligence & Planning*, *38*(3), 354-368.

Rojas-Méndez, J. I., & Kolotylo, J. (2022). Why Do Russian Consumers Prefer Foreign-Made Products and Brands?. Journal of Global Marketing, 35(3), 208-227.

Rosenberg, M. (1979). "Conceiving the Self": Basic Books. New York.
Russell, C.A., Russell, D.W. & Neijens, P.C. (2011). "Consumption expressions of ideological resistance". *European Journal of Marketing*, 45 (11/12), 1715-1724.

Roszak T. (1969). *the Making of Counter Culture: Reflections on the Technocratic Society and Its Youthful Opposition*. Garden City: Anchor Books.

Roth, M. S., & Romeo, J. B. (1992). Matching product category and country image perceptions: A framework for managing country-of-origin effects. *Journal of International Business Studies*, *3*, 477-497.

Runciman, W. G. (1966). *Relative deprivation and social justice: A study of attitudes to social inequality in twentieth-century England* (Vol. 13). Routledge/Thoemms Press.

Saran, A. & Kalliny, M. (2012). "Cosmopolitanism: Concept and Measurement," *Journal of Global Marketing*, 25 (5), 282-291.

Scherer, N. (2020). Impact of Consumer Xenocentrism and Consumer Ethnocentrism on decision-making choices – A study on foreign and domestic product bias. Unpublished Master Thesis, University of Vienna.

Shimp, T. A. & Sharma, S. (1987). Consumer Ethnocentrism: construction and validation of the CETSCALE. *Journal of Marketing Research 24*(3), 280-289.

Sumner, W. G. (1906). Folkways: The Sociological Importance of Usages, Manners, Customs, Mores, and Morals. New York, USA: Ginn & Co.

Szöcs, I., Diamantopoulos, A., & Luburic, G. (2021). The Role of Brand Stereotypes in Mediating the Impact of Consumer Xenocentrism and Consumer Ethnocentrism on Preferences for Domestic and Foreign Brands. In EMAC 2021 Annual Conference [93512] European Marketing Academy. http://proceedings.emac-online.org/index.cfm?abstractid=A2021-93512&The%20Role%20of%20Brand%20Stereotypes%20in%20Mediating%20the%20Imp.

Tajfel, H., & Turner, J. C. (1986). The social identity theory of intergroup behavior. In S. Worchel, & W. Austin (Eds.). Psychology of intergroup relations. 7-24. Chicago, USA: Nelson Hall.

U.S. Department of State. (o.J.). U.S. Relations With Brazil. Retrieved July 3, 2023, from https://www.state.gov/u-s-relations-with-brazil/.

Van Herk, H. & Torelli, C. J. (2017). "Cross cultural issues in consumer science and consumer psychology: Current perspectives and future directions". *Springer*, Cham, Switzerland.

Verlegh, P. W. J. (2007). Home country bias in product evaluation: The complementary roles of economic and sociopsychological motives. *Journal of International Business Studies*, *38*(3), 361-373.

Waithaka, E.N. (2017). "Choice of the Medium of Instruction in Kenyan Preschools: Averting Xenocentrism". *Journal of Education and Practice*, 8 (9), 210 – 216.

World Bank. (o.J.). GNI per capita, Atlas method (current US$). Retrieved July 3, 2023, from https://data.worldbank.org/indicator/NY.GNP.PCAP.CD?locations=BR.

10 Appendix

10.1 Appendix A: Questionnaire

This section provides the questionnaire used in the study to measure C-XEN, BAs, and PIs towards foreign and domestic brands. The questionnaire consisted of several scales and items designed to capture the relevant constructs. The responses were collected using a 7-point Likert scale, where 1 represented "strongly disagree" and 7 represented "strongly agree."

Section 1: (Seção 1):

Please look at the advertisement below and read the caption well.

(Por favor, observe o anúncio abaixo e leia o texto ao lado atentamente.)

Section 2: (Seção 2):

Please answer some questions about the brand that you have just seen. For each line with D2R characteristics, mark the value (between 1 and 7) closest to your perception about the brand.
(Por favor, responda algumas perguntas sobre a marca que você acabou de ver. Para cada linha com características da D2R, marque o valor (entre 1 e 7) mais próximo de sua percepção sobre a marca.)

BRAND ATTITUDE (Spears and Singh 2004)

Brand D2R is (A marca D2R é)

Unappealing (Desinteressante)	1	2	3	4	5	6	7 Appealing (Interessante)
Bad (Ruim)	1	2	3	4	5	6	7 Good (Boa)
Unpleasant (Desagradável)	1	2	3	4	5	6	7 Pleasant (Agradável)
Unlikable (Antipática)	1	2	3	4	5	6	7 Likable (Simpática)

PURCHASE PROBABILITY (adapted from Juster 1966)

Now, please, consider the following situation: you are in a shopping mall and want to buy a new pair of sneakers. Indicate below the likelihood of buying the brand D2R, in which 0% = would definitely not buy; 100% = would definitely buy:
(Agora, por favor, considere a seguinte situação: você está em um shopping e quer comprar um par de tênis novo. Indique a seguir a probabilidade de comprar a marca D2R, na qual 0% = definitivamente não compraria; 100% = compraria com certeza:)

- ☐ 0%
- ☐ 10%
- ☐ 20%
- ☐ 30%
- ☐ 40%
- ☐ 50%
- ☐ 60%
- ☐ 70%
- ☐ 80%
- ☐ 90%
- ☐ 100%

WILLINGNESS TO PAY (Ceylana, Koseb and Aydin, 2014):
(DISPOSIÇÃO PARA PAGAR)

Next, still considering the buying situation above described, please answer the following questions about D2R product.
(Em seguida, ainda considerando a situação descrita acima, por favor responda as seguintes questões sobre o produto da D2R.

At what price would you consider the price of this product so low that you'd question its quality? (A que preço você consideraria esse produto tão barato que você questionaria a qualidade dele?)

_____reais.

At what price would you consider the product to be a bargain – a great buy for the money? (A que preço você consideraria o produto "um achado", ou seja, um excelente negócio?)

_____ reais.

At what price would you consider the product starting to get expensive – not out of the question, but you'd need to give some thought to buying it? (A que preço você consideraria que o produto está começando a ficar caro – não fora de cogitação, mas você precisaria pensar um pouco para comprá-lo?)

_____ reais.

At what price would you consider this product so expensive that you would not consider buying it? (A que preço você acharia que o produto está tão caro que você não consideraria comprá-lo?)

_____ reais.

Now, please state the extent to which you agree or disagree with the following statements (numbers closer to 7 indicate higher agreement, while numbers closer to 1 indicate higher disagreement with the statement):

(Agora, por favor, declare o quanto você concorda ou discorda com as seguintes afirmações (números próximos a 7 indicam maior concordância, enquanto números próximos a 1 indicam menor discordância):

PRODUCT INVOLVEMENT (adapted from Mittal & Lee, 1988):
(ENVOLVIMENTO COM O PRODUTO)

	Strongly disagree (Discordo totalmente)						Strongly agree (Concordo totalmente)
I would choose my shoes very carefully. (Eu escolho meus calçados com muito cuidado.)	1	2	3	4	5	6	7
Which shoes I buy matters to me a lot. (Eu me importo muito com qual calçado eu compro.)	1	2	3	4	5	6	7
Deciding which shoes to buy would be an important decision to me. (A decisão de qual calçado comprar é importante para mim.)	1	2	3	4	5	6	7

PRICE SENSITIVITY (Wakefield and Inman, 2003):
(SENSITIVIDADE AO PREÇO)

	Strongly disagree (Discordo totalmente)						Strongly agree (Concordo totalmente)
I'm willing to make an extra effort to find a low price for shoes. (Estou disposto(a) a a me esforçar mais para encontrar calçados por preços menores.)	1	2	3	4	5	6	7
I will change what I had planned to buy in order to take advantage of a lower price for shoes. (Eu mudaria o que planejei para aproveitar menores preços de calçados.)	1	2	3	4	5	6	7
ATTENTION CHECK - In this item, please select the option "1 – strongly disagree" (Neste item, selecione a opção "1 - Discordo totalmente")	1	2	3	4	5	6	7
I am sensitive to differences in the prices of shoes. (Sou sensível	1	2	3	4	5	6	7

a diferenças nos preços dos calçados.)

PRODUCT–COUNTRY TYPICALITY (adapted from Halkias and Diamantopoulos, 2020):
(TIPICIDADE PRODUTO-PAIS)

	Strongly disagree (Discordo totalmente)						Strongly agree (Concordo totalmente)
The product category of shoes reflects Brazil. (A categoria de calçados reflete o Brasil.)	1	2	3	4	5	6	7
I associate shoes with Brazil. (Associo calçados ao Brasil.)	1	2	3	4	5	6	7
Shoes makes me think of Brazil. (Calçados me fazem pensar no Brasil.)	1	2	3	4	5	6	7
There is a strong link between shoes and Brazil. (Há uma forte conexão entre calçados e Brasil.)	1	2	3	4	5	6	7

Now, please answer some questions about Brazilian products in general:
(Agora, por favor, responda algumas perguntas sobre produtos brasileiros em geral:)

PRODUCT-COUNTRY IMAGE (adapted from Roth & Romeo, 1992):
(IMAGEM PRODUTO-PAÍS)

How would you rate innovativeness of products from Brazil? Innovativeness designates the use of new technology and engineering advances. (Como você avaliaria a inovação dos produtos brasileiros? Inovação designa o uso de novas tecnologias e avanços da engenharia).

Not innovative (Não inovadores)	1	2	3	4	5	6	7	Innovative (Inovadores)

How would you rate the attractiveness of the design of products from Brazil, regarding appearance, style, colors, and variety? (Como você avaliaria a atratividade do design dos produtos brasileiros, considerando aparência, estilo, cores e variedade?

No attractive design (Design não atraente)	1	2	3	4	5	6	7	Attractive design (Design atraente)

How would you rate the prestige of products from Brazil, including their exclusivity, status, and brand name reputation? (Como você avaliaria o prestígio dos produtos brasileiros, incluindo sua exclusividade, status e reputação de suas marcas?)

Low prestige (Pouco prestígio)	1	2	3	4	5	6	7	High prestige (Muito prestígio)

How would you rate the workmanship of products from Brazil, which comprises reliability, durability, craftsmanship, and manufacturing quality? (Como você avaliaria o acabamento dos produtos brasileiros, o que inclui confiabilidade, durabilidade, habilidade e qualidade de fabricação?)

Bad workmanship (Acabamento ruim)	1	2	3	4	5	6	7	Good workmanship (Acabamento bom)

Section 3: (Seção 3):

To which extent do you agree or disagree with the following statements?
(O quanto você concorda ou discorda das seguintes afirmações?)

C-XENO SCALE (Lawrence, 2012):
(ESCALA C-XENO)

	Strongly disagree (Discordo totalmente)						Strongly agree (Concordo totalmente)
I prefer to buy foreign made products. (Eu prefiro comprar produtos fabricados em outro país.)	1	2	3	4	5	6	7
All other things being equal, I prefer to buy foreign products. (Normalmente, eu prefiro comprar produtos estrangeiros.)	1	2	3	4	5	6	7
I find that I enjoy using foreign made products more so than products made in Brazil. (Acho que eu gosto mais de usar produtos fabricados em outro país do que no Brasil.)	1	2	3	4	5	6	7
I get a better feeling from buying a foreign made product than from buying one that is made in Brazil. (Eu me sinto melhor ao comprar um produto fabricado em outro país do que no Brasil.)	1	2	3	4	5	6	7
Compared to Brazil there are many other countries I prefer to buy from. (Comparado ao Brasil, existem muitos outros países dos quais eu prefiro comprar.)	1	2	3	4	5	6	7
ATTENTION CHECK - In this item, please select the option "1 – strongly disagree" (Neste item, selecione a opção "1 - Discordo totalmente")	1	2	3	4	5	6	7

I feel better about buying most foreign products than Brazilian-made products. (Eu me sinto melhor comprando mais produtos estrangeiros do que produtos brasileiros.)	1	2	3	4	5	6	7

CETSCALE ETHNOCENTRISM (adapted from Verlegh, 2007):
(ETNOCENTRISMO CETSCLAE)

	Strongly disagree (Discordo totalmente)						Strongly agree (Concordo totalmente)
Brazilians should not buy foreign products because this harms the local economy and causes unemployment. (Brasileiros não deveriam comprar produtos estrangeiros porque isso prejudica a economia local e gera desemprego.)	1	2	3	4	5	6	7
A real Brazilian should only buy Brazilian products. (Um brasileiro de verdade deveria comprar apenas produtos nacionais.)	1	2	3	4	5	6	7
I always prefer Brazilian products over foreign products. (Eu sempre prefiro produtos brasileiros em vez de estrangeiros).	1	2	3	4	5	6	7
We should purchase products manufactured in Brazil, instead of letting other countries get rich off us. (Nós deveríamos comprar produtos fabricados no Brasil, senão outros países enriquecerão às nossas custas.)	1	2	3	4	5	6	7
It is not right to purchase foreign products, because this puts Brazilian people out of jobs. (Não é correto comprar produtos estrangeiros, porque isso gera desemprego no Brasil.)	1	2	3	4	5	6	7

C-XENSCALE (Balabanis and Diamantopoulos, 2016):
(XENOESCALA C)

	Strongly disagree						Strongly agree

	(Discordo totalmente)						(Concordo totalmente)
There are very few domestic products that are of equal quality to foreign products. (Existem pouquíssimos produtos nacionais que têm a mesma qualidade de produtos estrangeiros.)	1	2	3	4	5	6	7
I cannot think of any domestic brands that are as good as the foreign ones I purchase. (Eu não consigo pensar em nenhuma marca nacional que seja tão boa quanto as estrangeiras que eu compro.)	1	2	3	4	5	6	7
I trust more foreign than domestic companies, because they are more experienced and have more resources. (Eu confio mais nas empresas estrangeiras do que nas nacionais porque elas têm mais experiência e recursos.)	1	2	3	4	5	6	7
In most product categories, foreign brands outperform domestic ones. (Na maioria dos produtos, as marcas estrangeiras são melhores do que as nacionais.)	1	2	3	4	5	6	7
I trust foreign products more than the domestic ones. (Eu confio mais nos produtos estrangeiros do que nos nacionais.)	1	2	3	4	5	6	7
Using foreign products enhances my self-esteem. (Usar produtos estrangeiros aumenta a minha autoestima.)	1	2	3	4	5	6	7
People that buy domestic products are less regarded by others. (Pessoas que compram produtos nacionais são menos valorizadas pelos outros.)	1	2	3	4	5	6	7
I prefer foreign to domestic brands as most of my acquaintances buy foreign brands. (Eu prefiro marcas estrangeiras do que nacionais, pois a maioria das pessoas que conheço compra marcas estrangeiras.)	1	2	3	4	5	6	7
Buying foreign products makes me trendier. (Comprar produtos estrangeiros me deixa mais na moda.)	1	2	3	4	5	6	7
I purchase foreign brands to differentiate myself from others. (Eu compro marcas	1	2	3	4	5	6	7

estrangeiras para me diferenciar dos outros.)							

