




# The Effect of Brand Origin on Trust in Advertisement and Attitudes towards Advertisement: The Roles of Consumer Ethnocentrism, Cosmopolitanism and Xenocentrism

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## ABSTRACT

In an environment of intense change, where the boundaries of marketing are expanding day by day, trust and loyalty towards brands affect the success of brands. There may be sociological factors underlying this sense of trust. It is important to examine these sociological elements in order to make marketing activities customer-oriented, as required by the new age. In this context, the main purpose of this study is to examine the role of consumer ethnocentrism, xenocentrism, and cosmopolitanism -which are sociology-based concepts- in the effect of brand origin on attitude towards advertisement and trust in advertisement. For this purpose, a 2x2 between-subjects experimental design was established in the study. Therefore, data were collected from 237 undergraduate students via two separate surveys, which included two different advertisement images emphasizing Turkey and France origins. According to the results of the study, perceived inferiority -which is one of the dimensions of consumer xenocentrism- and consumer ethnocentrism have a moderating effect on the relationship between brand origin, attitude towards advertisement, and trust in advertisement. However, results also show that consumer social aggrandizement -one of the dimensions of consumer xenocentrism- and consumer cosmopolitanism do not moderate the aforesaid relationship. It is expected that the study will make theoretical and practical contributions.

**Keywords:** Brand, Origin, Attitude, Advertising, Ethnocentrism, Xenocentrism, Cosmopolitanism

## Marka Kökeninin Reklama Yönelik Güven ve Tutum Üzerindeki Etkisi: Tüketici Etnosentrizminin, Kozmopolitanizminin ve Ksenosentrizminin Rolü

### ÖZ

Pazarlama sınırlarının her geçen gün genişlediği yoğun değişim ortamında, markalara yönelik güven ve sadakat, markaların başarısını etkilemektedir. Bu güven duygusunun altında sosyolojik unsurlar yatabilmektedir. Yeniçağın da gerektirdiği şekilde, pazarlama faaliyetlerini müşteri odaklı hale getirmek için bu sosyolojik unsurların incelenmesi önem arz etmektedir. Bu bağlamda, bu çalışmanın temel amacı, marka orijininin reklama yönelik tutum ve güven üzerindeki etkisinde, sosyoloji temelli kavramlar olan tüketici etnosentrizminin, ksenosentrizminin ve kozpolitizminin rolünün incelenmesidir. Bu amaca yönelik olarak, çalışmada 2x2 gruplar arası deneysel tasarım dizayn edilmiştir. Bu nedenle, Türkiye ve Fransa kökenli olmak üzere iki farklı reklam görselinin yer aldığı iki ayrı anket ile 237 üniversite öğrencisinden veri toplanmıştır. Çalışmanın sonuçlarına göre, tüketici etnosentrizmi ve tüketici ksenosentrizminin boyutlarından algılanan yetersizlik, marka orijini ile reklama yönelik tutum ve güven arasındaki ilişkide düzenleyici bir etkiye sahiptir. Fakat tüketici kozmopolitanlığının ve tüketici ksenosentrizminin boyutlarından sosyal yüceltmenin söz konusu ilişkide düzenleyici bir etkiye sahip olmadığı sonucuna ulaşılmıştır. Çalışmanın yazına ve pazarlama uygulayıcılarına katkı sağlaması beklenmektedir.

**Anahtar Kelimeler:** Marka, Köken, Tutum, Reklam, Etnosentrizm, Ksenosentrizm, Kozmopolitanizm

### 1. Introduction

Brand origin provides important clues about how consumers perceive brands in today's marketing environment, where many brands have become or strive to become international or global. In research on the brand origin, the term country of origin is defined as the brand origin or product origin (country of production), but the brand origin essentially refers to the homeland of the brand. The focal point of the product origin is the place where the product is produced (Lee, Johnson, & He, 2009). While the origin of the brand is effective on the value perceptions of consumers, advertisements for brands are also important

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in this sense. Attitude towards advertisement (ATA), which consists of positive or negative reactions of consumers, is a research field that attracts the attention of marketers. Although many studies have been conducted on the perception of messages and how they affect consumers, more research is needed on how buyers develop an attitude towards an advertising message and how this attitude affects purchase intention. Trust in advertisement (TIA) consists of beliefs about the reliability of the advertisement and the willingness to act according to the information conveyed. In this context, TIA includes a behavioural intention such as a willingness to trust the advertisement rather than an actual behaviour such as trusting the advertisement (Soh, Reid, & King, 2009). The determination of consumer ethnocentrism, cosmopolitanism and xenocentrism in the evaluations of consumers for products (Watson & Wright, 2000; Moon & Jain, 2002; Verlegh, 2007; Mueller & Broderick, 2010; Balabanis & Diamantopoulos, 2016) also provides essential information in the development of effective strategies. Beyond all these, it can be stated that revealing the relationships of all components with each other to encourage purchasing behaviour has strategic importance in determining the perceptions towards brands.

Based on all these explanations, in this study, the theoretical framework of the concepts of brand origin, attitudes towards brand, TIA, consumer ethnocentrism (CEI), consumer cosmopolitanism (CCOS,) and consumer xenocentrism (C-XEN) has been revealed. Also, the analyses conducted with the data obtained from the participants and the findings of these analyses are included in the methodology part. In the conclusion and discussion, the interpretation of the findings and suggestions are mentioned.

