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The Interplay Between Country Stereotype Dimensions and The Role of Country-Related Emotions in Shaping Consumer Behavior

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Abstract

Previous research suggests that the origin country of a product or brand evokes stereotypical perceptions of foreign brands in consumers' minds and has important implications on their behaviors and brand responses. A rich body of research has been dedicated to this area of specialty from various perspectives.

In this context, the present research studies the country-of-origin effect by applying the stereotype content model and the BIAS map. The research model investigates how different configurations of country stereotypes could influence consumer behaviors and brand responses and how country-related emotions might moderate the relationships between country stereotypes and consumer behavioral responses. A web-based between-subjects study was carried out on three Chinese social media platforms, where 373 Chinese participants measured their country stereotype perceptions, country-related emotions, and behaviors tendencies. SPSS was used to evaluate the data.

The results indicate that the competence dimension, in particular, significantly influences the perceived formation of country-related emotions, while the warmth dimension shows less significant results. The country-related emotions of contempt, admiration, and envy do not influence consumer brand responses in a statistically meaningful way. However, this does not mean that emotions do not induce behavior tendencies, but their effect is overshadowed by other variables such as brand familiarity. Overall, the present study suggests that country-related emotions do not moderate between country stereotypes and consumer behaviors; other product-related factors might exceed their impact. The findings provide both theoretical and managerial implications by showing the limitations of stereotype-induced emotions.

Keywords: stereotype content model, country-related emotions, consumer brand responses, individualism, collectivism, lay rationalism, brand familiarity

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List of Abbreviations

BA	Brand Affect
BIAS Map	Behaviors from Intergroup Affect and Stereotypes Map
BF	Brand Familiarity
COO	Country-Of-Origin
COR	Country of Research
IND	Individualism
COL	Collectivism
LR	Lay Rationalism
P_Ethni	Product Ethnicity
PC_Pref	Product-Country Preference
SCM	Stereotype Content Model
SI	Switching Intention
et al.	and others (Latin: et alii)
e.g.	for example (Latin: exempli gratia)
i.e.	that is (Latin: id est)

1. Introduction

This chapter introduces the topic and theoretical background of this master thesis. It discusses the research gaps in international marketing literature, specifically concerning the research of country-of-origin, and presents the purpose of this study. The final section of this chapter presents the structure of the whole paper.

1.1 Background

Since the late 1940s, the process of globalization has brought many cultural, economic, social, and political changes, which vastly reshaped many aspects of our daily lives. Advancement in technology dismantled national and geographical boundaries. Local, national, and regional economic activities were integrated into one global market. Technological improvement and economic globalization also increased cultural exchange and the tendency to homogenize tastes and lifestyles (Guttal, 2007).

In economics, globalization has removed trade barriers for companies and radically transformed their business activities. While the manufacturing part has been moved to developing countries to reduce production costs, the marketing activities have been carried out across borders. Globalization has given a more complex meaning to the once straightforward definition of a product's "country-of-origin," which will be discussed in the upcoming chapters.

The 1999 Revised Kyoto Convention of the World Customs Organization defined it as the *"country in which the goods have been produced or manufactured"* (World Customs Organization, 2008). This definition is practical when implementing customs tariffs and other trade-related measures, but it does not touch upon the more complex nature of country-of-origin in international economics. The global division of labor, the transformation in manufacturing and marketing process have extended the meaning of "country-of-origin" beyond the simple "made in" or "assembled in" (Maheswaran & Chen, 2009; Nebenzahl et al., 1997).

Nowadays, a product's origin country could be differentiated between the actual production locations – i.e., the design, manufacturing, and assembling – and the origin of the brand itself. Hence, a product's country-of-origin in the age of economic globalization is a multidimensional

construct, where multiple country-of-origin cues, such as price, store, color, and quality, could come into play (Nebenzahl et al., 1997; Usunier, 2006; Johnson et al., 2016). A more applicable definition of today's country-of-origin is: "*country which a consumer associates with a product or brand as being its source, regardless of where the product is produced*" (Jaffe & Nebenzahl, 2006).

For consumers, globalization has made the decision-making process more complicated, as they now have access to a massive variety of brands and products from every corner of the world. Against this background, a product's origin information provides "[...] *coherence, simplicity, and predictability in complex decision settings*" (Maheswaran, 1994). A large body of research show that country-of-origin functions as helpful guidance for consumers to evaluate brands and products (Bilkey & Nes, 1982; Han, 1989; Hong & Wyer, 1989; Johansson, 1989; Johnson et al., 2016; Liu et al., 2005; Maheswaran, 1994; Nebenzahl et al., 1997; Peterson & Jolibert, 1995; Usunier & Cestre, 2007).

The performance and quality of products from a specific country develop into country reputations over time, which could be transferred to new products. Once reputations are formed, consumers could use them to evaluate the efficacy of a product. Even though such reputation or image often emerges from inferences, personal beliefs, or just a few observations of the product (Maheswaran, 1994). Nevertheless, a favorable country-of-origin image is often reflected in correspondingly favorable product evaluations (Maheswaran, 1994; Maheswaran & Chen, 2009). For consumers, it signals potential product quality, perceived values, and risks tied with the purchase, which could influence consumer product preference and buying intentions (Johnson et al., 2016; K. P. Roth & Diamantopoulos, 2009). For this reason, COO information is always presented on product packaging, consumers also actively involve COO information in their decision-making process (Bilkey & Nes, 1982).

Besides product quality- and performance-related aspects, other non-product-related elements, such as cultural, political, historical, or economic factors, could also influence consumer's product choices and evaluations. For instance, Klein and colleagues argued that country-specific animosity, i.e., the antipathy caused by historical, social, political, or economic circumstances, could significantly and negatively influence consumers' purchasing intention (Klein et al., 1998). This theory was supported and developed by later studies (Hong & Kang, 2006; Maheswaran & Chen, 2009; K. P. Roth & Diamantopoulos, 2009). Specifically, Hong

and Kang (2006) remarked that the impact of animosity on product judgment is situational – i.e., whether certain events associated with the feelings of animosity are thought about while making a judgment; or whether the evaluated product is typically associated with the country. Such factors are external to the product or the brand itself; nevertheless, they exert specific associations to a product's origin country and influence subsequent consumer behaviors (Maheswaran & Chen, 2009).

Recent political and economic turbulences such as Brexit, the trade war between China and the USA, the rise of nationalism tendencies in many countries, and the unfortunate outbreak of COVID-19 have had a inhibitory effect on the process of globalization (Shrestha et al., 2020). Against this background, consumer perception of foreign countries and brands are challenged, so that the role of country-of-origin in product judgments has become more relevant than ever.

1.2 Research gap and purpose of the study

Due to inconsistency between the product origin and the actual place of manufacturing, the country-of-origin theory has also been criticized for losing its relevance in the presence of economic globalization and international marketing strategies: a product that is supposed to be originating from a specific country could be produced in another part of the world, while marketing activities are carried out across different countries (Samiee, 2010, 2011; Usunier, 2006).

On a theoretical level, some studies also criticized that country-of-origin theory lacks a comprehensive and systematic theoretical background (Laroche et al., 2005; K. P. Roth & Diamantopoulos, 2009; Usunier & Cestre, 2007); the operationalization of the COO construct is ambiguous and has been used by researchers in different ways (Diamantopoulos et al., 2017; Halkias et al., 2019). For instance, some researchers argued that the consumers use country-of-origin to infer product quality as they lack information about the brand or product, while other researchers believed that consumers infer country-of-origin image from known products of the same country (Samiee & Leonidou, 2011, p. 72).