X-SCALE (Rojas-Méndez and Chapa, 2019):
(ESCALA-X)

	Strongly disagree (Discordo totalmente)						Strongly agree (Concordo totalmente)
I recommend foreign products to my friends and families. (Eu recomendo produtos estrangeiros para os meus amigos e familiares.)	1	2	3	4	5	6	7
I tend to prefer foreign products compared to national ones. (Eu costumo preferir produtos estrangeiros aos nacionais.)	1	2	3	4	5	6	7
I admire foreign products. (Eu admiro produtos estrangeiros).	1	2	3	4	5	6	7
I like buying products of foreign origin. (Eu gosto de comprar produtos de origem estrangeira.)	1	2	3	4	5	6	7
I value foreign products a lot. (Eu valorizo muito produtos estrangeiros.)	1	2	3	4	5	6	7
I tend to reject national products. (Eu costumo rejeitar produtos nacionais.)	1	2	3	4	5	6	7
I think foreign products are superior to national products. (Eu acho que os produtos estrangeiros são superiores aos produtos nacionais.)	1	2	3	4	5	6	7
Generally, I don't value products made in my country. (Geralmente, eu não valorizo produtos fabricados no meu país.)	1	2	3	4	5	6	7
Sometimes I undervalue products made in my country. (Algumas vezes, eu subestimo produtos fabricados no meu país.)	1	2	3	4	5	6	7
Sometimes I feel embarrassed about products made in Brazil when I compare them with similar products made in foreign countries. (Às vezes me sinto constrangido por produtos fabricados no Brasil quando eu os comparo com produtos similares fabricados em outros países.)	1	2	3	4	5	6	7

XENOCENTRISM-COMPOSITE (XEN)

	Strongly disagree (Discordo totalmente)						Strongly agree (Concordo totalmente)
I do not identify with the values of Brazilians. (Eu não me identifico com os valores dos brasileiros.)	1	2	3	4	5	6	7
Even though I reside in Brazil, I feel more emotionally connected and relate more to another country, or to other countries (Apesar de morar no Brasil, eu me sinto emocionalmente mais conectado e ligado a outro(s) país(es)).	1	2	3	4	5	6	7
The Brazilian way of life is less desirable than the way of life offered by many other countries (O estilo de vida brasileiro é menos atraente do que o estilo de vida de muitos outros países.)	1	2	3	4	5	6	7
Given the choice to remain a member of my own ethnic group or belong to a different ethnic group, I would choose a different ethnic group (Se eu pudesse escolher entre permanecer como membro do meu grupo étnico ou pertencer a um outro grupo étnico, eu escolheria um diferente.)	1	2	3	4	5	6	7
I believe there are some cultural or ethnic groups that rank higher than mine (Eu acho que alguns grupos culturais ou étnicos são considerados melhores que o meu.)	1	2	3	4	5	6	7
In most cases, I prefer people from another cultural or ethnic group more than I do those from my own ethnic or cultural group. (Na maioria das vezes, eu prefiro pessoas de outro grupo cultural ou étnico às pessoas do meu próprio grupo.)	1	2	3	4	5	6	7

We should buy products made from outside of Brazil to help other countries prosper and grow. (Nós deveríamos comprar produtos fabricados fora do Brasil para ajudar outros países a prosperarem e crescerem).	1	2	3	4	5	6	7
ATTENTION CHECK – In this question, please select 3 (Nesse item, selecione a opcao 3)	1	2	3	4	5	6	7
It is our obligation as residents of Brazil to buy products from other countries to help their people avoid poverty. (É nossa obrigação como moradores do Brasil comprar produtos de outros países para ajudar seus povos a evitarem a probreza).	1	2	3	4	5	6	7
Buying Brazil-made products over products made elsewhere hurts the global economy and causes unemployment beyond our Boundaries. (Comprar produtos fabricados no Brasil em vez de produtos fabricados em outros países prejudica a economia global e gera desemprego nos outros países.)	1	2	3	4	5	6	7
I believe some cultural or ethnic groups are better than mine. (Eu acho que alguns grupos culturais ou étnicos são melhores que o meu.)	1	2	3	4	5	6	7

Section 4: (Seção 4):

GENDER (GÊNERO)

Male	Female	Diverse
O	O	O

(Masculino) (Feminino) (Outro)

AGE (IDADE)

___ years old. (anos)

NATIONALITY (NACIONALIDADE)

_____.

EDUCATION (ESCOLARIDADE)

O Complete primary education (Ensino fundamental completo)
O Complete high school (Ensino médio completo)
O Complete higher education (Ensino superior completo)
O Postgraduate (Pós graduação completa)

MONTHLY INCOME (RENDA MENSAL)
_____REAIS

10.2 Appendix B: Sample Characteristics

This appendix presents the characteristics of the sample used in the study. It includes demographic information such as age, gender, and education level. The sample characteristics provide an overview of the participants' profiles and help in assessing the generalizability of the findings.

The country in which the company's location is shown in the questionnaire:

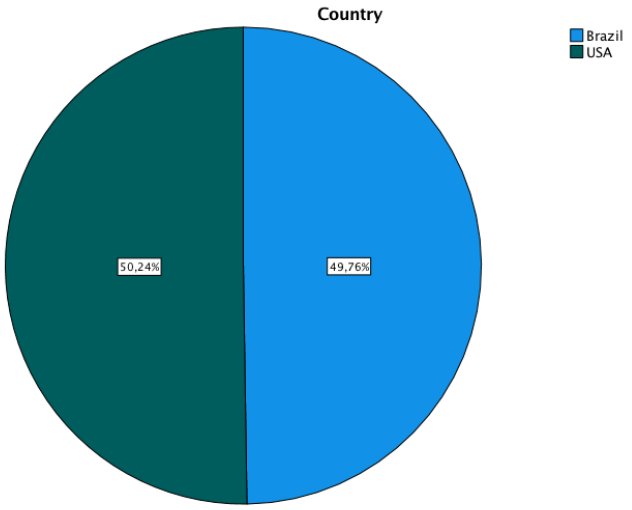
Statistics

Country

N	Valid	416
	Missing	0

Country

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brazil	207	49,8	49,8	49,8
	USA	209	50,2	50,2	100,0
	Total	416	100,0	100,0	



The age of participants in groups:

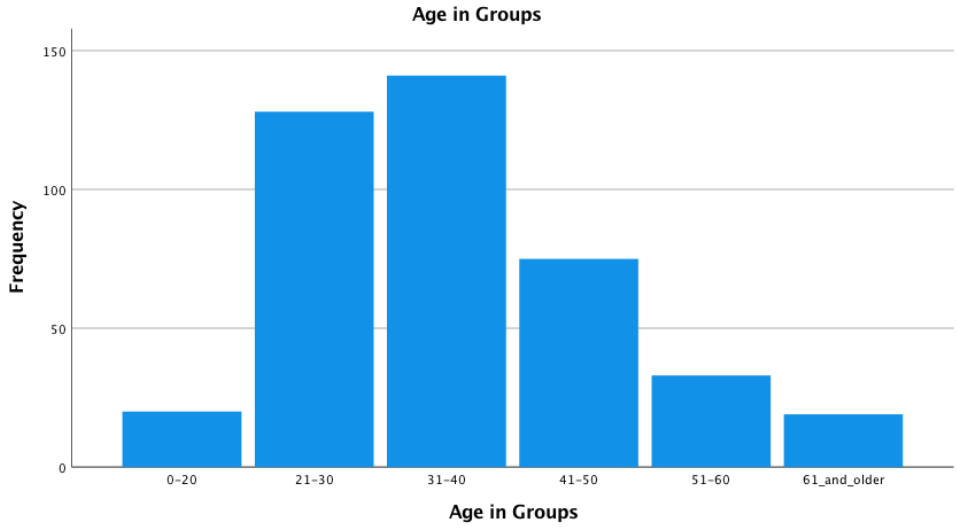
Statistics

Age in Groups

N	Valid	416
	Missing	0

Age in Groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-20	20	4,8	4,8	4,8
	21-30	128	30,8	30,8	35,6
	31-40	141	33,9	33,9	69,5
	41-50	75	18,0	18,0	87,5
	51-60	33	7,9	7,9	95,4
	61_and_older	19	4,6	4,6	100,0
	Total	416	100,0	100,0	



The gender of the participants:

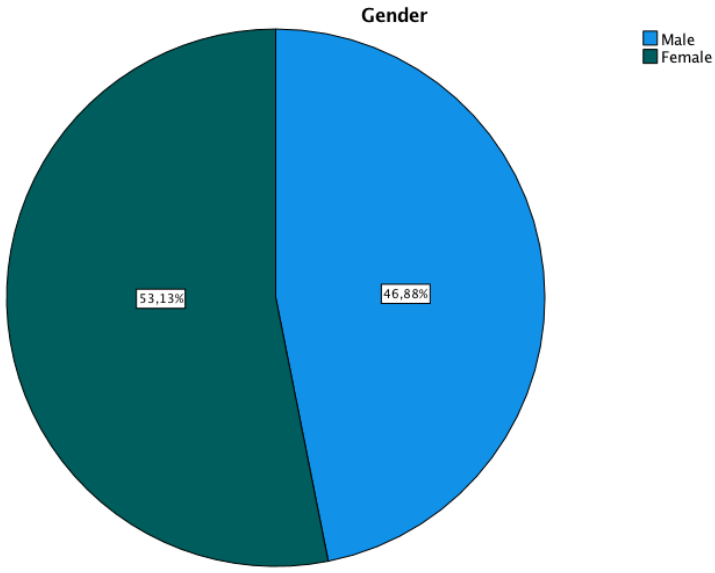
Statistics

Gênero

N	Valid	416
	Missing	0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Masculino	195	46,9	46,9	46,9
	Feminino	221	53,1	53,1	100,0
	Total	416	100,0	100,0	



Education was asked in four groups, which can be applied to the European school system as follows. Completed primary education (ensino fundamental completo) completed high school (ensino médio completo), completed higher education (ensino superior completo), and postgraduates (pós-graduados completa).

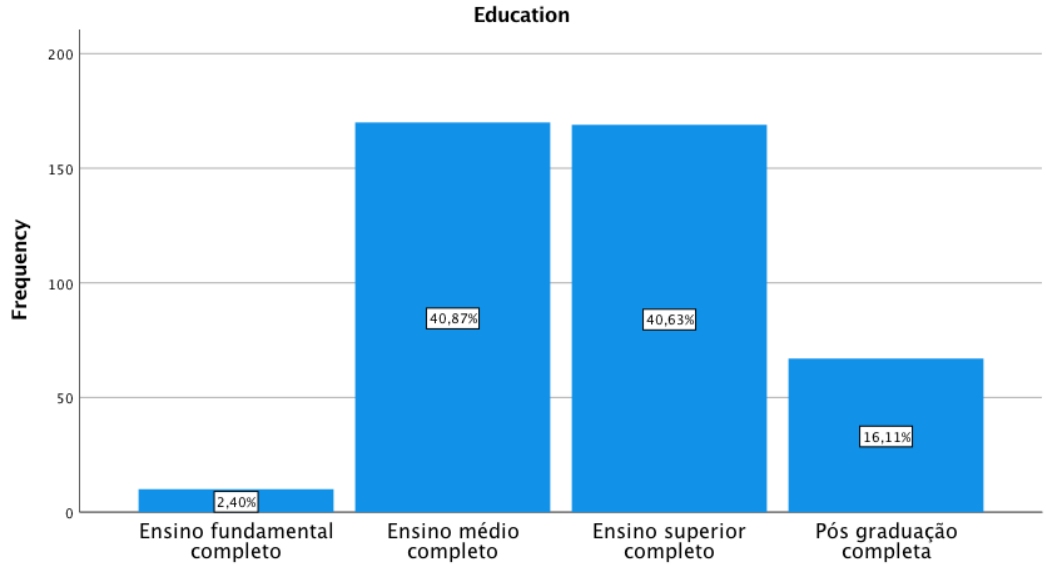
Statistics

Escolaridade

N	Valid	416
	Missing	0

Escolaridade

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ensino fundamental completo	10	2,4	2,4	2,4
	Ensino médio completo	170	40,9	40,9	43,3
	Ensino superior completo	169	40,6	40,6	83,9
	Pós graduação completa	67	16,1	16,1	100,0
	Total	416	100,0	100,0	



10.3 Appendix C: Descriptive Statistics

This section presents the descriptive statistics of the vaiables included in the study. It includes mean, standard deviation, skewness, and kurtosis for each variable. Descriptive statistics provide a summary of the distribution and central tendency of the variables, allowing for a better understanding of the data.

The dependent variables:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Brand Attitude	416	1,00	7,00	5,9874	1,13567	-1,391	,120	2,039	,239
Product Country Image USA	209	2,50	7,00	5,9091	1,02205	-,807	,168	-,133	,335
Product Country Image Brazil	207	2,75	7,00	5,8031	1,02230	-,665	,169	-,229	,337
Price_Sensivity	416	1,00	7,00	5,4455	1,27827	-,989	,120	,785	,239
Product_Involvement	416	1,33	7,00	6,4615	,85030	-2,259	,120	6,815	,239
WTP in Groups	416	2,00	6,00	3,0337	,82947	,904	,120	1,396	,239
Purchase_Probability_Brazil	207	,18	100,00	74,7786	21,59685	-,993	,169	,944	,337
Purchase_Probability_USA	209	,00	100,00	72,4393	22,24298	-,896	,168	,595	,335
Valid N (listwise)	0								

The descriptive statistics provide an overview of the key variables in the study.

Brand Attitude: The mean BA score was 5.9874 (SD = 1.13567), indicating a moderately positive attitude towards the brand. Participants, on average, had a favorable perception of the brand, as reflected in their responses to the items measuring BA.

Product Country Image: The for both the USA and Brazil had similar means, with scores of 5.9091 (SD = 1.02205) and 5.8031 (SD = 1.02230), respectively. This suggests that participants did not perceive a significant difference in between the two countries. The findings indicate that the participants' perceptions of the products were not strongly influenced by the COO.

Price Sensitivity: The mean price sensitivity score was 5.4455 (SD = 1.27827), indicating a moderate level of sensitivity towards price when making purchasing decisions. This suggests that participants considered price as a relevant factor but were not overly sensitive to price fluctuations.

Product Involvement: Participants showed a high level of product involvement, with a mean score of 6.4615 (SD = 0.85030). This indicates that participants were highly engaged and interested in the products being studied. Their level of involvement suggests a greater willingness to invest time and effort in evaluating and considering the products.

WTP in Groups: The mean WTP in groups score was 3.0337 (SD = 0.82947), indicating a moderate level of WTP for products when in a group setting. This suggests that participants were open to considering higher prices when making purchasing decisions in a group context.

Purchase Probability: The mean PP for both the Brazilian brand (M = 74.7786, SD = 21.59685) and the American brand (M = 72.4393, SD = 22.24298) was relatively high. This indicates that

participants expressed a significant likelihood of making a purchase from both brands. The findings suggest that the participants were positively inclined towards making a purchase from either brand, with a slightly higher tendency towards the Brazilian brand.

Overall, the descriptive statistics provide valuable insights into the participants' attitudes, perceptions, and purchasing behaviors related to the studied variables. The findings suggest a moderately positive BA, comparable perceptions, moderate price sensitivity, high product involvement, moderate WTP in groups, and a high PP for both the Brazilian and American brands. These results lay the foundation for further analysis and interpretation of the data.

The xenocentrism sclaes and the ethnocentrsim scale:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
C-Xeno Scale	416	1,00	7,00	3,5869	1,65889	,198	,120	-,755	,239
Ethnocentrism Scale	416	1,00	7,00	3,8043	1,64698	,192	,120	-,804	,239
C-Xenscale	416	1,00	7,00	3,1500	1,47896	,327	,120	-,659	,239
X-Scale	416	1,00	7,00	3,3183	1,36869	,280	,120	-,614	,239
Xen-Scale	416	1,00	6,80	2,5642	1,28573	,971	,120	,683	,239
Valid N (listwise)	416								

The descriptive statistics presented below provide an insight into the participants' responses on the different scales related to C-XEN and ethnocentrism.

C-Xeno Scale: The participants' average score on the C-Xeno Scale was 3.5869 (SD = 1.65889), indicating a moderate level of C-XEN. The results suggest that, on average, the participants displayed a moderate inclination towards favoring foreign products.

C-Xenscale: The mean score on the C-Xenscale was 3.1500 (SD = 1.47896), indicating a slightly lower level of C-XEN compared to the C-Xeno Scale. Participants displayed a moderate preference for foreign or imported products, but to a slightly lesser extent than indicated by the C-Xeno Scale.

X-Scale: Participants' responses on the X-Scale yielded an average score of 3.3183 (SD = 1.36869), which is also in the moderate range. This scale measures C-XEN and captures participants' inclination towards foreign products. The results suggest a similar level of preference for foreign or imported products as seen in the C-Xenscale.

Xen-Scale: The average score on the Xen-Scale was 2.5642 (SD = 1.28573), indicating a relatively lower level of C-XEN compared to the other scales. Participants displayed a moderate preference for foreign or imported products, but to a lesser extent than indicated by the C-Xeno Scale and X-Scale.

Ethnocentrism Scale: On the Ethnocentrism Scale, the participants had an average score of 3.8043 (SD = 1.64698), suggesting a moderate level of ethnocentrism. This scale assesses individuals' attitudes towards their own culture or country's products. Although not directly related to C-XEN, it provides context for understanding the participants' general preference for domestic products.

These descriptive statistics highlight the differences between the scales of C-XEN, providing insight into the participants' varying levels of preference for foreign or imported products. Additionally, the results indicate a moderate level of ethnocentrism, reflecting the participants' attitudes towards their own culture or country's products.

10.4 Appendix D: Reliability and Validity Analysis of the Xenocentrism Scales

This appendix presents the results of the reliability and validity analysis conducted on the measurement scales used in the study. The results are already described in chapter 6.3 Main Study, so only the outputs are collected here for a complete presentation. It includes Cronbach's alpha coefficients, factor loadings and item-total correlations.