## 2. Conceptual Framework

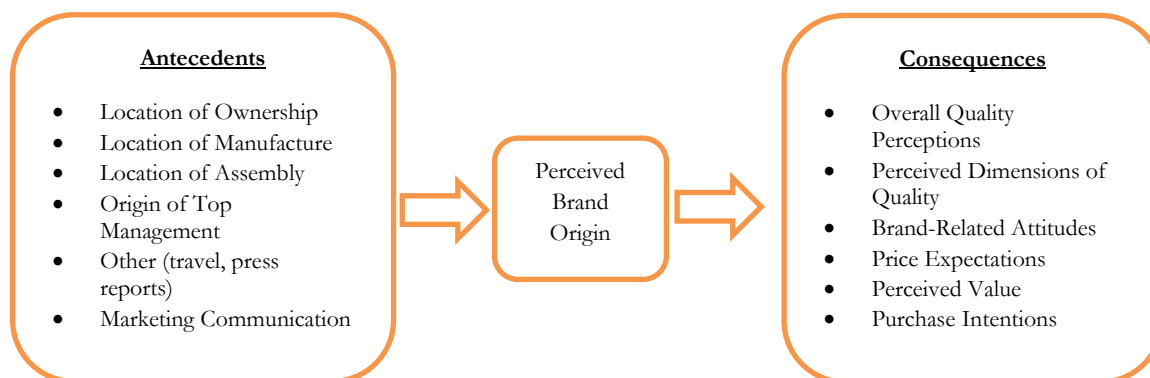
### 2.1. Brand Origin

Research on the origins of products and brands is vital for international marketing activities. Studies conducted on the origins of goods or services are generally defined as research that examines customer evaluations and purchase intentions or potential selection behaviours related to offers that are influenced or originate from host countries or regions (Samiee & Chabowski, 2021). In particular, the implementation of global policies makes it possible for consumers to closely follow all the developments in the world in today's modern marketing environment. The crises, economic fluctuations or many similar situations experienced by the countries can positively or negatively affect the perception of consumers towards the relevant country, the products and brands produced in this country. Due to this effect, the intention of consumers to pay high prices may increase or decrease.

Since the place of production of many brands is not the country on the label, it is stated that the use of "brand origin" rather than the concept of "country of origin" is more inclusive. Whereas the actual position of the brand is important in the country of origin, what more important in brand origin is the perceived position (Thakor & Lavack, Effect of perceived brand origin associations on consumer perceptions of quality, 2003). Brand origin is the place, region or country perceived by the target consumers of a brand (Thakor & Kohli, 1996). It offers corporate support to branding activities such as planning, designing, and marketing that guide and influence practices in production facilities. For this reason, the contribution of brand origin to the identity and image of brands also includes an assessment of the overall quality of the relevant corporate environment (Chen, Wright, Gao, Liu, & Mather, 2021).

Samiee, Shimp and Sharma (2005) made significant contributions to the literature in brand origin. As a result of the studies carried out from the past to the present, researchers assume that consumers have information about brand origins and that this information is a significant influence that guides the judgments of product quality, brand attitudes and choice intentions in the market. However, this information is actually relatively insufficient. Besides this, the study conducted in the USA with 84 brands includes a scale called Brand Origin Recognition Accuracy (BORA). The purpose of the scale is to measure the ability of participants to recognize the origins of brands. As a result of the study, it was found that consumer characteristics are an important factor in recognition of brand origin.

Thakor and Lavack (2003) showed that -similar to the perception of brand quality- perceptions of brand origin are also affected by the country where the corporate ownership takes place. In addition, this study presented a model of brand origin antecedents and consequences, along with findings to examine how brand origin information affects consumers (Figure 1).



**Figure 1.** A model of the antecedents and consequences of brand origin

Source: Thakor and Lavack, 2003, p.18.

In the study carried out by Koçak and Bayraktar (2019), 840 Egyptian consumers were tested to correctly identify the origins of 12 Turkish brands operating in their countries. In the result of the research, Ülker, İstikbal and Paşabahçe brands were identified as the brands whose origins are known at the highest level. Günel (2020) surveyed 360 employees in health care businesses operating in Istanbul to measure the effects of brand origin awareness on consumer purchasing behaviour and concluded that brand origin awareness positively affects consumer behaviour.

## 2.2. Attitudes towards Advertisement and Trust in Advertisement

Advertising is a vital positioning tool in today's marketing world, in traditional and non-traditional channels created with different budgets, in various times and environments, and created to influence the target audience. The presentation and promotion of ideas, goods, or services by a particular sponsor (company) for a particular payment are expressed as advertising. The estimated worldwide spending for advertising is nearly \$545 billion (Kotler, Armstrong, & Opresnik, 2018). In creating an advertising campaign, the hierarchy of effects and means-end theory play an important role in developing credible promotional activities. The hierarchy of effects model helps reveal the objectives of an advertising campaign. These purposes are; (a) awareness, (b) knowledge, (c) liking, (d) preference, (e) conviction and (f) the actual purchase. On the other hand, the means-end chain suggests that the advertisement should contain messages or means to bring the customer to the desired end state (Clow & Baack, 2018).

Advertisers and company managers focus on developing a positive attitude towards goods and services, reassuring customers, and creating loyal customers are among the sensitive issues. According to Kotler and Keller (2016), attitude is defined as one's favourable or unfavourable evaluations, feelings, and actions against a particular object or idea. Consumers' purchasing tendencies are affected by their attitudes towards products (Bredahl, 2001). At the same time, attitudes towards advertising or product placement can also affect the consumers' purchasing tendencies (Başgöze & Kazancı, 2014). Başgöze and Kazancı (2014) found that consumers' attitudes towards advertisement significantly and positively affect their purchasing tendency. Similarly, Yağcı and İlarlan (2010) also found that advertisements positively affect purchasing.

Trust is an important component for many brands. Consumers are more inclined to choose brands they can trust and believe they are being treated honestly. In this sense, advertising is among the most effective promotional tools in developing brand image, building consumer trust, and persuading the consumer. Messages intended to be given in advertisements can significantly affect consumers' perceptions of products. Consumers who receive the messages in the advertisement are persuaded to buy and trust the brand only if they believe in them. Feelings of trust and doubt play critical roles in protecting consumers from being deceived. Since it is assumed that individuals try to understand the persuasion

intention of the advertisements, during the advertising process, a sense of doubt may arise, and individuals may doubt the sincerity of the advertisements (Ergeç, 2009).