The empirical results of country-of-origin studies have been inconclusive as well, since “*studies measuring different independent origin images have been compared as if they were measuring the same independent variable*” (Josiassen et al., 2013, p. 261). Samiee and Leonidou (2011)

also argued that country-of-origin is often context-oriented and largely depends on the specific economic, political, cultural, and technological environments of the target country, thus lacking generalizability. Additionally, there is also a lack of study on the affective aspect of COO and its influence (Chen et al., 2014; Halkias et al., 2019; K. P. Roth & Diamantopoulos, 2009). Both the cognitive and affective aspects of the COO effect need to be taken into consideration.

Nonetheless, COO still serves as one of the most important factors, which influence consumer's purchasing decisions. It is always labeled on products, and consumers actively look for country-of-origin information when evaluating a product (Bilkey & Nes, 1982). Hence, the purpose of this study is to examine the influence of a product's country of origin on consumer behaviors while focusing on the affective influence of COO, i.e., the feelings and emotions towards a particular country.

Consumer's perception of a product or brand's country-of-origin shall be determined through the stereotype content model. The connection between the country-of-origin effect and the stereotype content model lies in the fact that they both engage with stereotypes, which consumers associate with other social groups and countries. Country stereotypes are inferences rather than factual knowledge formed in people's daily social interactions and occur when people assign attributes to one another (Allport, 1954; Cuddy et al., 2008; S. T. Fiske et al., 2002; Maheswaran, 1994). The country stereotypes could also be extended to inanimate objects such as products originating in foreign countries (Kervyn et al., 2012).

The stereotype content model provides a robust theoretical and empirical framework to investigate the link between country stereotype dimensions and country-related emotions (Cuddy et al., 2008, 2009; S. Fiske et al., 2007; S. T. Fiske et al., 2002). Tested in various countries for the perception of social groups, the stereotype content model is not product-class or country-specific and hence provides good generalizability (Halkias et al., 2019). The consequential consumer responses shall be studied using the BIAS Map, which examines the intensity and valence of consumer behaviors based on the stereotype dimensions (Cuddy et al., 2007, 2008).

Specifically, the present study sets out to explore the moderation role of country-triggered emotions between country stereotypes and consumer brand responses. The following questions should be answered with this research: which country stereotype dimensions trigger which

emotions? Do emotions influence consumer brand response? If so, in which way do emotions influence consumer behaviors?

1.3 Structure of the thesis

The rest of this thesis is structured in the following way. The first part of chapter two starts with a theoretical background of the country-of-origin effect, the stereotyping process, introduces the stereotype content model and the BIAS Map, and explores the relationships between stereotypes, emotions, and consumer behaviors. The second part of chapter two continues with a literature review of the cultural dimensions, which are expected to impact consumer behavior and response tendencies. The third chapter presents the hypotheses and the conceptual model in detail, which is separated into two stages for the sake of simplicity. The fourth chapter introduces the empirical research and its methodology, explains the reason for the country of research, presents the research design, and prepares the raw data for analysis. The main analysis and additional exploratory research are presented in chapter five. Chapter six concludes the analysis with a general discussion. Finally, the theoretical and managerial implications, as well as limitations, are presented in chapter seven.

2. Literature Review

This chapter consists of a literature review on the country-of-origin effect, the stereotype content model, and the BIAS Map. It first explores the concept of country-of-origin and the process of stereotyping, then introduces the stereotype content model and the BIAS Map as theoretical frameworks for studying stereotypes and their responses.

2.1 Country of origin effect and stereotypes

Initially, country-of-origin refers to the country where a company manufactures its products (Bilkey & Nes, 1982). This definition was later expanded against the background of economic globalization. Nowadays, it is defined as the country with which the consumers associate a product or brand, regardless of the actual place of production (Jaffe & Nebenzahl, 2006). Any prejudice and preference generated by country-of-origin cues are known as the country-of-origin effect (Diamantopoulos & Zeugner-Roth, 2010).

The existence of the country-of-origin on consumer's product perception and its connection to country stereotypes was picked up by researchers as early as the 1960s (R. Schooler, 1965) and has quickly become an important research area in the study of consumer behaviors since then. Substantial country-of-origin effect was found in the perception of foreign products, which varied depending on consumer demographics such as education, gender, and age (Hong, Sung-Tai & Toner, Julie F, 1989; R. Schooler, 1971). The country-of-origin image of foreign countries also changes continually over time (Darling & Puetz, 2002; Nagashima, 1970, 1977); different product classes originating from the same country could evoke different product evaluations, and studies have also stressed the importance of matching product category with country image perceptions (M. S. Roth & Romeo, 1992). Han (1989) established the existence of the halo effect in relation to country-of-origin in his research, where a country image based on well-known products can be transferred to evaluate the less known product from the same country. Nevertheless, the country-of-origin effect could be attenuated by product-related factors such as price and quality (Ahmed et al., 2004; Ettenson et al., 1988).

Given the fact that consumers use country stereotypes as country-of-origin cues when evaluating products, it is essential to take a brief look at the process of stereotyping. Stangor defined social categorization as a “*natural cognitive process by which we place individuals into*

social groups” (Stangor, 2014, chp. 11). It is an automatic and unconscious cognitive process (Greenwald & Banaji, 1995; Taylor et al., 1978), where people “*inevitably categorize objects and people in their world*” (Allport, 1954; S. T. Fiske, 1998). Just as people categorize objects into categories (e.g., rice VS noodles), the same process also occurs when individuals encounter each other (e.g., Asian VS European).

The categories by which people label each other are known as stereotypes. By definition, stereotypes are “*oversimplified and generalized set of beliefs about the characteristics of a social group*” (Greenwald & Banaji, 1995). Such beliefs are learned and formed through social interactions with other people and social groups (S. T. Fiske et al., 2002), in everyday communications with parents, among peers – our parents and friends all hold specific stereotypes towards other individuals – and on TV, in movies, and through various media forms. (Aboud & Doyle, 1996; Brown, 2010; Schaller & Conway, 1999). After the stereotypes are formed, individuals of outgroups are assigned positive or negative characteristics based on their affiliation to certain social groups (Stangor, 2014).

Social categorization and stereotypes could be beneficial, as they reduce the complexity of the cognitive process, helps people to understand the world around them, and simplifies their decision-making processes in the flood of everyday information (Macrae et al., 1994). Therefore, when we encounter other individuals or groups in our social interactions, we assign attributes to them based on various physical and social attributes such as nations, genders, races, and professions (A. P. Fiske et al., 1991; Stangor et al., 1992).

On the other hand, stereotyping can also cause people to make stereotypical interpretations by neglecting individual differences and increasing perceived homogeneity of both outgroups and ingroups (Judd et al., 2005; Rubin & Badaea, 2007; Stangor, 2014). The content of stereotypes is highly subjective and often not factual. They arise from inferences and false attributes (Allport, 1954; Maheswaran, 1994). Furthermore, once the stereotypes are established, they tend to persevere and reinforce themselves because people are prone to remember information that confirms their stereotypes (Fyock & Stangor, 1994). Existing stereotypes can also be easily applied to members of specific social groups without considering the factual correctness of the assigned characteristics (Stangor, 2014).

The content of the stereotypes, i.e., the characteristics of the target groups, varies depending on people, time, and context. Since the 1980s, researchers have focused on the stereotyping process (Zuo et al., 2006) since they are relatively stable over time, place, outgroups and could be applied to different instances of stereotypes (S. T. Fiske et al., 2002). Different theoretical approaches explored stereotyping processes on both individual and country levels of analysis.