Cronbach's Alpha C-Xeno Scale:

Reliability Statistics

Cronbach's Alpha	N of Items
,941	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
C-XENO - Eu prefiro comprar produtos fabricados em outro país.	17,94	70,322	,811	,931
C-XENO - Normalmente, eu prefiro comprar produtos estrangeiros.	17,92	69,917	,817	,930
C-XENO - Acho que eu gosto mais de usar produtos fabricados em outro país do que no Brasil.	17,91	68,476	,834	,928
C-XENO - Eu me sinto melhor ao comprar um produto fabricado em outro país do que no Brasil.	18,17	68,187	,858	,925
C-XENO - Comparado ao Brasil, existem muitos outros países dos quais eu prefiro comprar.	17,56	72,011	,754	,938
C-XENO - Eu me sinto melhor comprando mais produtos estrangeiros do que produtos brasileiros.	18,11	68,781	,854	,926

Cronbach's Alpha C-Xenscale and Dimensions:

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
C-XENSCALE - Existem pouquíssimos produtos nacionais que têm a mesma qualidade de produtos estrangeiros.	27,89	177,502	,695	,921
C-XENSCALE - Eu não consigo pensar em nenhuma marca nacional que seja tão boa quanto as estrangeiras que eu compro.	28,49	180,390	,712	,920
C-XENSCALE - Eu confio mais nas empresas estrangeiras do que nas nacionais porque elas têm mais experiência e recursos.	28,23	177,047	,781	,916
C-XENSCALE - Na maioria dos produtos, as marcas estrangeiras são melhores do que as nacionais.	27,66	176,407	,735	,918
C-XENSCALE - Eu confio mais nos produtos estrangeiros do que nos nacionais.	28,34	176,036	,799	,915
C-XENSCALE - Usar produtos estrangeiros aumenta a minha autoestima.	28,48	175,768	,772	,916
C-XENSCALE - Pessoas que compram produtos nacionais são menos valorizadas pelos outros.	28,75	188,769	,488	,931
C-XENSCALE - Eu prefiro marcas estrangeiras do que nacionais, pois a maioria das pessoas que conheço compra marcas estrangeiras.	28,66	179,411	,747	,918
C-XENSCALE - Comprar produtos estrangeiros me deixa mais na moda.	28,38	175,181	,778	,916
C-XENSCALE - Eu compro marcas estrangeiras para me diferenciar dos outros.	28,61	179,627	,686	,921

Reliability Statistics

Cronbach's Alpha	N of Items
,927	10

Reliability Statistics

Cronbach's Alpha	N of Items
,873	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
C-XENSCALE - Usar produtos estrangeiros aumenta a minha autoestima.	11,60	38,443	,763	,830
C-XENSCALE - Pessoas que compram produtos nacionais são menos valorizadas pelos outros.	11,87	43,376	,510	,891
C-XENSCALE - Eu prefiro marcas estrangeiras do que nacionais, pois a maioria das pessoas que conheço compra marcas estrangeiras.	11,77	40,021	,746	,836
C-XENSCALE - Comprar produtos estrangeiros me deixa mais na moda.	11,50	38,352	,760	,831
C-XENSCALE - Eu compro marcas estrangeiras para me diferenciar dos outros.	11,72	38,867	,738	,837

Cronbach's Alpha X-Scale and Dimensions:

Reliability Statistics

Cronbach's Alpha	N of Items
,915	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X-SCALE - Eu recomendo produtos estrangeiros para os meus amigos e familiares.	29,69	149,280	,719	,904
X-SCALE - Eu costumo preferir produtos estrangeiros aos nacionais.	29,99	148,670	,805	,899
X-SCALE - Eu admiro produtos estrangeiros.	28,77	155,621	,651	,908
X-SCALE - Eu gosto de comprar produtos de origem estrangeira.	29,42	150,490	,749	,903
X-SCALE - Eu valorizo muito produtos estrangeiros.	29,58	148,393	,764	,902
X-SCALE - Eu costumo rejeitar produtos nacionais.	30,97	159,081	,658	,908
X-SCALE - Eu acho que os produtos estrangeiros são superiores aos produtos nacionais.	29,72	148,963	,759	,902
X-SCALE - Geralmente, eu não valorizo produtos fabricados no meu país.	30,76	158,858	,608	,911
X-SCALE - Algumas vezes, eu subestimo produtos fabricados no meu país.	29,46	156,196	,552	,915
X-SCALE - Às vezes me sinto constrangido por produtos fabricados no Brasil quando eu os comparo com produtos similares fabricados em outros países.	30,28	156,177	,608	,911

Reliability Statistics

Cronbach's Alpha	N of Items
,904	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X-SCALE - Eu recomendo produtos estrangeiros para os meus amigos e familiares.	14,97	39,686	,746	,887
X-SCALE - Eu costumo preferir produtos estrangeiros aos nacionais.	15,26	41,495	,734	,889
X-SCALE - Eu admiro produtos estrangeiros.	14,05	42,438	,709	,894
X-SCALE - Eu gosto de comprar produtos de origem estrangeira.	14,70	39,802	,811	,873
X-SCALE - Eu valorizo muito produtos estrangeiros.	14,86	39,065	,806	,873

Reliability Statistics

Cronbach's Alpha	N of Items
,832	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X-SCALE - Eu costumo rejeitar produtos nacionais.	12,51	33,913	,636	,799
X-SCALE - Eu acho que os produtos estrangeiros são superiores aos produtos nacionais.	11,26	30,464	,668	,788
X-SCALE - Geralmente, eu não valorizo produtos fabricados no meu país.	12,30	32,447	,660	,791
X-SCALE - Algumas vezes, eu subestimo produtos fabricados no meu país.	11,00	31,149	,581	,815
X-SCALE - Às vezes me sinto constrangido por produtos fabricados no Brasil quando eu os comparo com produtos similares fabricados em outros países.	11,82	31,575	,628	,799

Cronbach's Alpha Xen-Scale and Dimensions:

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
XENOCENTRISM (XEN) - Eu não me identifico com os valores dos brasileiros.	23,00	136,166	,547	,871
XENOCENTRISM (XEN) - Apesar de morar no Brasil, eu me sinto emocionalmente mais conectado e ligado a outro(s) país(es).	22,84	132,016	,651	,863
XENOCENTRISM (XEN) - O estilo de vida brasileiro é menos atraente do que o estilo de vida de muitos outros países.	22,68	134,735	,547	,872
XENOCENTRISM (XEN) - Se eu pudesse escolher entre permanecer como membro do meu grupo étnico ou pertencer a um outro grupo étnico, eu escolheria um diferente.	23,17	132,474	,698	,860
XENOCENTRISM (XEN) - Eu acho que alguns grupos culturais ou étnicos são considerados melhores que o meu.	23,06	133,238	,654	,863
XENOCENTRISM (XEN) - Na maioria das vezes, eu prefiro pessoas de outro grupo cultural ou étnico às pessoas do meu próprio grupo.	23,18	133,682	,695	,860
XENOCENTRISM (XEN) - Nós deveríamos comprar produtos fabricados fora do Brasil para ajudar outros países a prosperarem e crescerem.	23,13	140,975	,510	,873
XENOCENTRISM (XEN) - É nossa obrigação como moradores do Brasil comprar produtos de outros países para ajudar seus povos a evitarem a pobreza.	23,14	140,933	,498	,874
XENOCENTRISM (XEN) - Comprar produtos fabricados no Brasil em vez de produtos fabricados em outros países prejudica a economia global e gera desemprego nos outros países.	23,27	138,620	,565	,870
XENOCENTRISM (XEN) - Eu acho que alguns grupos culturais ou étnicos são melhores que o meu.	23,32	134,246	,694	,860

Reliability Statistics

Cronbach's Alpha	N of Items
,785	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
XENOCENTRISM (XEN) - Eu não me identifico com os valores dos brasileiros.	8,23	22,560	,588	,734
XENOCENTRISM (XEN) - Apesar de morar no Brasil, eu me sinto emocionalmente mais conectado e ligado a outro(s) país(es).	8,08	22,068	,627	,714
XENOCENTRISM (XEN) - O estilo de vida brasileiro é menos atraente do que o estilo de vida de muitos outros países.	7,91	22,070	,575	,742
XENOCENTRISM (XEN) - Se eu pudesse escolher entre permanecer como membro do meu grupo étnico ou pertencer a um outro grupo étnico, eu escolheria um diferente.	8,41	23,784	,579	,739

Reliability Statistics

Cronbach's Alpha	N of Items
,675	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
XENOCENTRISM (XEN) - Eu acho que alguns grupos culturais ou étnicos são considerados melhores que o meu.	4,97	8,503	,521	,536
XENOCENTRISM (XEN) - Na maioria das vezes, eu prefiro pessoas de outro grupo cultural ou étnico às pessoas do meu próprio grupo.	5,09	8,702	,571	,471
XENOCENTRISM (XEN) - Nós deveríamos comprar produtos fabricados fora do Brasil para ajudar outros países a prosperarem e crescerem.	5,05	10,402	,382	,710

Reliability Statistics

Cronbach's Alpha	N of Items
,681	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
XENOCENTRISM (XEN) - É nossa obrigação como moradores do Brasil comprar produtos de outros países para ajudar seus povos a evitarem a pobreza.	4,70	8,558	,516	,557
XENOCENTRISM (XEN) - Comprar produtos fabricados no Brasil em vez de produtos fabricados em outros países prejudica a economia global e gera desemprego nos outros países.	4,83	8,556	,529	,541
XENOCENTRISM (XEN) - Eu acho que alguns grupos culturais ou étnicos são melhores que o meu.	4,88	9,436	,438	,656

Factor Analysis C-Xeno Scale:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,920
Bartlett's Test of Sphericity	Approx. Chi-Square	2121,215
	df	15
	Sig.	,000

Communalities

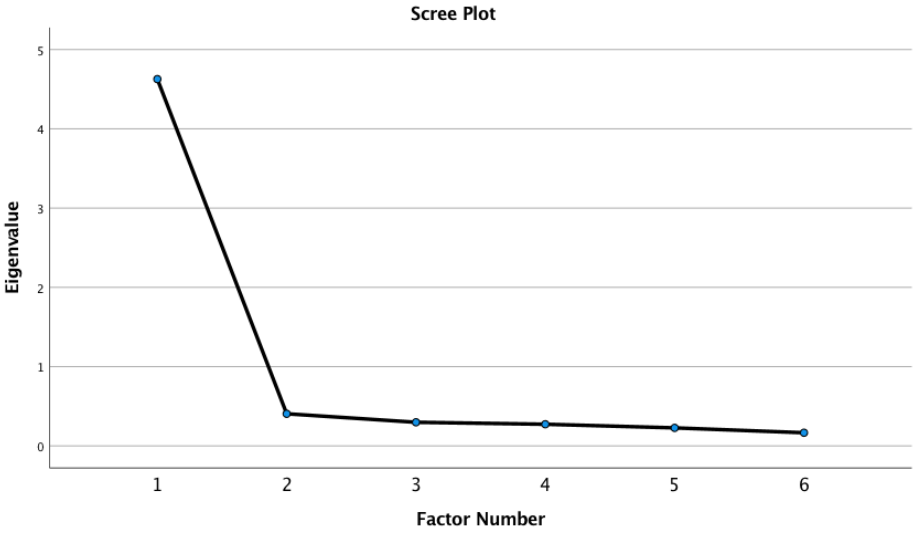
	Initial	Extraction
C-XENO – Eu prefiro comprar produtos fabricados em outro país.	,676	,707
C-XENO – Normalmente, eu prefiro comprar produtos estrangeiros.	,682	,715
C-XENO – Acho que eu gosto mais de usar produtos fabricados em outro país do que no Brasil.	,712	,749
C-XENO – Eu me sinto melhor ao comprar um produto fabricado em outro país do que no Brasil.	,755	,795
C-XENO – Comparado ao Brasil, existem muitos outros países dos quais eu prefiro comprar.	,581	,606
C-XENO – Eu me sinto melhor comprando mais produtos estrangeiros do que produtos brasileiros.	,745	,787

Extraction Method: Principal Axis Factoring.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Factor	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,628	77,129	77,129	4,359	72,643	72,643
2	,406	6,763	83,892			
3	,298	4,974	88,866			
4	,274	4,561	93,427			
5	,228	3,798	97,224			
6	,167	2,776	100,000			

Extraction Method: Principal Axis Factoring.



Factor Matrix[a]

	Factor 1
C-XENO - Eu prefiro comprar produtos fabricados em outro país.	,841
C-XENO - Normalmente, eu prefiro comprar produtos estrangeiros.	,846
C-XENO - Acho que eu gosto mais de usar produtos fabricados em outro país do que no Brasil.	,866
C-XENO - Eu me sinto melhor ao comprar um produto fabricado em outro país do que no Brasil.	,892
C-XENO - Comparado ao Brasil, existem muitos outros países dos quais eu prefiro comprar.	,779
C-XENO - Eu me sinto melhor comprando mais produtos estrangeiros do que produtos brasileiros.	,887

Extraction Method: Principal Axis Factoring.

a. 1 factors extracted. 4 iterations required.

Rotated Factor Matrix[a]

a. Only one factor was extracted. The solution cannot be rotated.

Factor Analysis C-Xenscale:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,935
Bartlett's Test of Sphericity	Approx. Chi-Square	2780,571
	df	45
	Sig.	,000

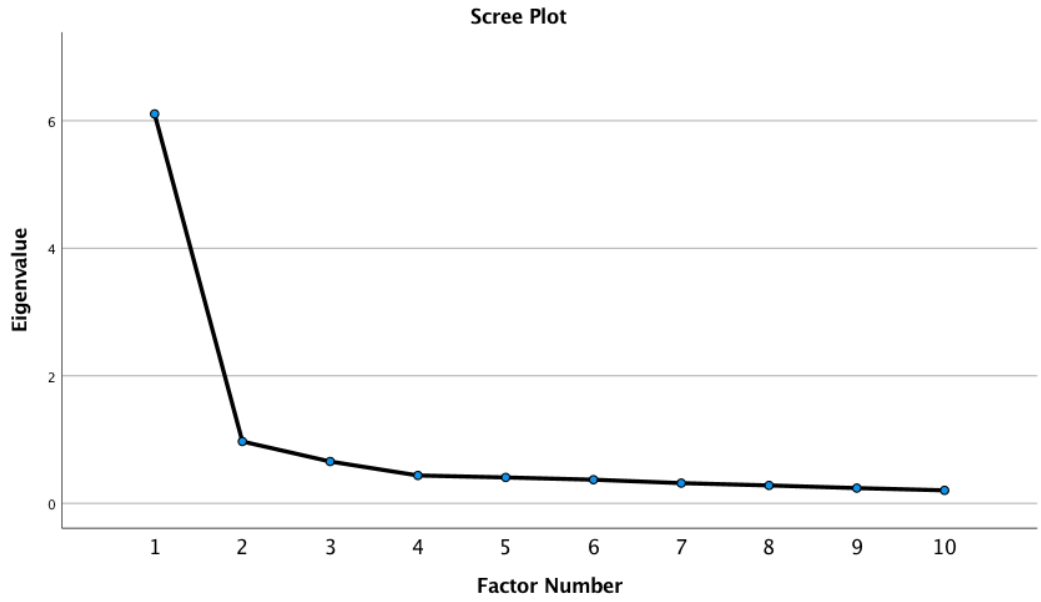
Communalities

	Initial	Extraction
C-XENSCALE - Existem pouquíssimos produtos nacionais que têm a mesma qualidade de produtos estrangeiros.	,583	,655
C-XENSCALE - Eu não consigo pensar em nenhuma marca nacional que seja tão boa quanto as estrangeiras que eu compro.	,557	,588
C-XENSCALE - Eu confio mais nas empresas estrangeiras do que nas nacionais porque elas têm mais experiência e recursos.	,672	,689
C-XENSCALE - Na maioria dos produtos, as marcas estrangeiras são melhores do que as nacionais.	,618	,652
C-XENSCALE - Eu confio mais nos produtos estrangeiros do que nos nacionais.	,713	,764
C-XENSCALE - Usar produtos estrangeiros aumenta a minha autoestima.	,663	,703
C-XENSCALE - Pessoas que compram produtos nacionais são menos valorizadas pelos outros.	,270	,290

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6,107	61,072	61,072	5,766	57,664	57,664	3,288	32,878	32,878
2	,971	9,711	70,783	,593	5,926	63,589	3,071	30,711	63,589
3	,657	6,573	77,356						
4	,438	4,384	81,740						
5	,407	4,073	85,813						
6	,372	3,721	89,535						
7	,318	3,184	92,719						
8	,282	2,822	95,541						
9	,241	2,406	97,948						
10	,205	2,052	100,000						

Extraction Method: Principal Axis Factoring.



Factor Matrix[a]

	Factor 1	Factor 2
C-XENSCALE - Existem pouquíssimos produtos nacionais que têm a mesma qualidade de produtos estrangeiros.	,739	-,331
C-XENSCALE - Eu não consigo pensar em nenhuma marca nacional que seja tão boa quanto as estrangeiras que eu compro.	,742	
C-XENSCALE - Eu confio mais nas empresas estrangeiras do que nas nacionais porque elas têm mais experiência e recursos.	,817	
C-XENSCALE - Na maioria dos produtos, as marcas estrangeiras são melhores do que as nacionais.	,773	
C-XENSCALE - Eu confio mais nos produtos estrangeiros do que nos nacionais.	,841	
C-XENSCALE - Usar produtos estrangeiros aumenta a minha autoestima.	,806	
C-XENSCALE - Pessoas que compram produtos nacionais são menos valorizadas pelos outros.	,505	
C-XENSCALE - Eu prefiro marcas estrangeiras do que nacionais, pois a maioria das pessoas que conheço compra marcas estrangeiras.	,777	
C-XENSCALE - Comprar produtos estrangeiros me deixa mais na moda.	,813	
C-XENSCALE - Eu compro marcas estrangeiras para me diferenciar dos outros.	,726	,366

Extraction Method: Principal Axis Factoring.

a. 2 factors extracted. 7 iterations required.