The concept of TIA has been discussed many times. TIA is conceptualized as the consumer's confidence that the advertisement is a reliable source of good/service information and one's willingness to act on the information conveyed by the advertisement (Soh et al., 2009). Obermiller and Spangenberg (1998) found that low persuasion knowledge leads to high advertising scepticism. Beltramini (1988) developed a scale to determine the reliability of advertising, and this scale shed light on many studies on the subject. In the study conducted by Soh et al. (2009), a structure in which trust in advertising has four different components has been proposed. These components are reliability, usefulness, affect, and willingness to rely on. For this reason, the structure of TIA should be built around these four components.

### 2.3. Ethnocentrism

Before addressing the concept of consumer ethnocentrism, it might be better to focus on ethnocentrism. The term 'ethnocentrism' was first introduced by Sumner (1906), describing how people see their own group as the centre of everything, rating and scaling other groups according to this centre.

The concept of consumer ethnocentrism was first introduced by Shimp and Sharma (1987) as "*the beliefs held by consumers about the appropriateness, indeed morality, of purchasing foreign-made products.*" (p. 280). Although highly ethnocentric consumers have economic worries about their own countries' economic situations, buying foreign products is a moral problem for them. This may lead them to purchase domestic products even if the quality of foreign ones is higher (Sharma, Shimp, & Shin, 1995). However, people in developed countries are unreasonably inclined to evaluate domestic products favourably over foreign ones (Moon & Jain, 2002).

Consumer ethnocentrism in consumer behaviour linked with different topics has been well documented. Consumer ethnocentrism is a widely studied field, along with brand, national identity, attitudes, products, and national economies. In the early literature, being more ethnocentric, consumers' beliefs and attitudes are getting be negative towards foreign products and brands (Watson & Wright, 2000; Moon & Jain, 2002), even if the foreign brands are superior to domestic ones (Supphellen & Rittenburg, 2001). When ethnocentric consumers evaluate foreign products, this evaluation is negatively affected by consumer ethnocentrism rather than national identification (Verlegh, 2007). On the other hand, consumers from developing countries like China, Taiwan, and India were found as more ethnocentric than developed countries (Pereira, Hsu, & Kundu, 2002).

Moreover, Durvasula and Lyonski (2006) found that consumers tend to be more ethnocentric when the degree of perceived economic threat is high. Balabanis, Diamantopoulos, Mueller and Melewar (2001) investigated the impact of nationalism, patriotism, and internationalism on consumer ethnocentrism in Turkey and the Czech Republic. The results show that Turkish ethnocentric consumers are fuelled by patriotism while Czech ethnocentric consumers by nationalism.

However, consumers' (highly ethnocentric) negative attitudes toward foreign products may not always be valid, and the situation can be changed depending on the product's origin. Therefore, in some cases, consumers may prefer foreign products over domestic ones (Balabanis & Diamantopoulos, 2004). At this point, we can talk about the country-of-origin effect that might be effective over consumer ethnocentrism.

### 2.4. Cosmopolitanism

Cosmopolitanism stresses the open-minded attitude toward foreign countries and cultures, accepts the variety of products from different national and cultural origins, and cosmopolite people intend to consume products from foreign countries (Riefler, Diamantopoulos, & Siguaw, 2012). Cosmopolitanism was first introduced by Merton (1957) in his sociological work to express the tendency of individuals (cosmopolitans) to orient themselves outside the confines of her/his local community (Makrides, Kvasova, Thrassou, Hadjielias, & Ferraris, 2021). In a modern sense, cosmopolitans think of themselves beyond their nations and citizens and have a transnational frame of reference (Riefler et al., 2012).

Thompson and Tambyah (1999a) considered cosmopolitanism as cultural orientation, consumption, and lifestyle arising from the rapid socio-cultural and economic intricacies of globalization.

The concept of cosmopolitan consumer does not bind consumption behaviours to a specific culture, local framework, or group; It describes individuals who are open to and willing to try products and services from various countries to transcend existing boundaries beyond local culture (Riefler et al., 2012). Leyv, Beechler, Taylor & Boyacıgiller (2007) state that cosmopolitan consumers have an open and unprejudiced stance and are not merely outward-oriented. In addition, Featherstone (2002) considers cosmopolitan consumers are open to new experiences and learning and complaisant to diversity derived from products belonging to different nations and cultural origins.

Since cosmopolitan consumers like other cultures and are more inclined to have new experiences (Riefler et al., 2012), they are not expected to be stand-off foreign cultures, hyper-nationalist, or archconservative (Cannon & Yaprak, 2002). On the other hand, they might have a positive intention to buy foreign and domestic products if this buying gives them authenticity (Cannon & Yaprak, 2011).

There are two views on how to measure and should be constructed consumer cosmopolitanism. The first view argues that cosmopolitan consumers, who are positively disposed toward foreign products and appreciate diversity, do not have prejudice towards other cultures that they express their authentic manifestations. The second view states that cosmopolitans show less allegiance to any particular community and have universal desires so that they are more global than local, even if they hold both ideas of being local and global (Prince, Yaprak, & Palihawadana, 2019). Therefore, cosmopolitan consumers may show dispositions to be cosmopolitan to express their authentic manifestations and open-mindedness, or they show this tendency because they have lesser faithfulness towards any particular community and universal aspirations.

## 2.5. Xenocentrism

The word xenocentrism comes from the Greek noun Xenos meaning 'stranger, guest, and foreigner' (Cornog, 2010). Kent and Burnight (1951) stated that xenocentrism could be a counter-concept to ethnocentrism, and based on Sumner's definition of ethnocentrism, they defined xenocentrism as *"a view of things in which a group other than one's own is the centre of everything, and all others, including one's own group, are scaled and rated with reference to it"* (p. 256). Later, Eshleman, Cashion and Basirico (1993) gave another definition of xenocentrism as *"the belief that what is foreign is best, that one's own lifestyle, products, or ideas are inferior to those of others"* (p. 109).

Considering these definitions, it is not wrong to define consumer xenocentrism as being more favourable towards other countries' products. Just as ethnocentric consumers do not tend to use foreign products, xenocentric consumers may not be inclined to use domestic products. However, this does not mean pure rejection. Balabanis and Diamantopoulos (2016) argued that consumer xenocentrism appears in the form of perceptions of inferiority rather than a pure rejection. Therefore, xenocentric consumers consume foreign products to feel superior to themselves from their ingroups.