In her 1998 journal article, Fiske elaborated on the individual and the context-driven approaches (S. T. Fiske, 1998). On the individual level of analysis, studies on the process of stereotyping, prejudice, and discrimination mainly focused on conscious and unconscious individual differences (e.g., conflicts in personal desire, beliefs, feelings), as well as social-psychological factors, such as socioeconomic status or perceived norm. On the other hand, contextual-driven approaches emphasized on intergroup contact within a social context and believed that stereotyping, prejudice, and discrimination are driven by social structure. Prominent theories included the Social Identity Theory (Tajfel, 1981; Tajfel & Turner, 2004), the Self-Categorization Theory (Turner & Oakes, 1989) and other cognitive approaches in the 1970s and 1980s.

Stereotypes also occur on a national level, where individuals develop country stereotypes based on perceived country characteristics, personal experience in the past, and knowledge of the target country (Diamantopoulos et al., 2017; Herz & Diamantopoulos, 2013; Samiee, 1994). Country-level stereotypes do not just apply to people belonging to that country but can also be transferred to any objects that are connected with the target country, including products and consumer brands (Halkias et al., 2016, 2019). This fact implies that when a product or brand is identified as originating from a specific country, the country stereotypes are automatically transferred to it, and emotional responses toward the product are stimulated (Diamantopoulos et al., 2017). The stereotype content model is one of the most widely used theoretical frameworks to examine stereotypes and the consequential emotional responses and has been verified in many cross-cultural studies (Cuddy et al., 2008, 2009). The following section presents a detailed review of the stereotype content model.

2.2 The stereotype content model

People project different stereotypes onto other individuals, social groups, countries, and inanimate objects, and researchers have been trying to make sense of the stereotypes by

categorizing them. Rosenberg and colleagues proposed a two-dimensional construct, which categorized contrasting traits such as sociable and unpopular under social good/bad, and intelligent and foolish under intellectual good/bad (Rosenberg et al., 1968). Peeters (1983, 2002) distinguished between other-profitable and self-profitable traits. The former includes personal traits which could either benefit or harm other people (e.g., trustworthiness), while the latter is directed at the self (e.g., intelligence). On the national level, Wojciszke and colleagues (Wojciszke, 1994, 1997; Wojciszke et al., 1998), as well as Phalet, Poppe, and Linssen (Phalet & Poppe, 1997; Poppe & Linssen, 1999), suggested the dimensions of morality and competence. The two dimensions depend on the perceived power of the target country and its conflicts with the perceiver's own country. The competence dimension entails characteristics such as efficiency, intelligence, and competence, while the morality dimension incorporates sincere, helpful, honest, righteous, and understanding. Although different wordings, the morality dimension bears similar logic as the other-profitable stereotypes, in the sense that they both concern other people's intention towards the ingroup. In the discussion of applying stereotype categorizations across cultural boundaries, some researchers (Cheng et al., 2015; Gao et al., 2016; Guan, 2009) argued that morality is the more suitable dimension to be applied in collectivist cultures.

One of the most widely used theoretical frameworks to study and categorize stereotypes is the **stereotype content model** (Caprariello et al., 2009; Cuddy et al., 2008, 2009; Eckes, 2002; S. Fiske et al., 2007; S. T. Fiske et al., 1999b, 2002; S. T. Fiske, 2018; S. T. Fiske & Cuddy, 2005), which organizes stereotypes into two reciprocal dimensions: **warmth** and **competence**. Both dimensions has been found to appear consistently across demographic groups and national boundaries and at all levels of analysis (S. T. Fiske et al., 2002). On the one hand, it is often applied in studies of individual perceptions (Rosenberg et al., 1968; Wojciszke, 1994; Wojciszke et al., 1998), social value orientations (Peeters, 2002), and measures perception of social groups across racial, gender, professions, and nationalities. The stereotype content model and other similar constructs also evaluate country perceptions (Cuddy et al., 2009; S. T. Fiske et al., 2002; Phalet & Poppe, 1997; Poppe & Linssen, 1999) and the perception of specific social groups (S. T. Fiske, 2012; Glick & Fiske, 1999). In marketing and international marketing studies, it can also be applied to the perception of brands (Kervyn et al., 2012).

The fundamental idea of the stereotype content model is based on people's intuition to understand the intention (warmth) and ability (competence) of other individuals and outgroups

(Zuo et al., 2006). When two people or social groups meet for the first time, they are interested in the underlying intention of the opposite party and whether they are good-natured, trustworthy, tolerant, friendly, or sincere. Such intentions determine whether the outgroup would be beneficial or harmful for the ingroup. The ability to carry out said intentions is also of interest to the ingroup and could be evaluated with characteristics such as capable, skillful, intelligent, and confident (Cuddy et al., 2008).

Fiske and colleagues further argued that stereotypes result from intergroup relationships (S. T. Fiske et al., 1999, 2002). The competition among the groups and the relative status between them determine the nature of the perceived stereotypes: competition predicts the warmth dimension, so non-competitive outgroups are perceived as warm; status predicts the competence dimension, so high-status groups are perceived as competent (Caprariello et al., 2009; S. T. Fiske et al., 1999a).

However, the perception of an outgroup is frequently mixed. People tend to assign positive stereotypes of an outgroup in one aspect but negative stereotypes in another aspect¹ (S. Fiske et al., 2007). Based on the combination of warmth and competence, social groups could be categorized into two ambivalent and two univalent clusters.

Some outgroups are perceived as higher in the warmth dimension if they appear friendly, cooperative and do not compete with the ingroup over social resources. They are liked or patronized but not respected for their competence (**LCHW**). On the other hand, high-status and powerful outgroups are respected for their competence, but they are perceived as cold and not necessarily liked (**HCLW**). For example, people with disabilities or certain ethnic minority groups (black people) are perceived as warm but not competent, while other ethnic minorities (Asian Americans, Jewish) are perceived to be competent but cold. Gender stereotypes also fit into this narrative: some groups of women are seen as competent but not warm (e.g., career women, feminists, female athletes), while others are warm but less competent (e.g., housewives).

The univalent clusters refer to a social group with uniformly high or low warmth and competence. People's reference groups, i.e., the ingroup itself, cultural prototype groups (e.g.,

¹ While the warmth and competence dimension in the perception of social groups are negatively related, they are positively related when judging individuals, due to the result of halo effect (Fiske et al., 2007).

middle-class, white), and cooperative allies with similar status are perceived to be warm and competent at the same time (**HCHW**). On the other hand, certain social groups such as drug addicts and welfare recipients are disliked and disrespected at the same time (**LCLW**) due to their low social status and their competition over social resources (Cuddy et al., 2008; S. T. Fiske et al., 2002).

The stereotype content model also proposed that each social group cluster elicits different types of emotions: admiration, contempt, envy, and pity (Cuddy et al., 2007, 2008; S. T. Fiske et al., 2002). Low-status and non-competitive social groups are perceived to be friendly but less competent; they are less competitive and do not possess the ability to compete with the ingroup over social resources, so they are pitied and sympathized. People feel envious and jealous towards high-status and powerful social groups: on the one hand, their high status is justified by their abilities; on the other hand, their high competitiveness makes them less warm and unsociable, even to the extent of having hostile intentions in the eyes of the ingroup. Univalent warm and competent groups generate the feeling of admiration; they are the ingroups, cultural default groups, and close social allies. People assimilate with these groups, so their achievements and status are celebrated (Tesser, 1988). Finally, the low status and competitive social groups evoke the feeling of contempt, which is justified by their exploitative intention for social resources (S. T. Fiske et al., 2002).

2.3 The BIAS Map

While the Stereotype Content Model explores the warmth and competence dimensions and their affective results, the **BIAS (Behaviors from Intergroup Affect and Stereotypes) Map** builds upon the initial model and identifies discriminatory behavior responses along the active-passive and the facilitative-harmful dimensions (Cuddy et al., 2007, 2008).