Rotated Factor Matrix[a]

	Factor 1	Factor 2
C-XENSCALE - Existem pouquíssimos produtos nacionais que têm a mesma qualidade de produtos estrangeiros.	,762	
C-XENSCALE - Eu não consigo pensar em nenhuma marca nacional que seja tão boa quanto as estrangeiras que eu compro.	,669	,375
C-XENSCALE - Eu confio mais nas empresas estrangeiras do que nas nacionais porque elas têm mais experiência e recursos.	,690	,462
C-XENSCALE - Na maioria dos produtos, as marcas estrangeiras são melhores do que as nacionais.	,720	,365
C-XENSCALE - Eu confio mais nos produtos estrangeiros do que nos nacionais.	,771	,411
C-XENSCALE - Usar produtos estrangeiros aumenta a minha autoestima.	,422	,725
C-XENSCALE - Pessoas que compram produtos nacionais são menos valorizadas pelos outros.		,485
C-XENSCALE - Eu prefiro marcas estrangeiras do que nacionais, pois a maioria das pessoas que conheço compra marcas estrangeiras.	,405	,701
C-XENSCALE - Comprar produtos estrangeiros me deixa mais na moda.	,447	,707
C-XENSCALE - Eu compro marcas estrangeiras para me diferenciar dos outros.		,767

Extraction Method: Principal Axis Factoring.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Factor Transformation Matrix

Factor	1	2
1	,722	,692
2	-,692	,722

Extraction Method: Principal Axis Factoring.
Rotation Method: Varimax with Kaiser Normalization.

Factor Analysis X-Scale:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,928
Bartlett's Test of Sphericity	Approx. Chi-Square	2449,232
	df	45
	Sig.	,000

Communalities

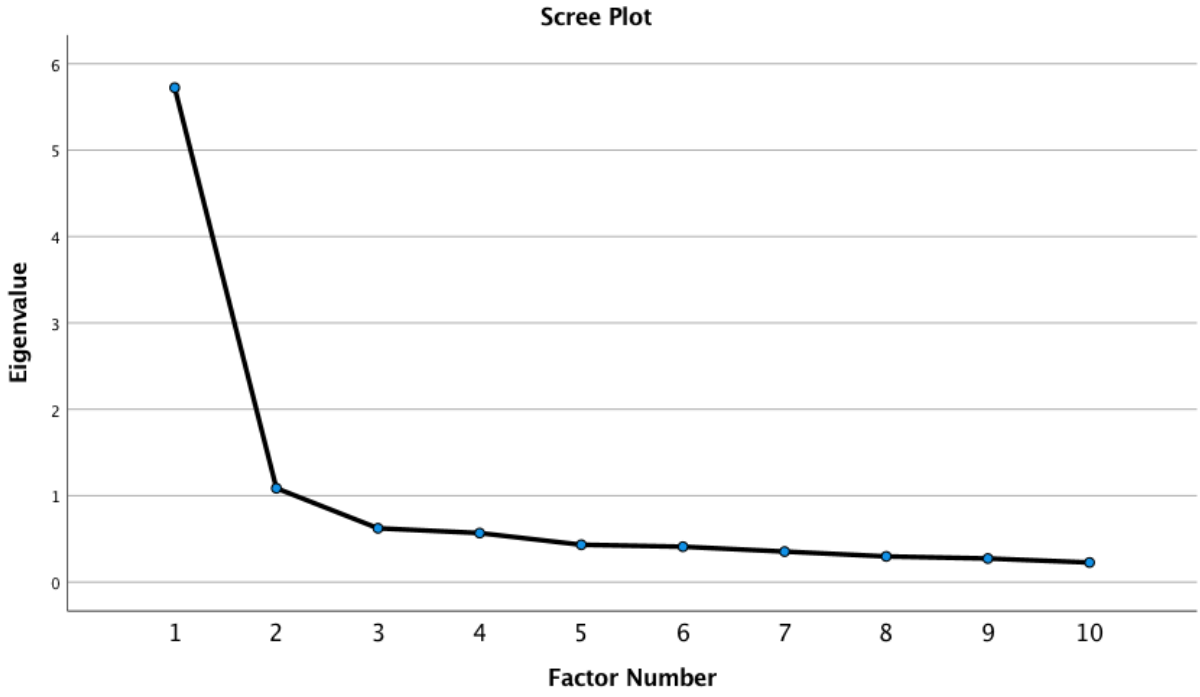
	Initial	Extraction
X-SCALE - Eu recomendo produtos estrangeiros para os meus amigos e familiares.	,571	,609
X-SCALE - Eu costumo preferir produtos estrangeiros aos nacionais.	,674	,709
X-SCALE - Eu admiro produtos estrangeiros.	,535	,584
X-SCALE - Eu gosto de comprar produtos de origem estrangeira.	,668	,756
X-SCALE - Eu valorizo muito produtos estrangeiros.	,673	,742
X-SCALE - Eu costumo rejeitar produtos nacionais.	,511	,544
X-SCALE - Eu acho que os produtos estrangeiros são superiores aos produtos nacionais.	,610	,628
X-SCALE - Geralmente, eu não valorizo produtos fabricados no meu país.	,478	,590
X-SCALE - Algumas vezes, eu subestimo produtos fabricados no meu país.	,363	,403
X-SCALE - Às vezes me sinto constrangido por produtos fabricados no Brasil quando eu os comparo com produtos similares fabricados em outros países.	,421	,456

Extraction Method: Principal Axis Factoring.

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5,724	57,239	57,239	5,347	53,469	53,469	3,223	32,234	32,234
2	1,087	10,875	68,114	,675	6,752	60,222	2,799	27,988	60,222
3	,624	6,237	74,351						
4	,568	5,683	80,034						
5	,433	4,329	84,363						
6	,410	4,104	88,467						
7	,354	3,541	92,008						
8	,298	2,979	94,987						
9	,274	2,737	97,724						
10	,228	2,276	100,000						

Extraction Method: Principal Axis Factoring.



Factor Matrix[a]

	Factor 1	Factor 2
X-SCALE - Eu recomendo produtos estrangeiros para os meus amigos e familiares.	,761	
X-SCALE - Eu costumo preferir produtos estrangeiros aos nacionais.	,841	
X-SCALE - Eu admiro produtos estrangeiros.	,697	-,313
X-SCALE - Eu gosto de comprar produtos de origem estrangeira.	,806	-,325
X-SCALE - Eu valorizo muito produtos estrangeiros.	,819	
X-SCALE - Eu costumo rejeitar produtos nacionais.	,690	
X-SCALE - Eu acho que os produtos estrangeiros são superiores aos produtos nacionais.	,789	
X-SCALE - Geralmente, eu não valorizo produtos fabricados no meu país.	,648	,413
X-SCALE - Algumas vezes, eu subestimo produtos fabricados no meu país.	,577	
X-SCALE - Às vezes me sinto constrangido por produtos fabricados no Brasil quando eu os comparo com produtos similares fabricados em	,634	

Rotated Factor Matrix[a]

	Factor 1	Factor 2
X-SCALE - Eu recomendo produtos estrangeiros para os meus amigos e familiares.	,680	,384
X-SCALE - Eu costumo preferir produtos estrangeiros aos nacionais.	,600	,591
X-SCALE - Eu admiro produtos estrangeiros.	,726	
X-SCALE - Eu gosto de comprar produtos de origem estrangeira.	,815	,303
X-SCALE - Eu valorizo muito produtos estrangeiros.	,785	,354
X-SCALE - Eu costumo rejeitar produtos nacionais.	,336	,657
X-SCALE - Eu acho que os produtos estrangeiros são superiores aos produtos nacionais.	,533	,587
X-SCALE - Geralmente, eu não valorizo produtos fabricados no meu país.		,741
X-SCALE - Algumas vezes, eu subestimo produtos fabricados no meu país.		,585
X-SCALE - Às vezes me sinto constrangido por produtos fabricados no Brasil quando eu os comparo com produtos similares fabricados em outros países.	,310	,600

Factor Transformation Matrix

Factor	1	2
1	,739	,674
2	-,674	,739

Extraction Method: Principal Axis Factoring.
Rotation Method: Varimax with Kaiser Normalization.

Factor Analysis Xen-Scale:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,906
Bartlett's Test of Sphericity	Approx. Chi-Square	1707,701
	df	45
	Sig.	,000

Communalities

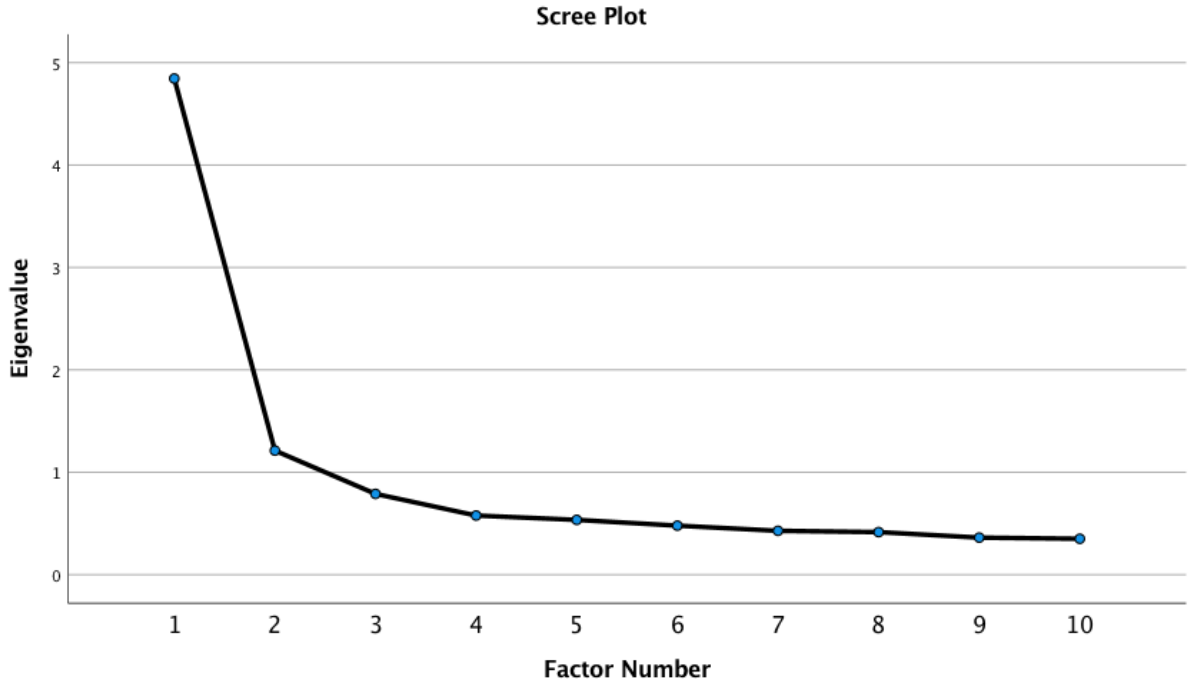
	Initial	Extraction
XENOCENTRISM (XEN) - Eu não me identifico com os valores dos brasileiros.	,379	,471
XENOCENTRISM (XEN) - Apesar de morar no Brasil, eu me sinto emocionalmente mais conectado e ligado a outro(s) país(es).	,456	,508
XENOCENTRISM (XEN) - O estilo de vida brasileiro é menos atraente do que o estilo de vida de muitos outros países.	,370	,574
XENOCENTRISM (XEN) - Se eu pudesse escolher entre permanecer como membro do meu grupo étnico ou pertencer a um outro grupo étnico, eu escolheria um diferente.	,540	,627
XENOCENTRISM (XEN) - Eu acho que alguns grupos culturais ou étnicos são considerados melhores que o meu.	,494	,562
XENOCENTRISM (XEN) - Na maioria das vezes, eu prefiro pessoas de outro grupo cultural ou étnico às pessoas do meu próprio grupo.	,523	,588
XENOCENTRISM (XEN) - Nós deveríamos comprar produtos fabricados fora do Brasil para ajudar outros países a prosperarem e crescerem.	,388	,525
XENOCENTRISM (XEN) - É nossa obrigação como moradores do Brasil comprar produtos de outros países para ajudar seus povos a evitarem a pobreza.	,370	,505
XENOCENTRISM (XEN) - Comprar produtos fabricados no Brasil em vez de produtos fabricados em outros países prejudica a economia global e gera desemprego nos outros países.	,410	,514
XENOCENTRISM (XEN) - Eu acho que alguns grupos culturais ou étnicos são melhores que o meu.	,529	,614

Extraction Method: Principal Axis Factoring.

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,846	48,456	48,456	4,403	44,027	44,027	2,289	22,890	22,890
2	1,213	12,126	60,582	,731	7,307	51,334	1,734	17,338	40,228
3	,790	7,896	68,478	,355	3,552	54,886	1,466	14,658	54,886
4	,578	5,782	74,260						
5	,536	5,358	79,617						
6	,479	4,795	84,412						
7	,429	4,289	88,701						
8	,416	4,162	92,863						
9	,363	3,625	96,488						
10	,351	3,512	100,000						

Extraction Method: Principal Axis Factoring.



Factor Matrix[a]

	Factor 1	2	3
XENOCENTRISM (XEN) - Eu não me identifico com os valores dos brasileiros.	,596		
XENOCENTRISM (XEN) - Apesar de morar no Brasil, eu me sinto emocionalmente mais conectado e ligado a outro(s) país(es).	,691		
XENOCENTRISM (XEN) - O estilo de vida brasileiro é menos atraente do que o estilo de vida de muitos outros países.	,606		,394
XENOCENTRISM (XEN) - Se eu pudesse escolher entre permanecer como membro do meu grupo étnico ou pertencer a um outro grupo étnico, eu escolheria um diferente.	,759		
XENOCENTRISM (XEN) - Eu acho que alguns grupos culturais ou étnicos são considerados melhores que o meu.	,712		
XENOCENTRISM (XEN) - Na maioria das vezes, eu prefiro pessoas de outro grupo cultural ou étnico às pessoas do meu próprio grupo.	,748		
XENOCENTRISM (XEN) - Nós deveríamos comprar produtos fabricados fora do Brasil para ajudar outros países a prosperarem e crescerem.	,563	,448	
XENOCENTRISM (XEN) - É nossa obrigação como moradores do Brasil comprar produtos de outros países para ajudar seus povos a evitarem a pobreza.	,553	,447	
XENOCENTRISM (XEN) - Comprar produtos fabricados no Brasil em vez de produtos fabricados em outros países prejudica a economia global e gera desemprego nos outros países.	,609	,356	
XENOCENTRISM (XEN) - Eu acho que alguns grupos culturais ou étnicos são melhores que o meu.	,752		

Extraction Method: Principal Axis Factoring.

a. 3 factors extracted. 21 iterations required.

Rotated Factor Matrix[a]

	Factor 1	2	3
XENOCENTRISM (XEN) - Eu não me identifico com os valores dos brasileiros.	,396		,554
XENOCENTRISM (XEN) - Apesar de morar no Brasil, eu me sinto emocionalmente mais conectado e ligado a outro(s) país(es).	,437		,494
XENOCENTRISM (XEN) - O estilo de vida brasileiro é menos atraente do que o estilo de vida de muitos outros países.			,698
XENOCENTRISM (XEN) - Se eu pudesse escolher entre permanecer como membro do meu grupo étnico ou pertencer a um outro grupo étnico, eu escolheria um diferente.	,680		,318
XENOCENTRISM (XEN) - Eu acho que alguns grupos culturais ou étnicos são considerados melhores que o meu.	,656		
XENOCENTRISM (XEN) - Na maioria das vezes, eu prefiro pessoas de outro grupo cultural ou étnico às pessoas do meu próprio grupo.	,628		,340
XENOCENTRISM (XEN) - Nós deveríamos comprar produtos fabricados fora do Brasil para ajudar outros países a prosperarem e crescerem.		,684	
XENOCENTRISM (XEN) - É nossa obrigação como moradores do Brasil comprar produtos de outros países para ajudar seus povos a evitarem a pobreza.		,662	
XENOCENTRISM (XEN) - Comprar produtos fabricados no Brasil em vez de produtos fabricados em outros países prejudica a economia global e gera desemprego nos outros países.		,637	
XENOCENTRISM (XEN) - Eu acho que alguns grupos culturais ou étnicos são melhores que o meu.	,676		

Extraction Method: Principal Axis Factoring.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Factor Transformation Matrix

Factor	1	2	3
1	,685	,525	,505
2	-,308	,837	-,452
3	-,660	,154	,735

Extraction Method: Principal Axis Factoring.
Rotation Method: Varimax with Kaiser Normalization.