Although consumer cosmopolitanism and consumer xenocentrism are seemed similar to each other, they are quite different. While consumer cosmopolitanism is formed by local and foreign loyalties (Riefler et al., 2012), xenocentric consumers prefer products from foreign countries rather than domestic ones and compare those products with foreign products but not their own (Mueller & Broderick, 2010). Hence, cosmopolite consumers are more open-minded towards foreign and local products, while xenocentric consumers are biased toward local products and avoid using them.

There are two dimensions of consumer xenocentrism: perceived inferiority and social aggrandizement (Diamantopoulos, Davydova, & Arslanagic-Kalajdzic, 2019). Balabanis and Diamantopoulos (2016) defined perceived inferiority as *"a tendency to denigrate, undervalue, and fail to appreciate domestic products and brands"* (p. 61). Xenocentric consumers believe that their home countries' products are inferior to products from foreign countries because those consumers perceive other countries are more superior to their home countries (Diamantopoulos et al., 2019). Therefore, this perception led them not to consume their home countries' products and overvalue foreign countries' products. At this point, Balabanis and Diamantopoulos (2016) defined *social aggrandizement* as "the emphasis placed on the symbolic value of

foreign products as way of enhancing perceived social status" (p. 62). Xenocentric consumers look for alternative products from foreign countries, giving them a feeling of higher status (Diamantopoulos et al., 2019). Consequently, those consumers regard their home countries' products as inferior and foreign ones as attractive because they believe those countries are superior to their own.

### 3. Literature Review and Hypothesis Development

Brand origin and consumer ethnocentrism are the factors that international and local brands should consider when creating their marketing strategies (Vuong & Khanh Giao, 2020; Lee & Childs, 2021). When the studies carried out in the literature are examined, it is seen that the studies examining consumer ethnocentrism as a moderator are limited.

Alonso Garcia, Chelminski and González Hernández (2013) examined the effects of the communication language used in advertisements for Mexican consumers. As a result of the quantitative research conducted among undergraduate students, it was found that using an English slogan in the advertisement of a local brand creates less positive ATA and brand trust compared to an advertisement using only Spanish. These findings highlight the importance of appealing to national feelings, linguistic elements, and consumer ethnocentrism when advertising local brands. Puzakova, Kwak and Andras (2010) revealed in their study that consumers with a high level of ethnocentric inclination notice foreign products in movies, and they perceive these product placements negatively. In addition, within the scope of the study, it has been seen that mass media and marketing communication efforts have a moderator role in the effect of ethnocentrism on the frequency of purchasing foreign products. Moon and Jain (2002) found that consumer ethnocentrism has a negative effect on international advertisements while the perception of country of origin has a positive effect.

Reardon, Miller, Vida and Kim (2005) addressed Kazakhstan and Slovenia, transitional economies from a centralized economy to a free market economy. In this study, ethnocentrism results in negative ATA for Kazakhstan but not Slovenia. Consumer ethnocentrism has not directly affected the formation of brand attitude, but only indirectly through the ATA, due to the less experience of imports and foreign products in Kazakhstan. On the other hand, Slovenia's effect of ethnocentrism on the formation of brand attitude has been observed directly and indirectly through ATA. As the reason for this situation for Slovenia, it was stated that the experience with foreign products and the prolonged exposure to Western advertising styles reduce ethnocentrism.

In the light of the above, it is seen that brand origin and consumer ethnocentrism have effects on purchasing decisions and ATA. In this study, we expect that the level of consumer ethnocentrism will moderate the relationship between brand origin and ATA. Therefore, we hypothesized that:

H<sub>1</sub>: Brand origin will interact with consumers' ethnocentrism level to influence consumers' TIA and ATA. Consumers with high-level ethnocentrism will exhibit a more positive attitude and trust when the brand origin is emphasized as Turkey in the advertisement.

Xenocentrism is another essential determinant for understanding consumers' sociological motives. Xenocentric consumers believe foreign products are better than their own country's products (Balabanis & Diamantopoulos, 2016; Diamantopoulos et al., 2019). According to Mueller and Broderick (2010), these consumers' beliefs and/or biases are often caused by individuals' concerns about social status and thoughts that foreign countries are more modern than their own countries. Studies have found that consumer xenocentrism is positively associated with the evaluation of the product (Kala & Chaubey, 2016), risk avoidance (Kisawike, 2015), consumer cosmopolitanism (Prince, Davies, & Palihawadana, 2016), the intention of buying foreign products (Camacho, Salazar-Concha, & Ramírez-Correa, 2020; Rettanai Kannan, 2020). Furthermore, literature has shown that consumers with high-level xenocentrism show not only favourable attitudes toward foreign products but also positive purchase intentions toward the foreign product (Rojas-Méndez, & Chapa, 2020; Diamantopoulos et al., 2019; Zeugner-Roth, Žabkar, & Diamantopoulos, 2015). Most research on consumer xenocentrism has been focused on determining antecedents and consequences of consumer xenocentrism. However, this study will address consumer

xenocentrism as a moderator variable. According to Mueller, Xun Wang, Liu & Chi Cui (2015), consumers with high-level xenocentrism prefer foreign products even if domestic products are of better quality and more functional. This finding indicates that consumers with high-level xenocentrism trust foreign brands more than domestic ones. Therefore, we hypothesized that:

H<sub>2</sub>: Brand origin will interact with consumers' xenocentrism level to influence consumers' TIA and ATA. Consumers with high-level xenocentrism will exhibit a more positive attitude and trust when the brand origin is emphasized as France in the advertising.

As mentioned earlier, cosmopolitan consumers are more knowledgeable about the origin of brands than non-cosmopolites as they are more open-minded about the world outside and not bound by one specific culture (Yeğenoğlu, 2005; Laroche, Zhang, & Sambath, 2017). Consequently, the brand origin plays an important role in consumers' cosmopolitanism level. Therefore, we expect that brand origin and consumers' cosmopolitanism level will interact with each other.