The active-passive dimension refers to intensity, i.e., with how much effort people act towards a target group. People either act actively and directly for or against an outgroup through activities such as supporting or harassing; or passively with or without an outgroup through cooperating or neglecting (Cuddy et al., 2008). The facilitative-harmful dimension refers to the valence, i.e., whether a behavior is prosocial/facilitative or antisocial/harmful for the outgroups. For the target groups, facilitative behaviors lead to favorable outcomes, while harmful behaviors lead to detrimental outcomes (Cuddy et al., 2007).

Cuddy et al. (2007, 2008) argued that the active-passive and facilitative-harmful dimensions result in four distinctive behavior tendencies: active facilitation (people actively try to benefit the target group by providing assistance and support), active harm (people actively hurt the target group through acts such as harassment, hate crimes or discriminatory policies), passive facilitation (cooperation with an outgroup because it benefits the ingroup), and passive harm (ignorance of and distancing from an outgroup due to their undesired status and lack of ability).

To determine which stereotype dimension predicts which behavior tendency in intergroup interactions, one should first consider which one is the “primary” dimension. Researchers proposed that the warmth dimension “*carries more weight in affective and behavioral reactions*” (S. Fiske et al., 2007) and is hence has the primacy over competence.

One of the reasons lies in the evolutionary perspective (S. Fiske et al., 2007). The warmth-related information, such as honesty, kindness, or aggression, are other-profitable, i.e., traits that directly and unconditionally impact the well-being of other people. Such traits reflect the dangerous, beneficial, or competitive motives of the outgroups, which might harm or benefit the interest of the ingroup. Hence, it is fundamental for the survival of the ingroup to react to these types of information promptly and construct their emotional and behavioral responses round such traits (Cuddy et al., 2007; Wojciszke, 2005). Meanwhile, the competence dimension includes self-related attributes such as intelligence and efficiency, which primarily influence the possessor of the traits. It reflects people’s ability to perform their perceived intentions and does not call for immediate reactions as the other-profitable traits (Cuddy et al., 2007, 2008; Wojciszke, 2005; Wojciszke et al., 1998).

Compared to competence dimension, the warmth dimension can be evaluated more quickly in social interactions. For instance, warmth-related information could be accessed through facial expressions and words, while the competence-related traits are harder to access in the first encounters (Willis & Todorov, 2006; Wojciszke, 2005; Wojciszke et al., 1998; Ybarra et al., 2001). Therefore, researchers argued that the warmth dimension predicts the valence of the active behaviors while the competence dimension predicts the valence of passive behaviors (Cuddy et al., 2007).

Combining the intensity-valence dimensions with the warmth-competence dimensions, we arrive at the BIAS Map. High warmth generates active facilitative behavior tendencies, such as helping other people. In contrast, low warmth generates active harm, such as attack or harassment. High competence leads to passive facilitation, such as associating or cooperation, while low competence leads to passive harm, such as excluding or distancing oneself from specific social groups (Cuddy et al., 2008).

Different configurations of stereotypes elicit emotions, which in turn predicts behavior tendencies. The BIAS map also proposes that emotions have a mediation effect on the stereotype-behavior relationship and predict behavioral tendencies more strongly than stereotypes (Cuddy et al., 2007; Halkias et al., 2019). The following segment briefly describes the interplay between stereotypes, emotions, and behavioral responses by referencing the BIAS map below (Figure 1).

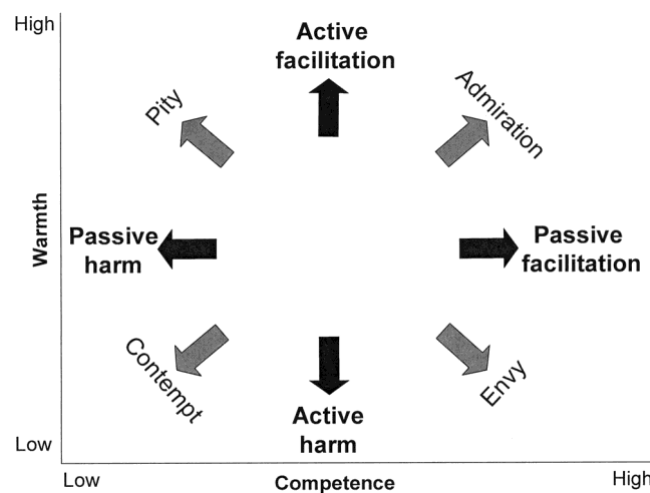


Figure 1 - Emotions and behaviors on the BIAS Map (Cuddy et al., 2007)

HCHW (high warmth, high competence) stereotypes lead to the feeling of admiration, which activates both active and passive facilitative behaviors. Social groups that fall under this quadrant are either the mainstream, dominant ingroup, the reference groups, or their close allies (Cuddy et al., 2008; S. T. Fiske et al., 1999a). Such groups are both successful and have high social status. The perceivers assimilate themselves with these groups, so their achievements and high status seem justified and do not create unfavorable social comparisons for the ingroup (Tesser, 1988). Admiration is closely connected with positive emotions such as pride and respect (Cuddy et al., 2008) and calls for active and facilitative behavior tendencies such as

cooperation, contact, and help (Onu et al., 2016). For brands, the feeling of admiration could increase purchasing intention (Aaker et al., 2010, 2012).

LCLW (low warmth, low competence) stereotypes evoke contempt, leading to active and passive harmful behaviors, where people act aggressively against certain social groups, neglect them, or even deny their social existence. Low-status and low-ability social groups, such as drug addicts, welfare recipients, homeless or unemployed people (Cuddy et al., 2008; S. T. Fiske et al., 2002) are often categorized under this cluster. They evoke disrespect, anger, disgust, and resentment because their failures are seen as results of their own poor choices and their existence as a waste of valuable social resources (Weiner, 2006). Therefore, the feeling of contempt elicits active and harmful behaviors such as rejecting or distancing (Roseman et al., 1994) and passive harmful behaviors such as demanding and condescending behaviors (Brewer & Alexander, 2002). For brands and products, the feeling of contempt reduces consumers' willingness to pay and increases moral condemnation (Schnall et al., 2008).

HCLW (low warmth, high competence), one of the ambivalent stereotype dimensions, elicits envious feelings and could lead to both passive facilitative and active harmful behavior tendencies. Envious feelings arise when an outgroup, which is perceived as cold, possesses qualities or reaches achievements that the ingroup does not have. In such situations, the ingroup could act in two ways. Under normal circumstances, the ingroup respects the outgroups begrudgingly and cooperates with them when the cooperation yields good outcomes. Nevertheless, they also might set the envied outgroups as targets of scapegoating when the society is under tremendous stress and intergroup competition (Glick, 2002, 2005; Staub, 1996). In other words, people are either motivated to eliminate the gap by improving their qualities and achievements; or trying to undermine the outgroup's superior status. In marketing, envious emotions also lead to complicated behavior patterns. Consumers could be encouraged to eliminate the gap by purchasing the brand or product or motivated to switch brands (Van de Ven et al., 2011). Research has suggested that the boundary of the two types of consumer responses lies in the warmth-related stereotypes. The perceived warmth dimension decreases envious feelings brought forward by high competence and attenuates harmful behaviors such as switching intention and brand distrust (Halkias et al., 2019).

Finally, **LCHW** (high warmth, low competence) elicits pity and results in passive harm and active facilitation. Socials groups that fall under this categorization are liked but perceived as

incompetent, such as older adults or people with disabilities (Cuddy et al., 2008). Since their low status is not regarded as controllable results of their own failure like the contempt groups (Weiner, 2006), people sympathize with them and feel a sense of superiority towards them (Cuddy et al., 2008). In cases like this, the ingroup members tend to actively offer help to the outgroups while patronizing and even dehumanizing them (Harris & Fiske, 2006). For companies, the combination of high warmth and low competence often occurs with non-profit organizations, which are perceived as warmer but less competent than for-profit companies (Aaker et al., 2010).