Correlation C-Xeno Scale and Ethnocentrism:

Descriptive Statistics

	Mean	Std. Deviation	N
C_Xeno_Index	3,5869	1,65889	416
Ethnocentrism_Index	3,8043	1,64698	416

Correlations

		C_Xeno_Index	Ethnocentrism_Index
C_Xeno_Index	Pearson Correlation	1	-,210**
	Sig. (2-tailed)		,000
	N	416	416
Ethnocentrism_Index	Pearson Correlation	-,210**	1
	Sig. (2-tailed)	,000	
	N	416	416

**. Correlation is significant at the 0.01 level (2-tailed).

Correlation C-Xenscale and Ethnocentrism:

Descriptive Statistics

	Mean	Std. Deviation	N
C_Xenscale_Index	3,1500	1,47896	416
Ethnocentrism_Index	3,8043	1,64698	416

Correlations

		C_Xenscale_Index	Ethnocentrism_Index
C_Xenscale_Index	Pearson Correlation	1	-,027
	Sig. (2-tailed)		,580
	N	416	416
Ethnocentrism_Index	Pearson Correlation	-,027	1
	Sig. (2-tailed)	,580	
	N	416	416

Correlation X-Scale and Ethnocentrism:

Descriptive Statistics

	Mean	Std. Deviation	N
X_Sclae_Index	3,3183	1,36869	416
Ethnocentrism_Index	3,8043	1,64698	416

Correlations

		X_Sclae_Index	Ethnocentrism_Index
X_Sclae_Index	Pearson Correlation	1	-,149**
	Sig. (2-tailed)		,002
	N	416	416
Ethnocentrism_Index	Pearson Correlation	-,149**	1
	Sig. (2-tailed)	,002	
	N	416	416

**. Correlation is significant at the 0.01 level (2-tailed).

Correlation Xen-Scale and Ethnocentrism:

Descriptive Statistics

	Mean	Std. Deviation	N
Xen_Composite_Index	2,5642	1,28573	416
Ethnocentrism_Index	3,8043	1,64698	416

Correlations

		Xen_Composite_Index	Ethnocentrism_Index
Xen_Composite_Index	Pearson Correlation	1	,072
	Sig. (2-tailed)		,143
	N	416	416
Ethnocentrism_Index	Pearson Correlation	,072	1
	Sig. (2-tailed)	,143	
	N	416	416

Correlation of the Xenocentrism Scales:

Descriptive Statistics

	Mean	Std. Deviation	N
C_Xeno_Index	3,5869	1,65889	416
C_Xenscale_Index	3,1500	1,47896	416
X_Sclae_Index	3,3183	1,36869	416
Xen_Composite_Index	2,5642	1,28573	416

Correlations

		C_Xeno_Index	C_Xenscale_Index	X_Sclae_Index	Xen_Composite_Index
C_Xeno_Index	Pearson Correlation	1	,708**	,704**	,476**
	Sig. (2-tailed)		,000	,000	,000
	N	416	416	416	416
C_Xenscale_Index	Pearson Correlation	,708**	1	,822**	,605**
	Sig. (2-tailed)	,000		,000	,000
	N	416	416	416	416
X_Sclae_Index	Pearson Correlation	,704**	,822**	1	,589**
	Sig. (2-tailed)	,000	,000		,000
	N	416	416	416	416
Xen_Composite_Index	Pearson Correlation	,476**	,605**	,589**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	416	416	416	416

**. Correlation is significant at the 0.01 level (2-tailed).

10.5 Appendix E: Regression Analysis

This section provides the results of the regression analysis conducted to test the hypotheses. The results are already described in Chapter 6.3 Main Study, which is why only the outputs are collected here for complete presentation. The outputs are sorted according to the hypotheses. The regression analysis examines the relationships between C-XEN and BAs and PIs towards foreign and domestic brands.

H1a: Consumer xenocentrism is positively related to the brand attitude of the American brand.

Block 1:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,411[b]	,169	,153	1,04084	,169	10,393

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	4	204	,000	1,968

a. Country = USA

b. Predictors: (Constant), Ethnocentrism_Index, Tipicality_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index

c. Dependent Variable: BA_Index

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45,036	4	11,259	10,393	,000[c]
	Residual	221,002	204	1,083		
	Total	266,038	208			

a. Country = USA

b. Dependent Variable: BA_Index

c. Predictors: (Constant), Ethnocentrism_Index, Tipicality_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	2,931	,610		4,808
	Tipicality_Index	,160	,038	,274	4,178
	Product_Involvement_Mean_Index	,277	,085	,214	3,257
	Price_Sensivity_Mean_Index	,084	,055	,099	1,519
	Ethnocentrism_Index	,056	,045	,080	1,233

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,000	,947	1,056
	Product_Involvement_Mean_Index	,001	,940	1,064
	Price_Sensivity_Mean_Index	,130	,966	1,035
	Ethnocentrism_Index	,219	,968	1,033

a. Country = USA

b. Dependent Variable: BA_Index

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,9616	6,9373	5,9892	,46532	209
Residual	-4,66093	1,68954	,00000	1,03078	209
Std. Predicted Value	-4,357	2,038	,000	1,000	209
Std. Residual	-4,478	1,623	,000	,990	209

a. Country = USA

b. Dependent Variable: BA_Index

Block 2 with C-Xeno Scale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,412[b]	,170	,149	1,04304	,170	8,307

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	203	,000	1,968

a. Country = USA

b. Predictors: (Constant), C_Xeno_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

c. Dependent Variable: BA_Index

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45,189	5	9,038	8,307	,000[c]
	Residual	220,849	203	1,088		
	Total	266,038	208			

a. Country = USA

b. Dependent Variable: BA_Index

c. Predictors: (Constant), C_Xeno_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	2,982	,626		4,767
	Tipicality_Index	,169	,045	,289	3,748
	Product_Involvement_Mean_Index	,277	,085	,214	3,243
	Price_Sensivity_Mean_Index	,084	,055	,099	1,525
	Ethnocentrism_Index	,053	,046	,075	1,134
	C_Xeno_Index	-,020	,052	-,029	-,375

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,000	,688	1,454
	Product_Involvement_Mean_Index	,001	,940	1,064
	Price_Sensivity_Mean_Index	,129	,965	1,036
	Ethnocentrism_Index	,258	,931	1,074
	C_Xeno_Index	,708	,695	1,438

a. Country = USA

b. Dependent Variable: BA_Index

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,9492	6,9688	5,9892	,46611	209
Residual	-4,64031	1,66779	,00000	1,03042	209
Std. Predicted Value	-4,377	2,101	,000	1,000	209
Std. Residual	-4,449	1,599	,000	,988	209

a. Country = USA

b. Dependent Variable: BA_Index

Block 2 with C-Xenscale:

Model Summary[a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,414[b]	,171	,151	1,04207	,171	8,398

Model Summary[a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	203	,000	1,969

a. Country = USA

b. Predictors: (Constant), C_Xenscale_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

c. Dependent Variable: BA_Index

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45,598	5	9,120	8,398	,000[c]
	Residual	220,440	203	1,086		
	Total	266,038	208			

a. Country = USA

b. Dependent Variable: BA_Index

c. Predictors: (Constant), C_Xenscale_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	3,026	,624		4,846
	Tipicality_Index	,175	,043	,299	4,025
	Product_Involvement_Mean_Index	,274	,085	,212	3,218
	Price_Sensivity_Mean_Index	,084	,055	,099	1,521
	Ethnocentrism_Index	,053	,046	,076	1,170
	C_Xenscale_Index	-,040	,055	-,052	-,719

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,000	,740	1,351
	Product_Involvement_Mean_Index	,002	,938	1,066
	Price_Sensivity_Mean_Index	,130	,966	1,035
	Ethnocentrism_Index	,244	,961	1,040
	C_Xenscale_Index	,473	,773	1,294

a. Country = USA

b. Dependent Variable: BA_Index

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,9504	6,9496	5,9892	,46821	209
Residual	-4,63783	1,64348	,00000	1,02947	209
Std. Predicted Value	-4,354	2,051	,000	1,000	209
Std. Residual	-4,451	1,577	,000	,988	209

a. Country = USA

b. Dependent Variable: BA_Index

Block 2 with X-Scale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,412[b]	,170	,149	1,04307	,170	8,305

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	203	,000	1,974

a. Country = USA

b. Predictors: (Constant), X_Sclae_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

c. Dependent Variable: BA_Index

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45,177	5	9,035	8,305	,000[c]
	Residual	220,861	203	1,088		
	Total	266,038	208			

a. Country = USA

b. Dependent Variable: BA_Index

c. Predictors: (Constant), X_Sclae_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	2,986	,630		4,743
	Tipicality_Index	,167	,043	,286	3,895
	Product_Involvement_Mean_Index	,277	,085	,215	3,254
	Price_Sensivity_Mean_Index	,084	,055	,099	1,523
	Ethnocentrism_Index	,053	,046	,076	1,144
	X_Sclae_Index	-,022	,062	-,026	-,360

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,000	,760	1,315
	Product_Involvement_Mean_Index	,001	,940	1,064
	Price_Sensivity_Mean_Index	,129	,965	1,036
	Ethnocentrism_Index	,254	,936	1,069
	X_Sclae_Index	,719	,769	1,300

a. Country = USA

b. Dependent Variable: BA_Index

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,9667	6,9316	5,9892	,46605	209
Residual	-4,66528	1,66902	,00000	1,03045	209
Std. Predicted Value	-4,340	2,022	,000	1,000	209
Std. Residual	-4,473	1,600	,000	,988	209

a. Country = USA

b. Dependent Variable: BA_Index

Block 2 with Xen-Scale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,425[b]	,180	,160	1,03636	,180	8,940

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	203	,000	1,981

a. Country = USA

b. Predictors: (Constant), Xen_Composite_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Price_Sensivity_Mean_Index, Tipicality_Index

c. Dependent Variable: BA_Index

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48,009	5	9,602	8,940	,000[c]
	Residual	218,029	203	1,074		
	Total	266,038	208			

a. Country = USA

b. Dependent Variable: BA_Index

c. Predictors: (Constant), Xen_Composite_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Price_Sensivity_Mean_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	3,143	,620		5,068
	Tipicality_Index	,181	,040	,309	4,504
	Product_Involvement_Mean_Index	,267	,085	,207	3,145
	Price_Sensivity_Mean_Index	,088	,055	,104	1,606
	Ethnocentrism_Index	,058	,045	,083	1,279
	Xen_Composite_Index	-,102	,061	-,111	-1,664

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,000	,859	1,164
	Product_Involvement_Mean_Index	,002	,935	1,069
	Price_Sensivity_Mean_Index	,110	,963	1,038
	Ethnocentrism_Index	,202	,967	1,034
	Xen_Composite_Index	,098	,903	1,108

a. Country = USA

b. Dependent Variable: BA_Index

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,9626	6,9549	5,9892	,48043	209
Residual	-4,56930	1,60126	,00000	1,02382	209
Std. Predicted Value	-4,218	2,010	,000	1,000	209
Std. Residual	-4,409	1,545	,000	,988	209

a. Country = USA

b. Dependent Variable: BA_Index

H1a: Consumer xenocentrism is positively related to the brand attitude of the Brazilian brand.

Block 1:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,477[b]	,227	,212	1,01486	,227	14,846

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	4	202	,000	2,040

a. Country = Brazil

b. Predictors: (Constant), Ethnocentrism_Index, Product_Involvement_Mean_Index, Price_Sensivity_Mean_Index, Tipicality_Index

c. Dependent Variable: BA_Index

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61,160	4	15,290	14,846	,000[c]
	Residual	208,047	202	1,030		
	Total	269,207	206			

a. Country = Brazil

b. Dependent Variable: BA_Index

c. Predictors: (Constant), Ethnocentrism_Index, Product_Involvement_Mean_Index, Price_Sensivity_Mean_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	2,900	,641		4,527
	Tipicality_Index	,205	,051	,302	4,023
	Product_Involvement_Mean_Index	,282	,092	,202	3,060
	Price_Sensivity_Mean_Index	-,030	,060	-,032	-,495
	Ethnocentrism_Index	,098	,049	,138	1,976

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,000	,677	1,478
	Product_Involvement_Mean_Index	,003	,874	1,144
	Price_Sensivity_Mean_Index	,621	,941	1,063
	Ethnocentrism_Index	,050	,785	1,274

a. Country = Brazil

b. Dependent Variable: BA_Index

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4,0099	6,9379	5,9855	,54488	207
Residual	-5,01608	2,25875	,00000	1,00495	207
Std. Predicted Value	-3,626	1,748	,000	1,000	207
Std. Residual	-4,943	2,226	,000	,990	207

a. Country = Brazil

b. Dependent Variable: BA_Index

Block 2 with C-Xeno Scale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,501[b]	,251	,232	1,00159	,251	13,471

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	201	,000	2,060

a. Country = Brazil

b. Predictors: (Constant), C_Xeno_Index, Product_Involvement_Mean_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Tipicality_Index

c. Dependent Variable: BA_Index

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67,569	5	13,514	13,471	,000[c]
	Residual	201,638	201	1,003		
	Total	269,207	206			

a. Country = Brazil

b. Dependent Variable: BA_Index

c. Predictors: (Constant), C_Xeno_Index, Product_Involvement_Mean_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	3,333	,655		5,089
	Tipicality_Index	,192	,051	,283	3,789
	Product_Involvement_Mean_Index	,285	,091	,205	3,134
	Price_Sensivity_Mean_Index	-,016	,059	-,017	-,276
	Ethnocentrism_Index	,078	,049	,110	1,577
	C_Xeno_Index	-,110	,044	-,160	-2,527

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,000	,669	1,494
	Product_Involvement_Mean_Index	,002	,874	1,144
	Price_Sensivity_Mean_Index	,783	,934	1,071
	Ethnocentrism_Index	,116	,766	1,306
	C_Xeno_Index	,012	,935	1,069

a. Country = Brazil

b. Dependent Variable: BA_Index

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,9969	7,0763	5,9855	,57271	207
Residual	-4,92649	2,15380	,00000	,98936	207
Std. Predicted Value	-3,472	1,905	,000	1,000	207
Std. Residual	-4,919	2,150	,000	,988	207

a. Country = Brazil

b. Dependent Variable: BA_Index

Block 2 with C-Xenscale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,503[b]	,253	,234	1,00057	,253	13,580

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	201	,000	2,028

a. Country = Brazil

b. Predictors: (Constant), C_Xenscale_Index, Tipicality_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index

c. Dependent Variable: BA_Index

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67,977	5	13,595	13,580	,000[c]
	Residual	201,229	201	1,001		
	Total	269,207	206			

a. Country = Brazil

b. Dependent Variable: BA_Index

c. Predictors: (Constant), C_Xenscale_Index, Tipicality_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	3,424	,663		5,167
	Tipicality_Index	,213	,050	,313	4,219
	Product_Involvement_Mean_Index	,259	,091	,186	2,831
	Price_Sensivity_Mean_Index	-,036	,059	-,038	-,607
	Ethnocentrism_Index	,101	,049	,142	2,063
	C_Xenscale_Index	-,125	,048	-,160	-2,610

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,000	,674	1,483
	Product_Involvement_Mean_Index	,005	,866	1,155
	Price_Sensivity_Mean_Index	,545	,939	1,064
	Ethnocentrism_Index	,040	,785	1,274
	C_Xenscale_Index	,010	,986	1,015

a. Country = Brazil

b. Dependent Variable: BA_Index

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,9091	7,1592	5,9855	,57444	207
Residual	-4,85608	2,06739	,00000	,98835	207
Std. Predicted Value	-3,615	2,043	,000	1,000	207
Std. Residual	-4,853	2,066	,000	,988	207

a. Country = Brazil

b. Dependent Variable: BA_Index

Block 2 with X-Scale:

Model Summary[a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,494[b]	,244	,226	1,00594	,244	13,007

Model Summary[a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	201	,000	2,008

a. Country = Brazil

b. Predictors: (Constant), X_Sclae_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Product_Involvement_Mean_Index, Tipicality_Index

c. Dependent Variable: BA_Index

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65,812	5	13,162	13,007	,000[c]
	Residual	203,395	201	1,012		
	Total	269,207	206			

a. Country = Brazil

b. Dependent Variable: BA_Index

c. Predictors: (Constant), X_Sclae_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Product_Involvement_Mean_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	3,422	,680		5,032
	Tipicality_Index	,206	,051	,303	4,068
	Product_Involvement_Mean_Index	,259	,092	,186	2,813
	Price_Sensivity_Mean_Index	-,025	,059	-,027	-,424
	Ethnocentrism_Index	,087	,049	,123	1,762
	X_Sclae_Index	-,108	,051	-,133	-2,144

Coefficients[a,b]

Model		Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,000		
	Tipicality_Index	,000	,677	1,478
	Product_Involvement_Mean_Index	,005	,862	1,160
	Price_Sensivity_Mean_Index	,672	,940	1,064
	Ethnocentrism_Index	,080	,777	1,287
	X_Sclae_Index	,033	,971	1,030

a. Country = Brazil

b. Dependent Variable: BA_Index

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,9175	7,0745	5,9855	,56522	207
Residual	-4,91969	2,19046	,00000	,99366	207
Std. Predicted Value	-3,659	1,927	,000	1,000	207
Std. Residual	-4,891	2,178	,000	,988	207

a. Country = Brazil

b. Dependent Variable: BA_Index

Block 2 with Xen-Scale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,487[b]	,237	,218	1,01085	,237	12,492

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	201	,000	2,042

a. Country = Brazil

b. Predictors: (Constant), Xen_Composite_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Product_Involvement_Mean_Index, Tipicality_Index

c. Dependent Variable: BA_Index

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63,822	5	12,764	12,492	,000[c]
	Residual	205,384	201	1,022		
	Total	269,207	206			

a. Country = Brazil

b. Dependent Variable: BA_Index

c. Predictors: (Constant), Xen_Composite_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Product_Involvement_Mean_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	3,267	,677		4,823
	Tipicality_Index	,208	,051	,307	4,093
	Product_Involvement_Mean_Index	,254	,093	,182	2,718
	Price_Sensivity_Mean_Index	-,030	,060	-,032	-,504
	Ethnocentrism_Index	,105	,049	,148	2,119
	Xen_Composite_Index	-,087	,054	-,102	-1,614

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,000	,676	1,480
	Product_Involvement_Mean_Index	,007	,844	1,185
	Price_Sensivity_Mean_Index	,615	,941	1,063
	Ethnocentrism_Index	,035	,779	1,284
	Xen_Composite_Index	,108	,953	1,049

a. Country = Brazil

b. Dependent Variable: BA_Index

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4,2248	7,0814	5,9855	,55661	207
Residual	-4,85999	2,17433	,00000	,99850	207
Std. Predicted Value	-3,163	1,969	,000	1,000	207
Std. Residual	-4,808	2,151	,000	,988	207

a. Country = Brazil

b. Dependent Variable: BA_Index

H2a Consumer xenocentrism is positively related to the purchase probability of the product from the American brand.