On the other hand, compared to earlier, people are now more aware of the world through media outlets and information channels (Craig & Douglas, 2006). Because advertising activities are also a media tool, it helps people to be aware of the worldwide known brands quicker. MacKanzie and Lutz (1989) stated that advertising could be regarded as a predictor of consumers' behaviour. In addition, Alden, Steenkamp, and Batra (1999) report that cosmopolitan consumers are inclined to espouse foreign products, advertising messages, and promotions generated by companies' global strategies. On the other side, consumer TIA is also important, as well as consumer attitudes towards advertisement. Soh et al. (2009) argued that advertisements convey the information they offer most functionally through consumers' trust in these advertisements. Therefore, because the advertisement belongs to a foreign country's product, cosmopolitan consumers may receive the information undoubtfully that the advertisement conveys and have trust in it. For this reason, we expect consumers with high-level cosmopolitanism will have a positive attitude and trust when the brand origin is emphasized as France in the advertising.

Considering all this information mentioned above, we hypothesized that:

H<sub>3</sub>: Brand origin will interact with consumers' cosmopolitanism level to influence consumers' TIA and ATA. Consumers with high-level cosmopolitanism will exhibit a more positive attitude and trust when the brand origin is emphasized as France in the advertising.

### 3. Methodology

To examine the potential effects of consumer ethnocentrism, xenocentrism, cosmopolitanism and brand origin on consumer ATA/TIA, we conducted an experiment with a 2 (brand origin: France/Turkey) x 2 (consumer ethnocentrism: low/high; consumer xenocentrism: low/high; consumer cosmopolitanism: low/high) between-subject design was employed.

Permission for this study was obtained from the Ethics Committee of Economics and Administrative Faculty with the decision number 15/67 at the meeting dated 21/12/2021. In this study, the rules specified within the Higher Education Institutions Scientific Research and Publication Ethics Directive were followed.

#### 3.1. Participants

A total of 237 undergraduate students took part in the study. There are some obvious practical reasons for involving students in this study. Firstly, choosing students as subjects helped us control various demographic characteristics (e.g., education, age, and occupation). Secondly, a high response rate was ensured as students were readily available on college campuses.

As can be seen in Table 1, the gender of the participants is homogeneously distributed among the conditions (France/Turkey). The sample is composed of 114 females and 123 males (SD=0.0322). Most participants are between the ages of 20 and 22 (66%).

**Table 1.** Distributions of gender and age across conditions

Gender	Conditions				Total
	France		Turkey		
Female	53	46%	61	54%	114 (48%)
Male	55	45%	68	55%	123 (52%)
<b>Total (sub-conditions)</b>	108	46%	129	54%	237

Age	Conditions				Total
	France		Turkey		
17-19	16	38%	26	62%	42 (17%)
20-22	73	46%	85	54%	158 (66%)
23-25	14	45%	17	55%	31 (13%)
26+	5	83%	1	17%	6 (2.5%)
<b>Total</b>	108	45%	129	55%	237

### 3.2. Pre-test

A pre-test with another 56 undergraduate students helped determine which brand origin was used as stimuli. They were asked to answer the open question: when it comes to cosmetics, which country comes to your mind? The results indicated that 64.3% of participants mentioned France. Therefore, France and Turkey (the participants' countries) were selected as the brand origin used as the stimuli.

### 3.3. Stimuli

Two versions of an advertisement for a hand cream were created (see Appendix 1). Among cosmetic products, hand cream was chosen because it is a unisex product. In the advertisement, a fictitious brand name resembling associations with neither France nor Turkey was generated to eliminate any potential confounding effect due to recent brand attitude. Besides, we included brand origin manipulation. In the first advertisement, a text about the brand emphasized that the hand cream originated from France, while in the second advertisement, hand cream originated from Turkey.

### 3.4. Procedure

Participants were randomly assigned to either France origin or Turkey origin conditions. They participated in our survey using a paper-pencil survey method. Before the experiment, they read a study's objectives and procedures and checked the "agree to participate" box. Upon starting the survey, participants first completed a questionnaire about consumer ethnocentrism, cosmopolitanism, and xenocentrism. Afterwards, participants were exposed to one of the two advertisements. After they viewed the advertisements, they answered the questions about TIA and ATA. Additionally, they responded to basic demographics (age and gender). Finally, we thanked and debriefed the participants. The entire procedure took approximately ten minutes to complete.

To predict consumer TIA and ATA by the help of their level of ethnocentrism, xenocentrism, and cosmopolitanism, these continuous variables were divided into two groups using a median split: consumers with high-level ethnocentrism, xenocentrism and cosmopolitanism and consumers with low-level ethnocentrism, xenocentrism, and cosmopolitanism. The mean score of respondents higher than the median was placed in the high-level group, and those lower than the median were placed in the low-level group.

### 3.5. Measures

*Attitude towards advertisement* was measured by a three-item, seven-point semantic differential scale adopted from Mackenzie and Lutz's (1989) study. The three-item scale was reliable (Cronbach's  $\alpha = .86$ ). A factor analysis confirmed that all three items demonstrated a unidimensional construct (68.08% of the variance explained; eigenvalue = 2.373).

*Trust in advertisement* was measured with a ten-item semantic differential scale adopted from Beltramini (1988). The ten-item scale was reliable (Cronbach's  $\alpha = .92$ ). A factor analysis confirmed that each item loaded on a single factor (56.8% of the variance explained; eigenvalue = 5.68).



*Consumer ethnocentrism* was measured by Verlegh's (2007) five-item scale modified version of Shimp and Sharma's (1987) CETSCALE. The five-item scale was reliable (Cronbach's  $\alpha = .795$ ). As a result of the factor analysis, one item, "Even if I had to pay more, I would rather buy another country's product," was excluded because it did not display sufficient commitment to the relevant dimension. After extracting this item, other items loaded on a single factor (52.96% of the variance explained; eigenvalue = 2.56).