2.4 The moderation effect of cultural dimensions on SCM

When dealing with stereotypes, it is also important to take cultural factors into consideration. Shalom Schwartz defined culture as a “*rich complex of meaning, beliefs, practices, symbols, norms, and values prevalent among people in a society*” (S. Schwartz, 2006). Different cultures put different emphasis on cultural values, and such differences show collective ideals of what is culturally accepted and desired in society. The cultural values are reflected in institutional arrangements, policies, norms, and everyday practices, then translated into every social aspect (S. Schwartz, 2006). Culture affects the basic cognitive process; different cultures have different values that shape perceptions of morality, goodness, and social acceptance (Cuddy et al., 2009).

For the purpose of this study, two cultural dimensions were chosen that were expected to influence the relationship between country stereotypes and country-related emotions. The first cultural element is the well-known individualism/collectivism dimension, which explores individual’s perception of themselves in relation to other members of the society. The second cultural element is the lay rationalism dimension, which is the notion that people use reasons rather than feelings to guide their decision-making process. The following sections discuss these two cultural elements in detail.

2.4.1 Individualism/Collectivism

In general, individualism is defined as a “*loosely knit social framework*” where people take care of themselves and their immediate families (Hofstede, 1980). Individualistic people view

themselves as independent of the collectives and prioritize their personal goals, preferences, and needs over those of the group (Triandis, 1995). In contrast, collectivism is a tight social framework with high loyalty directed at the ingroups, e.g., relatives, organizations (Hofstede, 1980) (Hofstede, 1980). Collectivistic people see themselves as part of the groups; they submit to social norms and are willing to put the group goals before their own goals (Triandis, 1995).

The concept of individualism and collectivism was first brought to attention by Hofstede in the 1980s as part of his cultural values concept, which contained individualism/collectivism, power distance, uncertainty avoidance, and masculinity/femininity (Hofstede, 1980, 2001). Since then, the individualism/collectivism dimension has become one of the most widely studied and applied cultural aspects (Greenfield, 2009; Hui & Triandis, 1986; Markus & Kitayama, 1991; Oyserman et al., 2002; S. H. Schwartz, 1990; Singelis et al., 1995).

Hofstede's theory viewed individualism/collectivism as a unidimensional construct, with individualism and collectivism on the opposing ends. This unidimensional idea explored the individualism/collectivism dimension on a macro level and was often applied in cultural comparisons between countries, especially between European/American and East Asian societies. In this context, the theory assumed that industrialized Western countries – i.e., European countries and America – were more individualistic than East Asian countries, where collectivistic values prevail (Hsu & Barker, 2013; Kitayama et al., 1997; Krassner et al., 2017; Power et al., 2010; Yamaguchi, 1994).

While convenient in research practice, some scholars have criticized this one-dimensionality since it overlooks the nuances between and within each culture (S. H. Schwartz, 1990; Singelis et al., 1995; Triandis, 1995).

The individualism/collectivism dimension, which was described as “*cultural syndrome*” by Triandis (1995), emerges from shared beliefs, attitudes, norms, roles, and behaviors among people who share a common language, living within a specific geographical location around a particular time (Triandis, 1995). This assumption suggested that there are many different kinds of individualist and collectivist countries. For example, American individualism is different from Swedish individualism (Cozma, 2011; Triandis, 1990; Triandis & Gelfand, 1998). Additionally, the subcultures within a society, such as occupational groups and ethnic groups, also have their own distinctive cultural values (Triandis, 1995). The individualism/collectivism

dimension is an intricate construct, which varies from country to country and changes over time. More importantly, people can be essentially both individualistic and collectivistic within the same society. Depending on how people are raised, individuals within the same society could act very differently in the same social scenario, which does not have to be coherent with the grand society they reside in (Triandis, 1995). For example, in the United States, a country usually perceived to be individualistic, there are Americans who like to join communes and consider marriage as a family decision – in other words, they act with a collectivistic manner in an individualistic society (Triandis, 1995).

In order to address the layers of individualism/collectivism construct and specify different effects within the dimension, Triandis and colleagues introduced a multidimensional conceptualization, where individualism and collectivism are defined by two additional attributes of social relationships. The first attribute is the horizontal patterns, which emphasize equality and share the perspective that one is more or less the same as the others. The second attribute is the vertical patterns, which emphasizes hierarchy and authority; it also sets oneself apart from other people (Cozma, 2011; Huang et al., 2018; Singelis et al., 1995; Triandis, 1995; Triandis & Gelfand, 1998). The following section briefly introduces the four clusters.

As Triandis and colleagues proposed (Singelis et al., 1995; Triandis, 1995; Triandis & Gelfand, 1998), horizontal individualists (**HI**) are highly self-reliant, autonomous, and like to do their own things. Because they are individualists, they want to be different from the group, but they do not strive for higher status than the others. Instead, they are relatively equal in status with others. Vertical individualists (**VI**), on the other hand, want to become distinguished and achieve higher status through competition with others. They value independence and autonomy, see themselves as distinct from the group and expect inequality. Horizontal collectivists (**HC**) see themselves as part of an ingroup, and people are more or less similar to each other. They emphasize sociability, interdependence, and equality, so they do not readily submit to authority. For vertical collectivists (**VC**), while oneself is still seen as an aspect of the ingroup, members of the same group are regarded as different and unequal in status. People are willing to submit to authority and sacrifice their personal goals for the sake of the group goals.

2.4.2 Lay Rationalism

The second cultural element to be included in the present study is **lay rationalism**, which deals with individual differences in consumer-related behaviors, specifically in decision-making scenarios.

When making decisions, consumers could be driven by different reasons. People's feelings and emotions towards the choice options might influence how they make decisions. Alternatively, it could be the need for justification: people tend to seek justifications for their behaviors and end up choosing the option which is easy to justify (Choi et al., 2019; Hsee, 1995; Hsee et al., 1999, 2003, 2009, 2015; Hsee & Rottenstreich, 2004; Kunda, 1990; Shafir, 1993; Slovic et al., 2002). With lay rationalism, Hsee and colleagues argued that the reason behind a decision could also be rational and value-seeking: when facing two choice alternatives, consumers tend to choose the one with the highest value and not the one they might enjoy more (Hsee et al., 1999, 2003, 2009, 2015).

Hsee defined lay rationalism as *“the notion of using reason rather than feelings to guide their decisions”* (Hsee et al., 2015). It predicts different consumer behaviors, particularly product preferences, and other types of decisions such as donation behaviors and saving decisions (Hsee et al., 2015). The concept of lay rationalism is different from the “traditional” concept of rationality, as it does not view reason and feelings as mutually exclusive. Instead, Hsee and colleagues argued that people's feelings are part of their rational decision process. A “trade-off” happens between reason and feelings when making decisions: depending on the situational factors, people assign relative weight on reason and feelings, which form their final decisions. (Hsee et al., 2003, 2015). Through a series of empirical studies, Hsee and colleagues demonstrated that people tend to behave “too cold” when making decisions and put more emphasis on rationalistic attributes over affective attributes (Hsee et al., 2003). The so-called “rationalistic attributes” can be summarized in the following three aspects:

- 1). Economic value, i.e., the absolute monetary value of the choice options. In one of their studies, participants were asked to imagine winning a lottery where they paid \$1 to participate. Prize A was a bar of cheaper and smaller chocolate in the shape of a heart (value of 50 cents, 0.5 oz), prize B was a bar of more expensive and bigger chocolate in the shape of a cockroach (value of \$2, 2 oz). The participants were presented with two questions: which chocolate they would enjoy eating and which they would choose as a lottery prize. The results showed that

more participants choose the bigger and pricier chocolate B as their prize, but fewer participants predicted they would enjoy eating it.