Block 1:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,496[b]	,246	,231	19,50618	,246	16,615

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	4	204	,000	1,989

a. Country = USA

b. Predictors: (Constant), Ethnocentrism_Index, Tipicality_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index

c. Dependent Variable: Purchase_Probability_USA

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25287,851	4	6321,963	16,615	,000[c]
	Residual	77620,166	204	380,491		
	Total	102908,018	208			

a. Country = USA

b. Dependent Variable: Purchase_Probability_USA

c. Predictors: (Constant), Ethnocentrism_Index, Tipicality_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	19,875	11,425		1,740
	Tipicality_Index	4,537	,719	,394	6,313
	Product_Involvement_Mean_Index	5,762	1,594	,227	3,614
	Price_Sensivity_Mean_Index	-1,042	1,034	-,062	-1,007
	Ethnocentrism_Index	,876	,851	,064	1,029

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,083		
	Tipicality_Index	,000	,947	1,056
	Product_Involvement_Mean_Index	,000	,940	1,064
	Price_Sensivity_Mean_Index	,315	,966	1,035
	Ethnocentrism_Index	,305	,968	1,033

a. Country = USA

b. Dependent Variable: Purchase_Probability_USA

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	32,7612	92,3326	72,4393	11,02616	209
Residual	-78,49143	38,88280	,00000	19,31771	209
Std. Predicted Value	-3,599	1,804	,000	1,000	209
Std. Residual	-4,024	1,993	,000	,990	209

a. Country = USA

b. Dependent Variable: Purchase_Probability_USA

Block 2 with C-Xeno Scale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,497[b]	,247	,228	19,53894	,247	13,311

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	203	,000	1,985

a. Country = USA

b. Predictors: (Constant), C_Xeno_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

c. Dependent Variable: Purchase_Probability_USA

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25408,684	5	5081,737	13,311	,000[c]
	Residual	77499,334	203	381,770		
	Total	102908,018	208			

a. Country = USA

b. Dependent Variable: Purchase_Probability_USA

c. Predictors: (Constant), C_Xeno_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	18,461	11,717		1,575
	Tipicality_Index	4,288	,845	,373	5,075
	Product_Involvement_Mean_Index	5,778	1,597	,227	3,618
	Price_Sensivity_Mean_Index	-1,057	1,036	-,063	-1,020
	Ethnocentrism_Index	,971	,869	,070	1,117
	C_Xeno_Index	,552	,981	,041	,563

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,117		
	Tipicality_Index	,000	,688	1,454
	Product_Involvement_Mean_Index	,000	,940	1,064
	Price_Sensivity_Mean_Index	,309	,965	1,036
	Ethnocentrism_Index	,265	,931	1,074
	C_Xeno_Index	,574	,695	1,438

a. Country = USA

b. Dependent Variable: Purchase_Probability_USA

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	33,1114	92,7024	72,4393	11,05247	209
Residual	-77,01464	38,76553	,00000	19,30267	209
Std. Predicted Value	-3,558	1,833	,000	1,000	209
Std. Residual	-3,942	1,984	,000	,988	209

a. Country = USA

b. Dependent Variable: Purchase_Probability_USA

Block 2 with C-Xenscale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,503[b]	,253	,235	19,45972	,253	13,751

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	203	,000	1,998

a. Country = USA

b. Predictors: (Constant), C_Xenscale_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

c. Dependent Variable: Purchase_Probability_USA

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26035,834	5	5207,167	13,751	,000[c]
	Residual	76872,183	203	378,681		
	Total	102908,018	208			

a. Country = USA

b. Dependent Variable: Purchase_Probability_USA

c. Predictors: (Constant), C_Xenscale_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

Block 2 with X-Scale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,497[b]	,247	,229	19,53574	,247	13,329

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	203	,000	1,998

a. Country = USA

b. Predictors: (Constant), X_Sclae_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

c. Dependent Variable: Purchase_Probability_USA

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25434,039	5	5086,808	13,329	,000[c]
	Residual	77473,978	203	381,645		
	Total	102908,018	208			

a. Country = USA

b. Dependent Variable: Purchase_Probability_USA

c. Predictors: (Constant), X_Sclae_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	21,636	11,791		1,835
	Tipicality_Index	4,758	,803	,414	5,923
	Product_Involvement_Mean_Index	5,771	1,597	,227	3,614
	Price_Sensivity_Mean_Index	-1,029	1,036	-,062	-,994
	Ethnocentrism_Index	,778	,867	,057	,898
	X_Sclae_Index	-,719	1,162	-,043	-,619

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,068		
	Tipicality_Index	,000	,760	1,315
	Product_Involvement_Mean_Index	,000	,940	1,064
	Price_Sensivity_Mean_Index	,321	,965	1,036
	Ethnocentrism_Index	,370	,936	1,069
	X_Sclae_Index	,537	,769	1,300

a. Country = USA

b. Dependent Variable: Purchase_Probability_USA

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	32,9238	92,5792	72,4393	11,05799	209
Residual	-77,85027	38,58566	,00000	19,29951	209
Std. Predicted Value	-3,573	1,821	,000	1,000	209
Std. Residual	-3,985	1,975	,000	,988	209

a. Country = USA

b. Dependent Variable: Purchase_Probability_USA

Block 2 with Xen-Scale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,504[b]	,254	,236	19,44184	,254	13,851

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	203	,000	1,987

a. Country = USA

b. Predictors: (Constant), Xen_Composite_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Price_Sensivity_Mean_Index, Tipicality_Index

c. Dependent Variable: Purchase_Probability_USA

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26177,070	5	5235,414	13,851	,000[c]
	Residual	76730,948	203	377,985		
	Total	102908,018	208			

a. Country = USA

b. Dependent Variable: Purchase_Probability_USA

c. Predictors: (Constant), Xen_Composite_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Price_Sensivity_Mean_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	23,543	11,636		2,023
	Tipicality_Index	4,888	,752	,425	6,500
	Product_Involvement_Mean_Index	5,588	1,593	,220	3,508
	Price_Sensivity_Mean_Index	-,964	1,032	-,058	-,934
	Ethnocentrism_Index	,908	,849	,066	1,070
	Xen_Composite_Index	-1,769	1,153	-,098	-1,534

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,044		
	Tipicality_Index	,000	,859	1,164
	Product_Involvement_Mean_Index	,001	,935	1,069
	Price_Sensivity_Mean_Index	,351	,963	1,038
	Ethnocentrism_Index	,286	,967	1,034
	Xen_Composite_Index	,127	,903	1,108

a. Country = USA

b. Dependent Variable: Purchase_Probability_USA

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	32,7777	93,6011	72,4393	11,21835	209
Residual	-76,63213	38,99935	,00000	19,20674	209
Std. Predicted Value	-3,535	1,886	,000	1,000	209
Std. Residual	-3,942	2,006	,000	,988	209

a. Country = USA

b. Dependent Variable: Purchase_Probability_USA

H2b: Consumer xenocentrism is negatively related to the purchase probability of the product from the Brazilian brand.

Block 1:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,461[b]	,212	,197	19,35570	,212	13,617

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	4	202	,000	1,989

a. Country = Brazil

b. Predictors: (Constant), Ethnocentrism_Index, Product_Involvement_Mean_Index, Price_Sensivity_Mean_Index, Tipicality_Index

c. Dependent Variable: Purchase_Probability_Brazil

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20405,429	4	5101,357	13,617	,000[c]
	Residual	75677,901	202	374,643		
	Total	96083,330	206			

a. Country = Brazil

b. Dependent Variable: Purchase_Probability_Brazil

c. Predictors: (Constant), Ethnocentrism_Index, Product_Involvement_Mean_Index, Price_Sensivity_Mean_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	14,525	12,217		1,189
	Tipicality_Index	3,361	,974	,262	3,450
	Product_Involvement_Mean_Index	5,446	1,758	,207	3,097
	Price_Sensivity_Mean_Index	-,083	1,142	-,005	-,072
	Ethnocentrism_Index	2,110	,943	,158	2,238

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,236		
	Tipicality_Index	,001	,677	1,478
	Product_Involvement_Mean_Index	,002	,874	1,144
	Price_Sensivity_Mean_Index	,942	,941	1,063
	Ethnocentrism_Index	,026	,785	1,274

a. Country = Brazil

b. Dependent Variable: Purchase_Probability_Brazil

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	38,3962	90,7805	74,7786	9,95266	207
Residual	-80,56776	47,10658	,00000	19,16686	207
Std. Predicted Value	-3,656	1,608	,000	1,000	207
Std. Residual	-4,162	2,434	,000	,990	207

a. Country = Brazil

b. Dependent Variable: Purchase_Probability_Brazil

Block 2 with C-Xeno Scale:

Model Summary[a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,480[b]	,231	,211	19,17892	,231	12,043

Model Summary[a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	201	,000	2,006

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22149,330	5	4429,866	12,043	,000[c]
	Residual	73934,000	201	367,831		
	Total	96083,330	206			

a. Country = Brazil

b. Dependent Variable: Purchase_Probability_Brazil

c. Predictors: (Constant), C_Xeno_Index, Product_Involvement_Mean_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	21,667	12,542		1,728
	Tipicality_Index	3,140	,971	,245	3,235
	Product_Involvement_Mean_Index	5,496	1,742	,209	3,154
	Price_Sensivity_Mean_Index	,136	1,136	,008	,120
	Ethnocentrism_Index	1,785	,946	,133	1,886
	C_Xeno_Index	-1,821	,836	-,139	-2,177

Coefficients[a,b]

Model		Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,086		
	Tipicality_Index	,001	,669	1,494
	Product_Involvement_Mean_Index	,002	,874	1,144
	Price_Sensivity_Mean_Index	,905	,934	1,071
	Ethnocentrism_Index	,061	,766	1,306
	C_Xeno_Index	,031	,935	1,069

a. Country = Brazil

b. Dependent Variable: Purchase_Probability_Brazil

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	38,1824	93,7430	74,7786	10,36923	207
Residual	-79,08987	45,37519	,00000	18,94473	207
Std. Predicted Value	-3,529	1,829	,000	1,000	207
Std. Residual	-4,124	2,366	,000	,988	207

a. Country = Brazil

b. Dependent Variable: Purchase_Probability_Brazil

Block 2 with C-Xenscale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,466[b]	,217	,198	19,34340	,217	11,159

Model Summary [a,c]

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change	Durbin-Watson
1	5	201	,000	1,966

a. Country = Brazil

b. Predictors: (Constant), C_Xenscale_Index, Tipicality_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index

c. Dependent Variable: Purchase_Probability_Brazil

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20875,731	5	4175,146	11,159	,000[c]
	Residual	75207,599	201	374,167		
	Total	96083,330	206			

a. Country = Brazil

b. Dependent Variable: Purchase_Probability_Brazil

c. Predictors: (Constant), C_Xenscale_Index, Tipicality_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	18,876	12,811		1,473
	Tipicality_Index	3,422	,975	,267	3,509
	Product_Involvement_Mean_Index	5,250	1,766	,199	2,973
	Price_Sensivity_Mean_Index	-,134	1,143	-,008	-,117
	Ethnocentrism_Index	2,135	,943	,160	2,265
	C_Xenscale_Index	-1,042	,929	-,070	-1,121

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,142		
	Tipicality_Index	,001	,674	1,483
	Product_Involvement_Mean_Index	,003	,866	1,155
	Price_Sensivity_Mean_Index	,907	,939	1,064
	Ethnocentrism_Index	,025	,785	1,274
	C_Xenscale_Index	,264	,986	1,015

a. Country = Brazil

b. Dependent Variable: Purchase_Probability_Brazil

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	37,5589	92,9461	74,7786	10,06670	207
Residual	-79,23888	45,51711	,00000	19,10721	207
Std. Predicted Value	-3,697	1,805	,000	1,000	207
Std. Residual	-4,096	2,353	,000	,988	207

a. Country = Brazil

b. Dependent Variable: Purchase_Probability_Brazil

Block 2 with X-Scale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,467[b]	,218	,198	19,33825	,218	11,186

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	201	,000	1,954

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20915,782	5	4183,156	11,186	,000[c]
	Residual	75167,548	201	373,968		
	Total	96083,330	206			

a. Country = Brazil

b. Dependent Variable: Purchase_Probability_Brazil

c. Predictors: (Constant), X_Sclae_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Product_Involvement_Mean_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	19,995	13,073		1,529
	Tipicality_Index	3,366	,973	,262	3,458
	Product_Involvement_Mean_Index	5,202	1,769	,198	2,940
	Price_Sensivity_Mean_Index	-,036	1,142	-,002	-,032
	Ethnocentrism_Index	1,997	,947	,149	2,108
	X_Sclae_Index	-1,135	,972	-,074	-1,168

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,128		
	Tipicality_Index	,001	,677	1,478
	Product_Involvement_Mean_Index	,004	,862	1,160
	Price_Sensivity_Mean_Index	,975	,940	1,064
	Ethnocentrism_Index	,036	,777	1,287
	X_Sclae_Index	,244	,971	1,030

a. Country = Brazil

b. Dependent Variable: Purchase_Probability_Brazil

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	38,1936	92,6669	74,7786	10,07635	207
Residual	-79,55816	46,39120	,00000	19,10212	207
Std. Predicted Value	-3,631	1,775	,000	1,000	207
Std. Residual	-4,114	2,399	,000	,988	207

a. Country = Brazil

b. Dependent Variable: Purchase_Probability_Brazil

Block 2 with Xen-Scale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,462[b]	,213	,194	19,39126	,213	10,905

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	201	,000	1,984

a. Country = Brazil

b. Predictors: (Constant), Xen_Composite_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Product_Involvement_Mean_Index, Tipicality_Index

c. Dependent Variable: Purchase_Probability_Brazil

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20503,140	5	4100,628	10,905	,000[c]
	Residual	75580,190	201	376,021		
	Total	96083,330	206			

a. Country = Brazil

b. Dependent Variable: Purchase_Probability_Brazil

c. Predictors: (Constant), Xen_Composite_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Product_Involvement_Mean_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	16,746	12,992		1,289
	Tipicality_Index	3,378	,977	,263	3,459
	Product_Involvement_Mean_Index	5,276	1,793	,200	2,942
	Price_Sensivity_Mean_Index	-,085	1,145	-,005	-,074
	Ethnocentrism_Index	2,154	,949	,161	2,270
	Xen_Composite_Index	-,526	1,031	-,033	-,510

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,199		
	Tipicality_Index	,001	,676	1,480
	Product_Involvement_Mean_Index	,004	,844	1,185
	Price_Sensivity_Mean_Index	,941	,941	1,063
	Ethnocentrism_Index	,024	,779	1,284
	Xen_Composite_Index	,611	,953	1,049

a. Country = Brazil

b. Dependent Variable: Purchase_Probability_Brazil

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	39,6983	91,6499	74,7786	9,97646	207
Residual	-79,62212	46,59510	,00000	19,15448	207
Std. Predicted Value	-3,516	1,691	,000	1,000	207
Std. Residual	-4,106	2,403	,000	,988	207

a. Country = Brazil

b. Dependent Variable: Purchase_Probability_Brazil

H3a: Consumer xenocentrism is positively related to the willingness to pay for a product from an American brand.