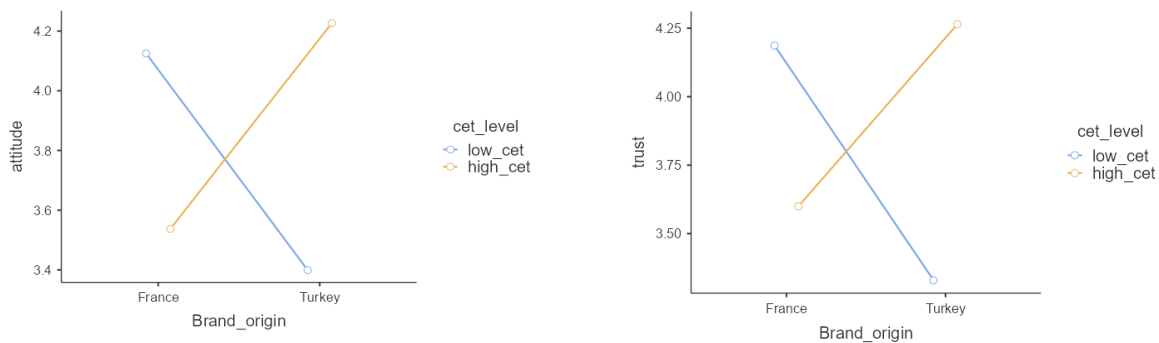
*Consumer xenocentrism* was measured by using a five-item scale developed by Balabanis and Diamantopoulos (2016). The five-item scale was reliable (Cronbach's  $\alpha = .801$ ). The factor analysis confirmed that the scale consists of a two-factor structure. When the first factor (perceived inferiority) explained 33.53% of the variance (eigenvalue = 3.829), the second factor (social aggrandizement) explained 16.53% of the variance explained (eigenvalue = 2.146). The entire structure explained 50.06% of the total variance.

*Consumer cosmopolitanism* was measured with a six-item scale developed by Cleveland and Laroche (2007). As a result of the factor and reliability analyses, one item, "I am interested in learning more about people who live in other countries," was excluded because it did not display sufficient commitment to the relevant dimension and reduced variances between each item. Excluding the item, a five-item scale was reliable (Cronbach's  $\alpha = .919$ ) and loaded on a single factor (70.11% of the variance explained; eigenvalue = 3.8).

All scales were modified and adapted into Turkish by bilingual experts using back translation methods to ensure consistency.

## 5. Results

To test the first hypothesis, a 2 (brand origin: France vs. Turkey) x 2 (consumers' ethnocentrism: low vs. high) factorial analysis of variance was conducted. Results showed that consumers' ethnocentrism level had no significant main effects on consumer TIA ( $F_{(1, 233)} = 1.080, p > .05, \eta^2 p = .00$ ) and ATA ( $F_{(1, 233)} = .396, p > .05, \eta^2 p = .00$ ). Similarly, brand origin had no significant main effects on consumer TIA ( $F_{(1, 233)} = .329, p > .05, \eta^2 p = .00$ ) and ATA ( $F_{(1, 233)} = .009, p > .05, \eta^2 p = .00$ ). However, as indicated in the figure one, the interaction effect between consumers' ethnocentrism level and brand origin was significant in predicting consumer TIA ( $F_{(1, 233)} = 20.611, p < .001, \eta^2 p = .08$ ) and ATA ( $F_{(1, 233)} = 13.867, p < .001, \eta^2 p = .05$ ). So **H<sub>1</sub> was supported**.

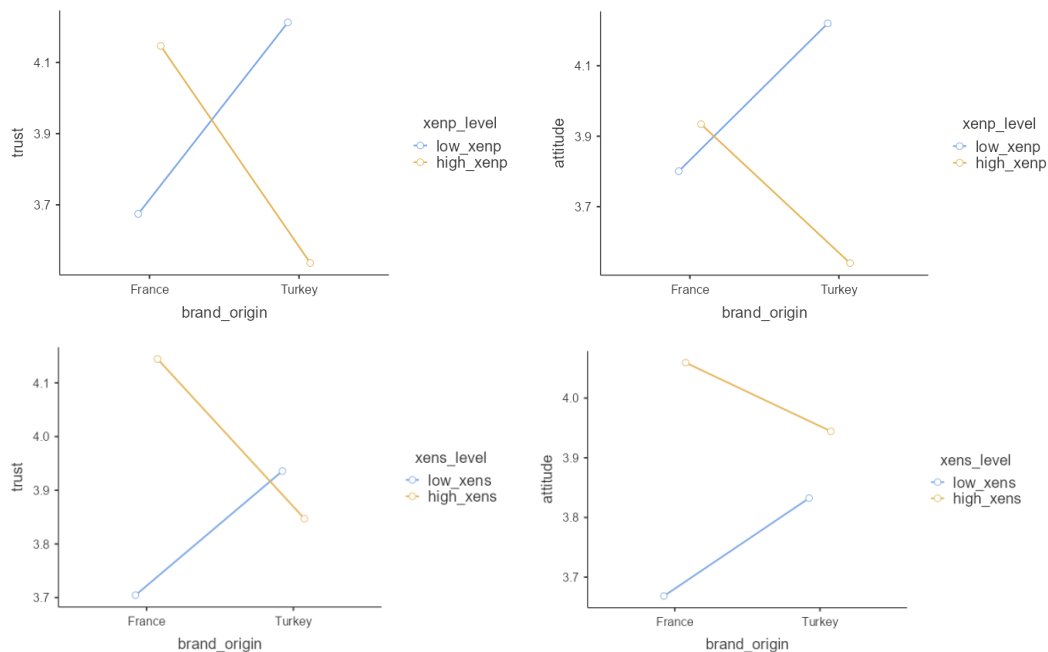


**Figure 2.** Interaction effect (consumers' ethnocentrism x brand origin)

Post-hoc test was performed to reveal which groups' means differences cause this interaction effect. According to Post-hoc test, three important results were obtained. Firstly, consumers with high-level ethnocentrism exposed to the advertisement that emphasized Turkey origin had greater TIA ( $M_{high/Turkey} = 4.26, M_{high/France} = 3.60; t(233) = 2.817, p < .05$ ) and more favourable ATA ( $M_{high/Turkey} = 4.23, M_{high/France} = 3.54; t(233) = 2.577, p < .05$ ) than those exposed to the advertisement that emphasized France origin. Secondly, consumers with low-level ethnocentrism exposed to the advertisement that emphasized France origin had greater TIA ( $M_{low/France} = 4.19, M_{low/Turkey} = 3.33; t(233) = 3.600, p < .05$ ) and more favourable ATA ( $M_{low/France} = 4.13, M_{low/Turkey} = 3.40; t(233) = 2.689, p < .05$ ) than those exposed to the advertisement that emphasized Turkey origin. Thirdly, consumers with high-level ethnocentrism exposed to the