2). Hard attributes, i.e., the perceived objective specifications of the choice options. In another study, participants were asked to choose between two equally expensive stereo systems, one with better power (objective, hard attribute) and the other one with better sound richness (subjective, soft attributes). Here again, more participants chose the first set with better power when asked about their purchasing decision, even though they suspected that they would enjoy the second option more.

3). Functionalism, i.e., whether the choice options serve the objective of the consumer. The primary objective of purchasing a TV is to have good picture quality, so more participants opted for the TV with better picture quality when asked about their purchasing decision. However, more participants expected that a TV with better sound quality would bring a better consumption experience. A similar study also confirmed this result (Chitturi et al., 2007), where the participants tend to purchase mobile phones with better functions while enjoying the better-looking ones.

In contrast to the affect-driven decision theory, which argues that consumers' feelings and emotions determine their consumption decisions (Hsee & Rottenstreich, 2004; Slovic et al., 2002), the theory of lay rationalism suggests that people downplay their feelings and put way more emphasis on reason to make their purchasing decisions – may that be economic value, or product specifications and the functionality of the product (Hsee et al., 2003).

Following this theory, consumers' tendency to emphasize rationalistic attributes over affective attributes could potentially reduce the effect of feelings – or in the case of the present thesis, country-specific emotions – on consumer's purchasing behaviors. Given the fact that feelings and emotions are subjective matters, which are more challenging to justify than objective specifications and do not deliver any economic values, even though people do hold positive, negative, or mixed emotions towards specific countries and brands, the emotion alone does not urge the consumers to make purchasing decisions. Instead, it is the functionality, economic value, and product specifications that play a decisive role in the decision-making process.

3. Hypothesis development

The present thesis investigates the interplay between country stereotype dimensions, country-related emotions, and consumer behavioral responses. In particular, whether the country-related emotions have a moderation effect on the overall relationship between country stereotypes and consumer brand response.

A conceptual model was created based on the principles of SCM and BIAS map. Two cultural elements – individualism/collectivism and lay rationalism were included in the model, as they were expected to have a moderation effect on the outcome of the model (Figure 2).

Due to its complexity, the theoretical model was divided into two stages. The objective of the first stage was to examine the relationships between country stereotypes and country-related emotions. The second stage investigated the relationships between country-related emotions and consumer brand responses. Conclusions about the role of country-related emotions could be drawn from the results of the two stages combined.

Furthermore, the literature showed that pity leads to passive behavior tendencies and even inertia (Halkias et al., 2019). Given the specific context of this thesis, where well-known international brands were used to examine the country stereotypes and emotions, pity was not expected to have an active influence on consumer behaviors and was not in the focus of this thesis. This chapter discusses the conceptual model in detail.

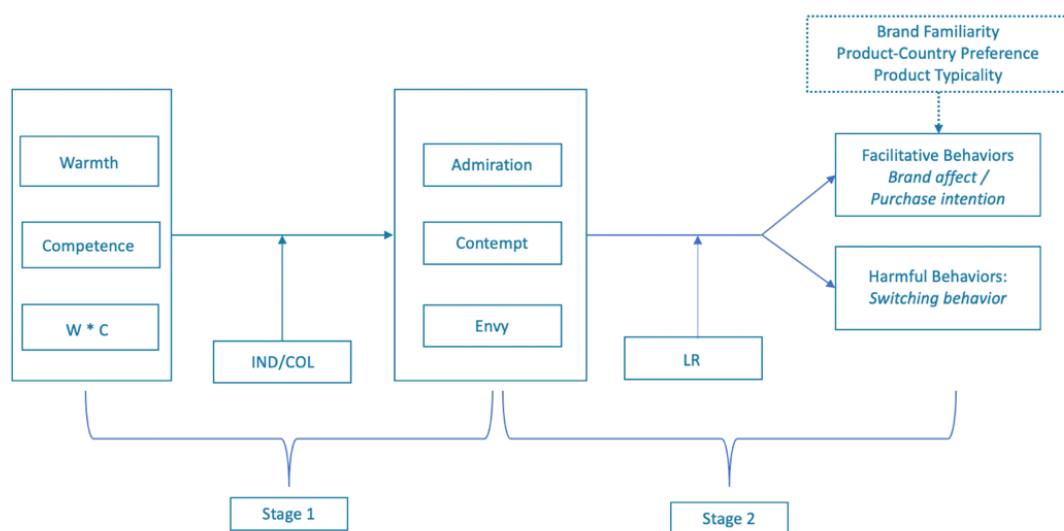


Figure 2 - The conceptual model

3.1 Stage 1: Country stereotypes and country-related emotions

The stereotype content model suggests that people associate different stereotypes with social groups and countries; different configurations of stereotype dimensions elicit different emotions; and as a result, emotions evoke specific behavioral responses. The first stage thus investigated the relationships between the two country stereotype dimensions and the three country-related emotions.

Meanwhile, individualism and collectivism dimensions are introduced as moderators in the first section of the model. They are expected to have a moderation effect on the relationship between stereotypes and emotions. In their cross-cultural study, Cuddy and colleagues (2009) discussed the influence of culture on perceptions. In general, culture influences cognitive processes and cognitive bias, which could lead to a difference in stereotyping process (Cuddy et al., 2009; Taylor et al., 1978); cultural ideologies and political ideals determine prejudices and perception of outgroups (Glick et al., 2000); different cultures also have different values of morality, social acceptance and what is good or bad (Morling et al., 2002).

Specifically, the literature showed a strong link between individualism, collectivism, and the stereotype content model. The core principle of individualism/collectivism is the relative weight of intergroup and interpersonal relationships (Cuddy et al., 2009). Collectivistic individuals emphasize the social–moral dimension and their relationships within a social framework. They describe themselves as part of a social group and emphasize their social roles (Kitayama et al., 1997; Triandis, 1990). While interpersonal relationships and social harmony are central to a collectivistic person, which is strongly linked to the warmth dimension; an individualistic person emphasizes autonomy, personal success and is task-oriented, which is linked to the competence dimension (Cuddy et al., 2009).

Considering the characteristics of individualism and collectivism dimensions and its connection with the stereotype content model, the individualism and collectivism levels of an individual are expected to have a moderating effect on the relationship between stereotypes and emotions, i.e., it might influence how country stereotypes of consumers generate specific emotions.

The hypotheses are structured below. The first hypothesis will test how different compilations of warmth and competence lead to different country-related emotions. For the univalent emotions, it is expected that warmth and competence uniformly increase admiration while

decrease contempt. For the ambivalent emotion, it is expected that the warmth and competence interact with each other to generate the feeling of envy (Halkias et al., 2019).

- *H1a: Warmth decreases the feeling of contempt.*
- *H1b: Competence decreases the feeling of contempt.*
- *H1c: Warmth increases the feeling of admiration.*
- *H1d: Competence increases the feeling of admiration*
- *H1e: Competence increases envy at low levels of warmth.*

The second hypothesis explores how individualism/collectivism (IND/COL) moderates the relationship between country stereotypes on country-related emotions:

- *H2a: Individualism positively moderates the relationship between competence and country-related emotions.*
- *H2b: Collectivism positively moderates the relationship between warmth and country-related emotions.*

3.2 Stage 2: Country-related emotions and consumer brand response

Drawing from the SCM theory, the BIAS Map suggested that stereotypes and corresponding emotions predict behavioral tendencies towards the outgroups, whereas emotions could predict behavioral tendencies stronger, more directly, and usually moderate the relationship between stereotypes and behavior tendencies (Cuddy et al., 2007). In their study, Cuddy and colleagues (2007) proposed that admiration stimulates contact the cooperation, thus elicit both active and passive facilitation; contempt motivates behaviors of avoidance and neglect, thus lead to both active and passive harm; envy, which entails both resentment and respect, is ambivalent and lead to passive facilitation and active harm of the outgroup.