Block 1:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,200[b]	,040	,021	82,36911	,040	2,127

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	4	204	,079	1,957

a. Country = USA

b. Predictors: (Constant), Ethnocentrism_Index, Tipicality_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index

c. Dependent Variable: WTP_Index

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57713,382	4	14428,345	2,127	,079[c]
	Residual	1384072.62	204	6784,670		
	Total	1441786.01	208			

a. Country = USA

b. Dependent Variable: WTP_Index

c. Predictors: (Constant), Ethnocentrism_Index, Tipicality_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	186,822	48,246		3,872
	Tipicality_Index	3,752	3,034	,087	1,237
	Product_Involvement_Mean_Index	4,038	6,732	,042	,600
	Price_Sensivity_Mean_Index	-9,297	4,365	-,149	-2,130
	Ethnocentrism_Index	-3,772	3,594	-,073	-1,049

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,218	,947	1,056
	Product_Involvement_Mean_Index	,549	,940	1,064
	Price_Sensivity_Mean_Index	,034	,966	1,035
	Ethnocentrism_Index	,295	,968	1,033

a. Country = USA

b. Dependent Variable: WTP_Index

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	117,7267	228,2840	164,9670	16,65738	209
Residual	-148,02287	297,03552	,00000	81,57325	209
Std. Predicted Value	-2,836	3,801	,000	1,000	209
Std. Residual	-1,797	3,606	,000	,990	209

a. Country = USA

b. Dependent Variable: WTP_Index

Block 2 with C-Xeno:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,204[b]	,042	,018	82,50245	,042	1,764

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	203	,122	1,956

a. Country = USA

b. Predictors: (Constant), C_Xeno_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

c. Dependent Variable: WTP_Index

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60035,347	5	12007,069	1,764	,122[c]
	Residual	1381750.66	203	6806,653		
	Total	1441786.01	208			

a. Country = USA

b. Dependent Variable: WTP_Index

c. Predictors: (Constant), C_Xeno_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	180,622	49,476		3,651
	Tipicality_Index	2,661	3,568	,062	,746
	Product_Involvement_Mean_Index	4,111	6,744	,043	,610
	Price_Sensivity_Mean_Index	-9,365	4,374	-,150	-2,141
	Ethnocentrism_Index	-3,355	3,670	-,065	-,914
	C_Xeno_Index	2,420	4,143	,048	,584

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,457	,688	1,454
	Product_Involvement_Mean_Index	,543	,940	1,064
	Price_Sensivity_Mean_Index	,033	,965	1,036
	Ethnocentrism_Index	,362	,931	1,074
	C_Xeno_Index	,560	,695	1,438

a. Country = USA

b. Dependent Variable: WTP_Index

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	115,1837	232,2483	164,9670	16,98916	209
Residual	-141,54915	301,19406	,00000	81,50480	209
Std. Predicted Value	-2,930	3,960	,000	1,000	209
Std. Residual	-1,716	3,651	,000	,988	209

a. Country = USA

b. Dependent Variable: WTP_Index

Block 2 with C-Xenscale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,200[b]	,040	,016	82,57042	,040	1,694

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	203	,137	1,958

a. Country = USA

b. Predictors: (Constant), C_Xenscale_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

c. Dependent Variable: WTP_Index

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57757,687	5	11551,537	1,694	,137[c]
	Residual	1384028.32	203	6817,873		
	Total	1441786.01	208			

a. Country = USA

b. Dependent Variable: WTP_Index

c. Predictors: (Constant), C_Xenscale_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	185,978	49,483		3,758
	Tipicality_Index	3,623	3,441	,084	1,053
	Product_Involvement_Mean_Index	4,062	6,755	,043	,601
	Price_Sensivity_Mean_Index	-9,299	4,376	-,149	-2,125
	Ethnocentrism_Index	-3,748	3,615	-,073	-1,037
	C_Xenscale_Index	,351	4,357	,006	,081

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,294	,740	1,351
	Product_Involvement_Mean_Index	,548	,938	1,066
	Price_Sensivity_Mean_Index	,035	,966	1,035
	Ethnocentrism_Index	,301	,961	1,040
	C_Xenscale_Index	,936	,773	1,294

a. Country = USA

b. Dependent Variable: WTP_Index

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	117,3664	229,1477	164,9670	16,66377	209
Residual	-147,69080	297,55374	,00000	81,57195	209
Std. Predicted Value	-2,857	3,852	,000	1,000	209
Std. Residual	-1,789	3,604	,000	,988	209

a. Country = USA

b. Dependent Variable: WTP_Index

Block 2 with X-Scale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,200[b]	,040	,016	82,57163	,040	1,693

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	203	,138	1,957

a. Country = USA

b. Predictors: (Constant), X_Sclae_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

c. Dependent Variable: WTP_Index

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57717,043	5	11543,409	1,693	,138[c]
	Residual	1384068.96	203	6818,074		
	Total	1441786.01	208			

a. Country = USA

b. Dependent Variable: WTP_Index

c. Predictors: (Constant), X_Sclae_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	187,100	49,838		3,754
	Tipicality_Index	3,787	3,395	,088	1,115
	Product_Involvement_Mean_Index	4,039	6,749	,042	,599
	Price_Sensivity_Mean_Index	-9,296	4,377	-,149	-2,124
	Ethnocentrism_Index	-3,787	3,664	-,073	-1,034
	X_Sclae_Index	-,114	4,910	-,002	-,023

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,266	,760	1,315
	Product_Involvement_Mean_Index	,550	,940	1,064
	Price_Sensivity_Mean_Index	,035	,965	1,036
	Ethnocentrism_Index	,303	,936	1,069
	X_Sclae_Index	,982	,769	1,300

a. Country = USA

b. Dependent Variable: WTP_Index

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	117,8466	228,0530	164,9670	16,65790	209
Residual	-147,92140	296,84848	,00000	81,57314	209
Std. Predicted Value	-2,829	3,787	,000	1,000	209
Std. Residual	-1,791	3,595	,000	,988	209

a. Country = USA

b. Dependent Variable: WTP_Index

Block 2 with Xen-Scale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,216[b]	,047	,023	82,28053	,047	1,993

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	203	,081	1,956

a. Country = USA

b. Predictors: (Constant), Xen_Composite_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Price_Sensivity_Mean_Index, Tipicality_Index

c. Dependent Variable: WTP_Index

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67458,637	5	13491,727	1,993	,081[c]
	Residual	1374327.37	203	6770,086		
	Total	1441786.01	208			

a. Country = USA

b. Dependent Variable: WTP_Index

c. Predictors: (Constant), Xen_Composite_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Price_Sensivity_Mean_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	198,964	49,245		4,040
	Tipicality_Index	4,916	3,183	,114	1,545
	Product_Involvement_Mean_Index	3,463	6,742	,036	,514
	Price_Sensivity_Mean_Index	-9,040	4,366	-,145	-2,070
	Ethnocentrism_Index	-3,665	3,592	-,071	-1,020
	Xen_Composite_Index	-5,855	4,880	-,087	-1,200

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,124	,859	1,164
	Product_Involvement_Mean_Index	,608	,935	1,069
	Price_Sensivity_Mean_Index	,040	,963	1,038
	Ethnocentrism_Index	,309	,967	1,034
	Xen_Composite_Index	,232	,903	1,108

a. Country = USA

b. Dependent Variable: WTP_Index

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	125,9533	216,8676	164,9670	18,00890	209
Residual	-141,86765	285,71011	,00000	81,28557	209
Std. Predicted Value	-2,166	2,882	,000	1,000	209
Std. Residual	-1,724	3,472	,000	,988	209

a. Country = USA

b. Dependent Variable: WTP_Index

H3b: Consumer xenocentrism is negatively related to the willingness to pay for a product from a Brazilian brand.

Block 1:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,182[b]	,033	,014	66,87384	,033	1,735

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	4	202	,144	1,960

a. Country = Brazil

b. Predictors: (Constant), Ethnocentrism_Index, Product_Involvement_Mean_Index, Price_Sensivity_Mean_Index, Tipicality_Index

c. Dependent Variable: WTP_Index

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31035,319	4	7758,830	1,735	,144[c]
	Residual	903366,273	202	4472,110		
	Total	934401,591	206			

a. Country = Brazil

b. Dependent Variable: WTP_Index

c. Predictors: (Constant), Ethnocentrism_Index, Product_Involvement_Mean_Index, Price_Sensivity_Mean_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	118,939	42,210		2,818
	Tipicality_Index	1,618	3,366	,040	,481
	Product_Involvement_Mean_Index	10,358	6,075	,126	1,705
	Price_Sensivity_Mean_Index	-7,868	3,947	-,142	-1,993
	Ethnocentrism_Index	-,673	3,258	-,016	-,207

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,005		
	Tipicality_Index	,631	,677	1,478
	Product_Involvement_Mean_Index	,090	,874	1,144
	Price_Sensivity_Mean_Index	,048	,941	1,063
	Ethnocentrism_Index	,837	,785	1,274

a. Country = Brazil

b. Dependent Variable: WTP_Index

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	93,5260	183,0527	148,0631	12,27424	207
Residual	-102,98990	280,94830	,00000	66,22140	207
Std. Predicted Value	-4,443	2,851	,000	1,000	207
Std. Residual	-1,540	4,201	,000	,990	207

a. Country = Brazil

b. Dependent Variable: WTP_Index

Block 2 with C-Xeno Scale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,183[b]	,033	,009	67,03414	,033	1,388

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	201	,230	1,964

a. Country = Brazil

b. Predictors: (Constant), C_Xeno_Index, Product_Involvement_Mean_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Tipicality_Index

c. Dependent Variable: WTP_Index

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31192,733	5	6238,547	1,388	,230[c]
	Residual	903208,858	201	4493,576		
	Total	934401,591	206			

a. Country = Brazil

b. Dependent Variable: WTP_Index

c. Predictors: (Constant), C_Xeno_Index, Product_Involvement_Mean_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	121,085	43,836		2,762
	Tipicality_Index	1,551	3,393	,039	,457
	Product_Involvement_Mean_Index	10,373	6,090	,126	1,703
	Price_Sensivity_Mean_Index	-7,803	3,972	-,141	-1,964
	Ethnocentrism_Index	-,771	3,308	-,018	-,233
	C_Xeno_Index	-,547	2,923	-,013	-,187

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,006		
	Tipicality_Index	,648	,669	1,494
	Product_Involvement_Mean_Index	,090	,874	1,144
	Price_Sensivity_Mean_Index	,051	,934	1,071
	Ethnocentrism_Index	,816	,766	1,306
	C_Xeno_Index	,852	,935	1,069

a. Country = Brazil

b. Dependent Variable: WTP_Index

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	93,4618	183,0065	148,0631	12,30533	207
Residual	-103,26460	280,19617	,00000	66,21563	207
Std. Predicted Value	-4,437	2,840	,000	1,000	207
Std. Residual	-1,540	4,180	,000	,988	207

a. Country = Brazil

b. Dependent Variable: WTP_Index

Block 2 with C-Xenscale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,198[b]	,039	,015	66,82855	,039	1,645

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	201	,150	1,958

a. Country = Brazil

b. Predictors: (Constant), C_Xenscale_Index, Tipicality_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index

c. Dependent Variable: WTP_Index

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36724,517	5	7344,903	1,645	,150[c]
	Residual	897677,074	201	4466,055		
	Total	934401,591	206			

a. Country = Brazil

b. Dependent Variable: WTP_Index

c. Predictors: (Constant), C_Xenscale_Index, Tipicality_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	103,808	44,260		2,345
	Tipicality_Index	1,405	3,369	,035	,417
	Product_Involvement_Mean_Index	11,038	6,101	,134	1,809
	Price_Sensivity_Mean_Index	-7,690	3,948	-,139	-1,948
	Ethnocentrism_Index	-,757	3,257	-,018	-,233
	C_Xenscale_Index	3,623	3,210	,079	1,129

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,020		
	Tipicality_Index	,677	,674	1,483
	Product_Involvement_Mean_Index	,072	,866	1,155
	Price_Sensivity_Mean_Index	,053	,939	1,064
	Ethnocentrism_Index	,816	,785	1,274
	C_Xenscale_Index	,260	,986	1,015

a. Country = Brazil

b. Dependent Variable: WTP_Index

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	96,4383	192,4261	148,0631	13,35194	207
Residual	-102,41459	286,38138	,00000	66,01254	207
Std. Predicted Value	-3,866	3,323	,000	1,000	207
Std. Residual	-1,532	4,285	,000	,988	207

a. Country = Brazil

b. Dependent Variable: WTP_Index

Block 2 with X-Scale:

Model Summary[a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,185[b]	,034	,010	67,00524	,034	1,424

Model Summary[a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	201	,217	1,957

a. Country = Brazil

b. Predictors: (Constant), X_Sclae_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Product_Involvement_Mean_Index, Tipicality_Index

c. Dependent Variable: WTP_Index

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31971,495	5	6394,299	1,424	,217[c]
	Residual	902430,096	201	4489,702		
	Total	934401,591	206			

a. Country = Brazil

b. Dependent Variable: WTP_Index

c. Predictors: (Constant), X_Sclae_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Product_Involvement_Mean_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	111,531	45,297		2,462
	Tipicality_Index	1,611	3,373	,040	,478
	Product_Involvement_Mean_Index	10,688	6,130	,130	1,744
	Price_Sensivity_Mean_Index	-7,932	3,957	-,143	-2,004
	Ethnocentrism_Index	-,519	3,282	-,012	-,158
	X_Sclae_Index	1,538	3,368	,032	,457

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,015		
	Tipicality_Index	,633	,677	1,478
	Product_Involvement_Mean_Index	,083	,862	1,160
	Price_Sensivity_Mean_Index	,046	,940	1,064
	Ethnocentrism_Index	,875	,777	1,287
	X_Sclae_Index	,648	,971	1,030

a. Country = Brazil

b. Dependent Variable: WTP_Index

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	93,8003	187,2658	148,0631	12,45799	207
Residual	-102,88716	283,87872	,00000	66,18707	207
Std. Predicted Value	-4,356	3,147	,000	1,000	207
Std. Residual	-1,536	4,237	,000	,988	207

a. Country = Brazil

b. Dependent Variable: WTP_Index

Block 2 with Xen-Scale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,193[b]	,037	,013	66,90409	,037	1,550

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	201	,176	1,974

a. Country = Brazil

b. Predictors: (Constant), Xen_Composite_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Product_Involvement_Mean_Index, Tipicality_Index

c. Dependent Variable: WTP_Index

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34694,016	5	6938,803	1,550	,176[c]
	Residual	899707,575	201	4476,157		
	Total	934401,591	206			

a. Country = Brazil

b. Dependent Variable: WTP_Index

c. Predictors: (Constant), Xen_Composite_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Product_Involvement_Mean_Index, Tipicality_Index

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34694,016	5	6938,803	1,550	,176[c]
	Residual	899707,575	201	4476,157		
	Total	934401,591	206			

a. Country = Brazil

b. Dependent Variable: WTP_Index

c. Predictors: (Constant), Xen_Composite_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Product_Involvement_Mean_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	132,528	44,824		2,957
	Tipicality_Index	1,725	3,370	,043	,512
	Product_Involvement_Mean_Index	9,315	6,186	,113	1,506
	Price_Sensivity_Mean_Index	-7,884	3,949	-,142	-1,996
	Ethnocentrism_Index	-,410	3,273	-,010	-,125
	Xen_Composite_Index	-3,217	3,558	-,064	-,904

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,003		
	Tipicality_Index	,609	,676	1,480
	Product_Involvement_Mean_Index	,134	,844	1,185
	Price_Sensivity_Mean_Index	,047	,941	1,063
	Ethnocentrism_Index	,901	,779	1,284
	Xen_Composite_Index	,367	,953	1,049

a. Country = Brazil

b. Dependent Variable: WTP_Index

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	101,4941	187,6407	148,0631	12,97758	207
Residual	-103,44517	278,72046	,00000	66,08716	207
Std. Predicted Value	-3,588	3,050	,000	1,000	207
Std. Residual	-1,546	4,166	,000	,988	207

a. Country = Brazil

b. Dependent Variable: WTP_Index

H4a: Consumer xenocentrism is positively related to the product-country image of the American brand.