advertisement that emphasized Turkey origin had greater TIA ( $M_{\text{high}/\text{Turkey}} = 4.26$ ,  $M_{\text{low}/\text{Turkey}} = 3.33$ ;  $t(233) = 4.114$ ,  $p < .05$ ) and more favourable ATA ( $M_{\text{high}/\text{Turkey}} = 4.23$ ,  $M_{\text{low}/\text{Turkey}} = 3.40$ ;  $t(233) = 3.210$ ,  $p < .05$ ) than consumers with low-level ethnocentrism exposed to the advertisement emphasizing Turkey origin.

To examine the second hypothesis, a 2 (brand origin: France vs. Turkey) x 2 (consumers' xenocentrism: low vs. high) factorial analysis of variance was conducted. Because the concept of consumer xenocentrism is composed of two dimensions (Perceived inferiority/ Social aggrandizement), two stages were followed for examining the effect of consumers' xenocentrism on TIA and ATA. First stage's results indicated that consumers' perceived inferiority level had no significant main effects on consumer TIA ( $F_{(1,233)} = .3610$ ,  $p > .05$ ,  $\eta^2p = .00$ ) and ATA ( $F_{(1,233)} = 2.056$ ,  $p > .05$ ,  $\eta^2p = .00$ ). Similarly, brand origin had no significant main effects on consumer TIA ( $F_{(1,233)} = .0451$ ,  $p > .05$ ,  $\eta^2p = .00$ ) and ATA ( $F_{(1,233)} = .004$ ,  $p > .05$ ,  $\eta^2p = .00$ ). According to the figure two, however, the interaction effect between consumers' perceived inferiority level and brand origin was significant in predicting consumer TIA ( $F_{(1,233)} = 20.611$ ,  $p < .001$ ,  $\eta^2p = .04$ ) and ATA ( $F_{(1,233)} = 13.867$ ,  $p < .05$ ,  $\eta^2p = .01$ ). Second stage's results showed that neither the main effect of consumers' social aggrandizement level (trust:  $F_{(1,233)} = 1.0397$ ,  $p > .05$ ,  $\eta^2p = .00$ ; attitude:  $F_{(1,233)} = 1.7049$ ,  $p > .05$ ,  $\eta^2p = .00$ ) nor the main effect of brand origin (trust:  $F_{(1,233)} = .0639$ ,  $p > .05$ ,  $\eta^2p = .00$ ; attitude:  $F_{(1,233)} = .0162$ ,  $p > .05$ ,  $\eta^2p = .00$ ) was significant. The interaction effect between consumers' social aggrandizement level and brand origin was not significant (trust:  $F_{(1,233)} = 2.3542$ ,  $p > .05$ ,  $\eta^2p = .01$ ; attitude:  $F_{(1,233)} = .5242$ ,  $p > .05$ ,  $\eta^2p = .00$ ). So, **H<sub>2</sub> was partially supported.**



**Figure 3.** Interaction effect (consumers' xenocentrism x brand origin)

H<sub>2</sub> posits that consumers with high-level perceived inferiority exposed to the advertisement that emphasized France origin had greater TIA ( $M_{\text{high}/\text{France}} = 4.15$ ,  $M_{\text{high}/\text{Turkey}} = 3.54$ ;  $t(233) = 2.604$ ,  $p < .05$ ) than those exposed to the advertisement that emphasized Turkey origin. Consumers with low-level perceived inferiority exposed to the advertisement that emphasized Turkey origin had greater TIA ( $M_{\text{low}/\text{Turkey}} = 4.21$ ,  $M_{\text{high}/\text{Turkey}} = 3.54$ ;  $t(233) = 2.965$ ,  $p < .05$ ) and more favourable ATA ( $M_{\text{low}/\text{Turkey}} = 4.22$ ,  $M_{\text{high}/\text{Turkey}} = 3.54$ ;  $t(233) = 2.651$ ,  $p < .05$ ) than consumers with high-level perceived inferiority exposed to the advertisement that emphasized Turkey origin.

To test the third hypothesis, a 2 (brand origin: France vs. Turkey) x 2 (consumer cosmopolitanism: low vs. high) factorial analysis of variance was conducted. Results showed that both the main effect of brand

origin and consumer cosmopolitanism on TIA (brand origin:  $F_{(1,233)} = .0529$ ,  $p > .05$ ,  $\eta^2p = .00$ ; consumer cosmopolitanism:  $F_{(1,233)} = .3536$ ,  $p > .05$ ,  $\eta^2p = .00$ ) and ATA (brand origin:  $F_{(1,233)} = .0444$ ,  $p > .05$ ,  $\eta^2p = .00$ ; consumer cosmopolitanism:  $F_{(1,233)} = .0373$ ,  $p > .05$ ,  $\eta^2p = .00$ ) were not significant. Similarly, the interaction effect (brand origin x consumer cosmopolitanism) was not significant (trust:  $F_{(1,233)} = .0364$ ,  $p > .05$ ,  $\eta^2p = .00$ ; attitude:  $F_{(1,233)} = 1.1196$ ,  $p > .05$ ,  $\eta^2p = .00$ ). Thus, **H<sub>3</sub> failed to receive support.**