The lay rationalism theory, on the contrary, argued that people tend to use reason rather than feelings to guide their decisions (Hsee et al., 2015). Rationalistic attributes, such as economic value, objective specifications, and functionality of the choice option, all influence one's decision-making process. By downplaying the affective attributes and accentuating the rationalistic aspects, consumers try to maximize and justify the value of their choices (Hsee, 1995; Hsee et al., 1999, 2003, 2009, 2015, 2015). It was added to the second stage of the model and was expected to attenuate the predictive power of emotions on consumer behaviors. To the

best of our knowledge, there is currently no literature exploring the possible moderation effect of lay rationalism in the context of country stereotypes.

Two hypotheses are presented below. Hypothesis 3 examines the relationships between the three country-related emotions and different consumer behaviors:

- *H3a: Admiration elicits facilitative behaviors (brand affect).*
- *H3b: Contempt elicits harmful behaviors (switching intention).*
- *H3c: Envy elicits facilitative behaviors (brand affect).*
- *H3d: Envy elicits passive harm (switching intention).*

The fourth hypothesis explores the moderation effect of lay rationalism:

- *H4: Lay rationalism weakens the relationship between country-related emotions and consumer behaviors.*

4. Methodology

This study is part of a larger project of Professor Georgios Halkias and Professor Adamantios Diamantopoulos (Halkias & Diamantopoulos, 2020). Hence, same research design from previous studies conducted in the Netherlands, Greece, Austria, and Germany was applied in this study (Halkias & Diamantopoulos, 2020). This chapter presents the research design, discusses the country of research choice, and describes the sample.

4.1 Country of Research

People's Republic of China (PRC) was chosen as the country of research. Since China's economic reform in the late 1970s, which is also known as the "reform and opening" policy, China has quickly risen to become the one of the fastest growing economies in the world. According to the OECD 2019 executive summary, even though China's economic growth has been slowing down, it still contributed a quarter of the world economic growth (OECD, 2020).

On the cultural and societal level, China is also an interesting research object. China's population consists of 56 ethnic groups (*Chinese Ethnic Groups: Overview Statistics*, 2021), all with different culture, languages, customs, and identities. The "reform and opening" policy stimulated economic growth, but also caused more inequalities between rural and urban populations, social classes, as well as genders. The transfer of sovereignty over Hong Kong in 1997 and Macau in 1999 with their own distinctive cultures and identity issues added even more complexity to China's society (Jacka, 2013).

During the last 50 years of reforming and opening-up, China has gone through immense social changes. Rapid industrialization, modernization and globalization has brought transformations to every societal aspect, such as social policy, demographics, and social structure (Jacka, 2013; Xiong, 2009). Globalization encouraged many Chinese workers and students to leave their home country to work, study and live abroad; while many foreign migrants, expats and companies entered China, drawn by the many opportunities China has to offer. New job opportunities are created in the process of globalization, so that China's urban population is drawn to the better developed cities. All these changes have transformed the facet of China's demographic structure in the last 50 years (Feng et al., 2008; Lehmann & Leonard, 2019).

The diversity and many changes in cultural and social lives creates different consumer traits; globalization and economic growth enable Chinese consumers to gain access to international brands and products and be able to economically afford them; thus making China an ideal place to study consumer behaviors.

4.2 Research design

The research sets out to explore the how country-related emotions moderate the relationship between country stereotypes and consumer brand response, while taking the cultural dimensions of individualism/collectivism and lay rationalism into consideration. Brand familiarity, product-country preference and product ethnicity are applied as control variables.

For this web-based, between-subjects study, participants were recruited on three Chinese social media platforms (Weibo, Douban and Wechat). In order to encourage participation and achieve a wider circulation of the survey, a lottery with a small virtual prize was set up at the end of the survey, at which the respondents could choose to participate. Since the survey was carried out in China, the questionnaire was translated from English into Chinese.

Country stereotypes were measured using the Halkias & Diamantopoulos 2020 recommendations. Country related emotions were measured according to the scales created by Cuddy et al 2007. For the measurement of facilitative and harmful consumer brand responses, the measurement scales by Chaudhuri & Holbrook 2001, Dodds and others 1991, as well as Ping 1995 were adapted and applied for the research. All measurements used a standardized 7-point Likert scale (1 = disagree; 7 = agree).

For the cultural section, the Individualism and Collectivism Scale by Triandis and Gelfand (1998) was used for this study, which had 16 items on a 9-point Likert scale (1 = never or definitely no; 9 = always or definitely yes). Finally, the scale established by Hsee and colleagues (2014) was adapted and used to measure lay rationalism of the consumers on a 6-point Likert scale (1 = strongly disagree, 6 = strongly agree).

The survey was structured as following: the first section measured facilitative and harmful consumer brand responses (*purchase intention* – “*I will likely buy products of the target brand*”; *brand affect* – “*target brand products make me happy*”; *switching intention* – “*I will probably*

stop buying target brand in the near future”) and brand familiarity (*“How familiar are you with products of the brand target brand?”*). The second section measures national stereotypes with four items respectively (*warmth – friendly, kind, likeable, nice; competence – capable, competent, efficient, skillful*) as well as country-specific emotions (*admiration, contempt, envy, pity*). The third and fourth section measured individualism/collectivism (*HI – “I’d rather depend on myself than others”; VI – “It is important that I do my job better than others”; HC – “If a coworker gets a prize, I would feel proud”; VC – “It is important to me that I respect the decisions made by my groups”*) and lay rationalism (*“When making decisions, I like to analyze financial costs and benefits and resist the influence of my feelings”*). The fifth section measured product-country preference (*“I generally like products coming from COO”*) and product typicality (*“I associate the target product category with the country COO”*). The final section gathered data on participants demographics (age, gender, nationality, education, years living in the country of research).

The sections, blocks and items within the blocks were all randomized, as well as the seven between-subject groups, so that each participant was randomly allocated one of the seven sets of questionnaires. In keeping with the previous studies, this thesis used the same seven well-known international brands with different origin countries and from different product categories. The following table shows the chosen countries, brands and product categories (Table 1).

Nr.	Country of Origin	Brands	Product Categories
1	Italy	Giorgio Armani	Perfumes
2	Germany	Mercedes-Benz	Cars
3	France	Evian	Bottled water
4	Japan	Sony	TVs
5	Sweden	IKEA	Furniture
6	USA	Apple	Smartphones
7	Spain	Zara	Clothing

Table 1 - Countries and brands selection

4.3 Data Screening

The questionnaire was constructed on the website Sosci Survey and send out on the following Chinese social media platforms: the microblogging platform Weibo, SNS platform Douban, it was also distributed in several chat groups on the instant messaging App Wechat. A total number of 672 participants accessed the questionnaire and 377 participants completed the questionnaire. Since the goal of this study is to examine how Chinese consumers perceive brands and products from foreign countries, only participants with Chinese nationality and prolonged living experience in China (i.e., over one year) were included in the final data set. Two cases were excluded for this reason: both participants were not Chinese citizen, while one of them has only lived in China for one year.