Block 1:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,659[b]	,435	,424	,77600	,435	39,203

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	4	204	,000	2,063

a. Country = USA

b. Predictors: (Constant), Ethnocentrism_Index, Tipicality_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index

c. Dependent Variable: Index_PCI_USA

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	94,429	4	23,607	39,203	,000[c]
	Residual	122,844	204	,602		
	Total	217,273	208			

a. Country = USA

b. Dependent Variable: Index_PCI_USA

c. Predictors: (Constant), Ethnocentrism_Index, Tipicality_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	2,055	,455		4,520
	Tipicality_Index	,238	,029	,451	8,337
	Product_Involvement_Mean_Index	,395	,063	,338	6,226
	Price_Sensivity_Mean_Index	,112	,041	,145	2,715
	Ethnocentrism_Index	-,065	,034	-,102	-1,915

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,000	,947	1,056
	Product_Involvement_Mean_Index	,000	,940	1,064
	Price_Sensivity_Mean_Index	,007	,966	1,035
	Ethnocentrism_Index	,057	,968	1,033

a. Country = USA

b. Dependent Variable: Index_PCI_USA

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,0765	7,2038	5,9091	,67378	209
Residual	-3,01949	1,84712	,00000	,76850	209
Std. Predicted Value	-4,204	1,922	,000	1,000	209
Std. Residual	-3,891	2,380	,000	,990	209

a. Country = USA

b. Dependent Variable: Index_PCI_USA

Block 2 with C-Xeno Scale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,664[b]	,441	,427	,77333	,441	32,061

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	203	,000	2,084

a. Country = USA

b. Predictors: (Constant), C_Xeno_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

c. Dependent Variable: Index_PCI_USA

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95,870	5	19,174	32,061	,000[c]
	Residual	121,403	203	,598		
	Total	217,273	208			

a. Country = USA

b. Dependent Variable: Index_PCI_USA

c. Predictors: (Constant), C_Xeno_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	1,900	,464		4,097
	Tipicality_Index	,211	,033	,399	6,314
	Product_Involvement_Mean_Index	,397	,063	,340	6,275
	Price_Sensivity_Mean_Index	,110	,041	,143	2,683
	Ethnocentrism_Index	-,054	,034	-,086	-1,583
	C_Xeno_Index	,060	,039	,098	1,552

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,000	,688	1,454
	Product_Involvement_Mean_Index	,000	,940	1,064
	Price_Sensivity_Mean_Index	,008	,965	1,036
	Ethnocentrism_Index	,115	,931	1,074
	C_Xeno_Index	,122	,695	1,438

a. Country = USA

b. Dependent Variable: Index_PCI_USA

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,1147	7,2924	5,9091	,67890	209
Residual	-2,85821	1,88518	,00000	,76398	209
Std. Predicted Value	-4,116	2,038	,000	1,000	209
Std. Residual	-3,696	2,438	,000	,988	209

a. Country = USA

b. Dependent Variable: Index_PCI_USA

Block 2 with C-Xenscale:

Model Summary[a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,660[b]	,435	,421	,77764	,435	31,258

Model Summary[a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	203	,000	2,067

a. Country = USA

b. Predictors: (Constant), C_Xenscale_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

c. Dependent Variable: Index_PCI_USA

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	94,513	5	18,903	31,258	,000[c]
	Residual	122,759	203	,605		
	Total	217,273	208			

a. Country = USA

b. Dependent Variable: Index_PCI_USA

c. Predictors: (Constant), C_Xenscale_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	2,018	,466		4,329
	Tipicality_Index	,233	,032	,440	7,179
	Product_Involvement_Mean_Index	,396	,064	,339	6,223
	Price_Sensivity_Mean_Index	,112	,041	,145	2,708
	Ethnocentrism_Index	-,064	,034	-,101	-1,875
	C_Xenscale_Index	,015	,041	,022	,374

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,000	,740	1,351
	Product_Involvement_Mean_Index	,000	,938	1,066
	Price_Sensivity_Mean_Index	,007	,966	1,035
	Ethnocentrism_Index	,062	,961	1,040
	C_Xenscale_Index	,708	,773	1,294

a. Country = USA

b. Dependent Variable: Index_PCI_USA

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,0808	7,2427	5,9091	,67409	209
Residual	-3,00496	1,85606	,00000	,76824	209
Std. Predicted Value	-4,196	1,978	,000	1,000	209
Std. Residual	-3,864	2,387	,000	,988	209

a. Country = USA

b. Dependent Variable: Index_PCI_USA

Block 2 with X-Scale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,660[b]	,436	,422	,77712	,436	31,355

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	203	,000	2,065

a. Country = USA

b. Predictors: (Constant), X_Sclae_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

c. Dependent Variable: Index_PCI_USA

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	94,678	5	18,936	31,355	,000[c]
	Residual	122,595	203	,604		
	Total	217,273	208			

a. Country = USA

b. Dependent Variable: Index_PCI_USA

c. Predictors: (Constant), X_Sclae_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	1,982	,469		4,225
	Tipicality_Index	,229	,032	,434	7,173
	Product_Involvement_Mean_Index	,395	,064	,338	6,211
	Price_Sensivity_Mean_Index	,111	,041	,145	2,699
	Ethnocentrism_Index	-,061	,034	-,096	-1,764
	X_Sclae_Index	,030	,046	,039	,642

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,000	,760	1,315
	Product_Involvement_Mean_Index	,000	,940	1,064
	Price_Sensivity_Mean_Index	,008	,965	1,036
	Ethnocentrism_Index	,079	,936	1,069
	X_Sclae_Index	,522	,769	1,300

a. Country = USA

b. Dependent Variable: Index_PCI_USA

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,0698	7,2669	5,9091	,67467	209
Residual	-3,04595	1,86059	,00000	,76772	209
Std. Predicted Value	-4,208	2,013	,000	1,000	209
Std. Residual	-3,920	2,394	,000	,988	209

a. Country = USA

b. Dependent Variable: Index_PCI_USA

Block 2 with Xen-Scale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,578[b]	,334	,318	,84441	,334	20,188

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	201	,000	2,074

a. Country = Brazil

b. Predictors: (Constant), Xen_Composite_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Product_Involvement_Mean_Index, Tipicality_Index

c. Dependent Variable: Index_PCI_Brazil

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71,972	5	14,394	20,188	,000[c]
	Residual	143,318	201	,713		
	Total	215,290	206			

a. Country = Brazil

b. Dependent Variable: Index_PCI_Brazil

c. Predictors: (Constant), Xen_Composite_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Product_Involvement_Mean_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	2,835	,566		5,010
	Tipicality_Index	,244	,043	,401	5,728
	Product_Involvement_Mean_Index	,214	,078	,172	2,744
	Price_Sensivity_Mean_Index	,024	,050	,028	,474
	Ethnocentrism_Index	,098	,041	,154	2,364
	Xen_Composite_Index	-,060	,045	-,079	-1,335

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,000	,676	1,480
	Product_Involvement_Mean_Index	,007	,844	1,185
	Price_Sensivity_Mean_Index	,636	,941	1,063
	Ethnocentrism_Index	,019	,779	1,284
	Xen_Composite_Index	,184	,953	1,049

a. Country = Brazil

b. Dependent Variable: Index_PCI_Brazil

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4,0027	6,8287	5,8031	,59108	207
Residual	-2,92627	2,08319	,00000	,83410	207
Std. Predicted Value	-3,046	1,735	,000	1,000	207
Std. Residual	-3,465	2,467	,000	,988	207

a. Country = Brazil

b. Dependent Variable: Index_PCI_Brazil

H4b: Consumer xenocentrism is negatively related to the product-country image of the Brazilian brand.

Block 1:

Model Summary[a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,573[b]	,328	,315	,84604	,328	24,694

Model Summary[a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	4	202	,000	2,059

a. Country = Brazil

b. Predictors: (Constant), Ethnocentrism_Index, Product_Involvement_Mean_Index, Price_Sensivity_Mean_Index, Tipicality_Index

c. Dependent Variable: Index_PCI_Brazil

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70,702	4	17,676	24,694	,000[c]
	Residual	144,588	202	,716		
	Total	215,290	206			

a. Country = Brazil

b. Dependent Variable: Index_PCI_Brazil

c. Predictors: (Constant), Ethnocentrism_Index, Product_Involvement_Mean_Index, Price_Sensivity_Mean_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	2,581	,534		4,834
	Tipicality_Index	,242	,043	,398	5,674
	Product_Involvement_Mean_Index	,234	,077	,187	3,040
	Price_Sensivity_Mean_Index	,024	,050	,028	,479
	Ethnocentrism_Index	,093	,041	,146	2,250

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,000	,677	1,478
	Product_Involvement_Mean_Index	,003	,874	1,144
	Price_Sensivity_Mean_Index	,632	,941	1,063
	Ethnocentrism_Index	,026	,785	1,274

a. Country = Brazil

b. Dependent Variable: Index_PCI_Brazil

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,9668	6,7250	5,8031	,58585	207
Residual	-2,91092	2,03952	,00000	,83779	207
Std. Predicted Value	-3,135	1,574	,000	1,000	207
Std. Residual	-3,441	2,411	,000	,990	207

a. Country = Brazil

b. Dependent Variable: Index_PCI_Brazil

Block 2 with C-Xeno Scale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,643[b]	,413	,398	,79298	,413	28,274

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	201	,000	2,186

a. Country = Brazil

b. Predictors: (Constant), C_Xeno_Index, Product_Involvement_Mean_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Tipicality_Index

c. Dependent Variable: Index_PCI_Brazil

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	88,897	5	17,779	28,274	,000[c]
	Residual	126,394	201	,629		
	Total	215,290	206			

a. Country = Brazil

b. Dependent Variable: Index_PCI_Brazil

c. Predictors: (Constant), C_Xeno_Index, Product_Involvement_Mean_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	3,311	,519		6,385
	Tipicality_Index	,219	,040	,361	5,458
	Product_Involvement_Mean_Index	,239	,072	,192	3,315
	Price_Sensivity_Mean_Index	,046	,047	,055	,985
	Ethnocentrism_Index	,059	,039	,094	1,520
	C_Xeno_Index	-,186	,035	-,301	-5,379

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,000	,669	1,494
	Product_Involvement_Mean_Index	,001	,874	1,144
	Price_Sensivity_Mean_Index	,326	,934	1,071
	Ethnocentrism_Index	,130	,766	1,306
	C_Xeno_Index	,000	,935	1,069

a. Country = Brazil

b. Dependent Variable: Index_PCI_Brazil

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,8790	7,0699	5,8031	,65692	207
Residual	-2,67031	1,69873	,00000	,78330	207
Std. Predicted Value	-2,929	1,928	,000	1,000	207
Std. Residual	-3,367	2,142	,000	,988	207

a. Country = Brazil

b. Dependent Variable: Index_PCI_Brazil

Block 2 with C-Xenscale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,606[b]	,368	,352	,82294	,368	23,380

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	201	,000	2,091

a. Country = Brazil

b. Predictors: (Constant), C_Xenscale_Index, Tipicality_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index

c. Dependent Variable: Index_PCI_Brazil

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79,168	5	15,834	23,380	,000[c]
	Residual	136,122	201	,677		
	Total	215,290	206			

a. Country = Brazil

b. Dependent Variable: Index_PCI_Brazil

c. Predictors: (Constant), C_Xenscale_Index, Tipicality_Index, Price_Sensivity_Mean_Index, Product_Involvement_Mean_Index, Ethnocentrism_Index

Coefficients[a,b]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	3,165	,545		5,807
	Tipicality_Index	,250	,041	,411	6,021
	Product_Involvement_Mean_Index	,207	,075	,166	2,761
	Price_Sensivity_Mean_Index	,017	,049	,020	,350
	Ethnocentrism_Index	,096	,040	,152	2,394
	C_Xenscale_Index	-,140	,040	-,200	-3,536

Coefficients[a,b]

Model		Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,000		
	Tipicality_Index	,000	,674	1,483
	Product_Involvement_Mean_Index	,006	,866	1,155
	Price_Sensivity_Mean_Index	,727	,939	1,064
	Ethnocentrism_Index	,018	,785	1,274
	C_Xenscale_Index	,001	,986	1,015

a. Country = Brazil

b. Dependent Variable: Index_PCI_Brazil

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,8599	7,0171	5,8031	,61993	207
Residual	-3,02049	1,97569	,00000	,81289	207
Std. Predicted Value	-3,135	1,958	,000	1,000	207
Std. Residual	-3,670	2,401	,000	,988	207

a. Country = Brazil

b. Dependent Variable: Index_PCI_Brazil

Block 2 with X-Scale:

Model Summary[a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,608[b]	,369	,354	,82182	,369	23,553

Model Summary[a,c]

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change	Durbin-Watson
1	5	201	,000	2,087

a. Country = Brazil

b. Predictors: (Constant), X_Sclae_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Product_Involvement_Mean_Index, Tipicality_Index

c. Dependent Variable: Index_PCI_Brazil

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79,537	5	15,907	23,553	,000[c]
	Residual	135,753	201	,675		
	Total	215,290	206			

a. Country = Brazil

b. Dependent Variable: Index_PCI_Brazil

c. Predictors: (Constant), X_Sclae_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Product_Involvement_Mean_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	3,301	,556		5,942
	Tipicality_Index	,242	,041	,399	5,857
	Product_Involvement_Mean_Index	,202	,075	,162	2,681
	Price_Sensivity_Mean_Index	,030	,049	,036	,619
	Ethnocentrism_Index	,078	,040	,123	1,932
	X_Sclae_Index	-,149	,041	-,206	-3,617

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,000	,677	1,478
	Product_Involvement_Mean_Index	,008	,862	1,160
	Price_Sensivity_Mean_Index	,537	,940	1,064
	Ethnocentrism_Index	,055	,777	1,287
	X_Sclae_Index	,000	,971	1,030

a. Country = Brazil

b. Dependent Variable: Index_PCI_Brazil

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,5035	6,9835	5,8031	,62137	207
Residual	-2,80883	2,03810	,00000	,81179	207
Std. Predicted Value	-3,701	1,900	,000	1,000	207
Std. Residual	-3,418	2,480	,000	,988	207

a. Country = Brazil

b. Dependent Variable: Index_PCI_Brazil

Block 2 with Xen-Scale:

Model Summary [a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,578[b]	,334	,318	,84441	,334	20,188

Model Summary [a,c]

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	5	201	,000	2,074

a. Country = Brazil

b. Predictors: (Constant), Xen_Composite_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Product_Involvement_Mean_Index, Tipicality_Index

c. Dependent Variable: Index_PCI_Brazil

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71,972	5	14,394	20,188	,000[c]
	Residual	143,318	201	,713		
	Total	215,290	206			

a. Country = Brazil

b. Dependent Variable: Index_PCI_Brazil

c. Predictors: (Constant), Xen_Composite_Index, Price_Sensivity_Mean_Index, Ethnocentrism_Index, Product_Involvement_Mean_Index, Tipicality_Index

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	2,835	,566		5,010
	Tipicality_Index	,244	,043	,401	5,728
	Product_Involvement_Mean_Index	,214	,078	,172	2,744
	Price_Sensivity_Mean_Index	,024	,050	,028	,474
	Ethnocentrism_Index	,098	,041	,154	2,364
	Xen_Composite_Index	-,060	,045	-,079	-1,335

Coefficients[a,b]

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Tipicality_Index	,000	,676	1,480
	Product_Involvement_Mean_Index	,007	,844	1,185
	Price_Sensivity_Mean_Index	,636	,941	1,063
	Ethnocentrism_Index	,019	,779	1,284
	Xen_Composite_Index	,184	,953	1,049

a. Country = Brazil

b. Dependent Variable: Index_PCI_Brazil

Residuals Statistics[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4,0027	6,8287	5,8031	,59108	207
Residual	-2,92627	2,08319	,00000	,83410	207
Std. Predicted Value	-3,046	1,735	,000	1,000	207
Std. Residual	-3,465	2,467	,000	,988	207

a. Country = Brazil

b. Dependent Variable: Index_PCI_Brazil

11 German Abstract

Entsprechend dem wachsenden wissenschaftlichen Interesse an den Wirkungen und Triebkräften des Konsumentenfremdheitskonzepts zielt diese Arbeit darauf ab, die vorhandenen Messskalen des Konstrukts zu vergleichen und relevante Unterschiede in seiner Entstehung und Wirkung aufzuzeigen. In den letzten Jahren hat nicht nur die Forschung auf dem Gebiet des Verbraucherxenozentrismus zugenommen, sondern es wurden auch verschiedene Messskalen zur Bestimmung von Xenozentrismus entwickelt. Der Entwicklungsprozess, die Grundlage und die Dimensionen der Skalen unterscheiden sich dabei erheblich. Diese Unterschiede schränken die Vergleichbarkeit und damit die Aussagekraft von Studien zum Konsumentenfremdheitsbegriff stark ein.

Um die Skalen zu vergleichen, wurde eine empirische Studie mit brasilianischen Verbrauchern durchgeführt. Mit den derzeit verfügbaren Skalen wurde der Verbraucherxenozentrismus in der Produktkategorie Schuhe gemessen. Die Skalen wurden anschließend in ihrer Zuverlässigkeit, Validität und in ihrem Entwicklungsprozess verglichen. Die Studienergebnisse zeigen, dass insbesondere die C-Xens-Skala von Balabanis und Diamatopoulos (2016) theoretisch fundiert und präzise entwickelt wurde. Dies spiegelt sich auch in der überzeugenden Validität und Reliabilität der Skala wider. Dementsprechend empfiehlt auch diese Masterarbeit den Einsatz der C-Xenscale.

Ein ausführliches Fazit, betriebswirtschaftliche und theoretische Implikationen sowie Grenzen der Studie finden sich im letzten Abschnitt der Arbeit.

Schlüsselwörter: Konsumenten-Xenozentrismus, C-XENSCALE, CXENO-Skala, X-Skala, XEN-Skala, irrationales Konsumentenverhalten, Foreign Product Bias, Kaufabsicht