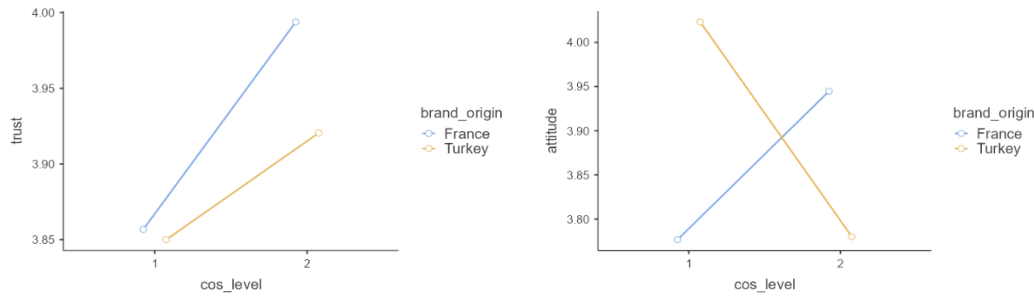


Figure 4. Interaction effect (consumer cosmopolitanism x brand origin)

## 6. Discussion and Conclusion

This present research makes significant contributions in several respects. First, it gives tips about consumer TIA and ATA. It also provides valuable insight into the potential uses of brand origin, consumer ethnocentrism, xenocentrism, and cosmopolitanism to promote a product.

Results underline that consumers' ethnocentrism level plays an essential role in moderating the relationship between brand origin and TIA&ATA. The interaction effect between consumers' ethnocentrism level and brand origin propose that the effectiveness of the advertising would be enhanced when the brand origin emphasizing the consumer's own country is oriented to consumers with a high-level ethnocentrism level. Furthermore, the specific interaction pattern in the Turkey origin condition indicated that consumers with high-level ethnocentrism had great TIA and more favourable ATA, whereas those with low-level ethnocentrism had less TIA and less favourable ATA. These results are in line with previous studies establishing that consumer ethnocentrism can be effective in consumers' attitudes and purchase intentions (Herche, 1992; Shoham, 2003; Yelkur, Chakrabarty, & Bandyopadhyay, 2006).

Results also demonstrate that among the dimension of consumers' xenocentrism, only perceived inferiority interacted with the brand origin, and this interaction effect influenced TIA&ATA. Specifically, for consumers with high-level perceived inferiority, the advertisement emphasizing France origin led to greater TIA and more favourable ATA than consumers with low-level perceived inferiority. Besides, when examining the Turkey origin conditions, consumers with low-level perceived inferiority had greater TIA and more favourable ATA than consumers with high-level perceived inferiority. This finding is partially consistent with prior studies, which proposed that consumers with high-level perceived inferiority display negative attitudes towards brand of their home country (Cleveland & Laroche, 2007; Diamantopoulos et al., 2019; Camacho et al., 2020). However, the interaction effect between consumers' social aggrandizement level and brand origin was not significant. The possible reason behind this result might be that we offered fictitious brand advertisements to subjects. Nevertheless, the concept of social aggrandizement is defined as an emphasis on the symbolic value of foreign products for increasing perceived social status (Balabanis & Diamantopoulos, 2016; Diamantopoulos et al., 2019). Thus, subjects could not perceive social status because our fictitious brand does not have a symbolic value.

Interestingly, the expected interaction between brand origin and consumers' cosmopolitanism level was found in neither France origin condition nor Turkey origin condition. Although some research has demonstrated that cosmopolitan consumers tend to display favourable attitudes and purchase intentions toward foreign goods and brands (Cleveland, Laroche, & Papadopoulos, 2009; Purwanto, 2016), others have shown that cosmopolitan consumers prefer both global and local brands (Thompson & Tambyah,

1999b; Cannon & Yaprak, 2002). Therefore, consumers' cosmopolitanism level might not be a significant factor in interacting with brand origin.

This research has several limitations. First, the sample of this study was limited to young consumers. Future research should include older consumers. Replicating this study with various demographic factors would confirm the findings. A second limitation is that we used only hand cream as a cosmetic product in our advertisement; different product categories can also be considered stimuli tools.

Additionally, this research indicated ambiguous results. Consumers' ethnocentrism and perceived inferiority interact with the brand origin, and this interaction significantly affects TIA and ATA. However, neither consumer social aggrandizement nor consumer cosmopolitanism has an interaction with brand origin. This interaction effect was not a significant predictor of determining TIA and ATA. The results suggest that there is a need to investigate the role of consumers' cosmopolitanism and xenocentrism in future research.

These results have essential contributions in terms of managerial and theoretical. Our study sheds light on the interaction effect of consumers' ethnocentrism, xenocentrism, and cosmopolitanism. While most of the previous research focused on purchase intention as a dependent variable (Wei, 2008; Renko, Crnjak Karanović, & Matic, 2012; Camacho, Salazar-Concha, & Ramírez-Correa, 2020; Srivastava, Gupta, & Rana, 2021) TIA and ATA as a dependent variable were addressed in this study. There are several managerial implications of our research as well. First, this study's result may help firms develop an effective promotion campaign for their target audience. According to our results, managers also make their brands more trustful and adorable by using brand origin and consumers' ethnocentrism and perceived inferiority.

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## Appendix 1.



**Arařtırmacıların Katkı Oran Beyanı / Contribution of Authors**

Yazarların alıřmadaki katkı oranları %33.3/%33.3/%33.3 řeklinde dir.  
The authors' contribution rates in the study are %33.3/%33.3/%33.3 form.

**ıkar atıřması Beyanı / Conflict of Interest**

alıřmada herhangi bir kurum veya kiři ile ıkar atıřması bulunmamaktadır.  
There is no conflict of interest with any institution or person in the study.

**İntihal Politikası Beyanı / Plagiarism Policy**

Bu makale İntihal programlarında taranmıř ve İntihal tespit edilmemiřtir.  
This article was scanned in Plagiarism programs and Plagiarism was not detected.

**Bilimsel Arařtırma ve Yayın Etięi Beyanı / Scientific Research and Publication Ethics Statement**

Bu alıřmada Yksekğretim Kurumları Bilimsel Arařtırma ve Yayın Etięi Ynergesi kapsamında belirtilen kurallara uyulmuřtur.  
In this study, the rules specified within the scope of the Higher Education Institutions Scientific Research and Publication Ethics Directive were followed.