The data was then screened for missing value using the [=countblank] function in excel and a frequencies test in SPSS (version 25). The results showed that even though the survey was constructed in a way that required the participants to answer all questions, two cases still had missing data points and were thus omitted from the data set. The final data set contained 373 cases. The allocation of participants to the country/brand cluster is exhibited in Table 2.

Brands	Case
Italy / Giorgio Armani	N = 46
Germany / Mercedes-Benz	N = 50
France / Evian	N = 48
Japan / Sony	N = 53
Sweden / IKEA	N = 53
USA / Apple	N = 57
Spain / Zara	N = 66
Total	N = 373

Table 2 – Allocation of countries and brands

Participant's familiarity with the social media platforms were evaluated in the study. The variable had no missing cases (N = 373, M = 6,23, SD = 1.015) and was negatively skewed towards left (skewness = -1.487). Most participants rated themselves as being very familiar with the three aforementioned social media platforms.

The majority participants were between the age of 20 and 34, the youngest respondent was 18 and the oldest respondent was 63 years old. The mean age distribution was 28.67 years with a standard deviation of 6.248 years. The gender distribution of the final sample was unequal, the majority of which were female: 84.5% of participants were female (N = 315), while only 15.5% were male (N = 58). The large majority of the participants (96.2%) had university level of education, with either a bachelor's degree (N = 197) or a master's degree (N = 162). Figure 3 shows the distribution of the participants' gender and education.

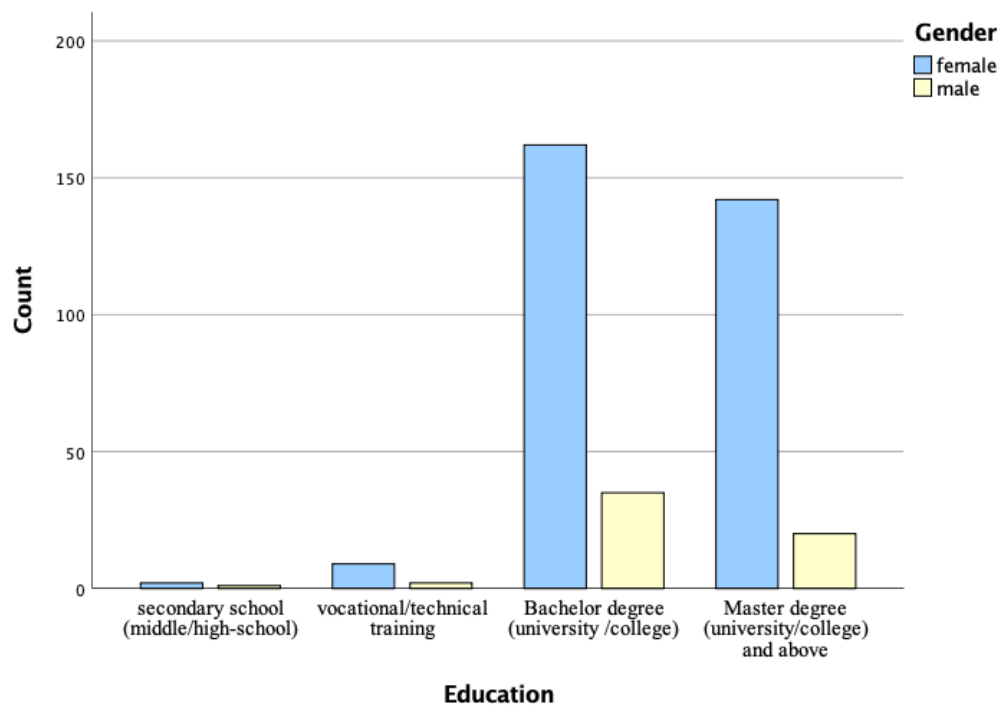


Figure 3 – Gender and education distribution of the sample

The mean scores of horizontal individualism (HI), vertical individualism (VI), horizontal collectivism (HC) and vertical collectivism (VC) were determined in SPSS and presented below (Table 3). The results indicated that the participants had more individualistic than collectivistic tendencies. In particular, the high score of the horizontal individualism (HI) suggested that the participants viewed themselves as autonomous, self-reliant individuals, who were equal in status with their fellow beings (Triandis, 1995).

A series of paired-samples t-test were carried out to reveal the contrasts between the four variables (Appendix C.3). The t-test showed significant contrast between horizontal individualism and vertical individualism, horizontal individualism and horizontal collectivism, as well as vertical individualism and vertical collectivism, all at the 0.001 level. However, there

was no significant contrast between horizontal collectivism and vertical collectivism ($p=0.862$). The results suggested that the individualism-collectivism distinction was important for the participants, but they did not distinguish the horizontal-vertical aspect in collectivism. Hence, the four horizontal and vertical variables were combined into individualism (IND) and collectivism (COL) variables for the subsequent analysis. The scores were determined by taking the means of the horizontal and the vertical individualism, and of the horizontal and vertical collectivism, respectively.

Next, the mean scores of the lay rationalism dimension were calculated in SPSS as well. The results suggested that the participants view themselves as rather rational and put more weight on rationalistic aspects when making decisions (Table 3).

Individualism and Collectivism score						
	IND	COL	HI	VI	HC	VC
Mean	6,4484	5,3566	7,1595	5,7373	5,3633	5,3499
SD	0,96678	1,33304	1,15238	1,34004	1,3807	1,66061
Lay Rationalism score						
Mean	4,0623					
SD	1,00835					

Table 3 – Individualism/collectivism and lay rationalism score

According to Field (2013), a scale could be considered as reliable if the values of Cronbach's α is above 0.7. The results indicated high reliability across all scales. The only exception lied in the Lay Rationalism scale, which had a value of $\alpha = 0,617$, slightly below the ideal value of $\alpha \geq 0,7$. This could be due to the misstep of not reverse coding two items of the scale in the survey. Those items were removed from the scale, and another reliability test was performed. The new result yielded high reliability value of $\alpha = 0,742$. Afterwards, the items of each scale were combined to form a mean score for each construct. These means were used for all subsequent analyses. Table 4 shows the results of the reliability test.

Scale	Nr. Of Items	Cronbach's α
Purchase intention	3	0,902
<i>Adapted from Dodds et al., 1991 (Active Facilitation)</i>		
Brand Affect	3	0,927

Adapted from Chaudhuri & Holbrook, 2001 (Passive Facilitation)

Switching Intention	4	0,848
<i>Adapted from Ping, 1995 (Active Harm)</i>		
Brand Familiarity	3	0,914
<i>(Halkias, Diamantopolous)</i>		
Country Stereotypes: competence	4	0,886
<i>(Halkias, Diamantopolous)</i>		
Country Stereotypes: warmth	4	0,919
<i>(Halkias, Diamantopolous, 2020)</i>		
Country Emotions	8	0,794
<i>(Halkias, Diamantopolous, 2020)</i>		
Country Familiarity	3	0,853
<i>(Halkias, Diamantopolous, 2020)</i>		
Product-Country Preference	4	0,935
<i>(Halkias, Diamantopolous, 2020)</i>		
Product Typicality/Ethnicity	3	0,922
<i>(Halkias, Diamantopolous, 2020)</i>		
Individualism – Collectivism	16	0,764
<i>(Triandis, Gelfand, 1998)</i>		
Lay Rationalism	6	0,617
<i>(Hsee, Yang, Zheng, & Wang, 2014)</i>		
Lay Rationalism_trimmed	4	0,742
<i>(Hsee, Yang, Zheng, & Wang, 2014)</i>		

Table 4 – Reliability of measurement constructs

Lastly, all predictor and outcome variables were mean-centered before carrying out the regression analysis. Centering refers to the process subtracting the variable mean from the each observed score (Field, 2013). It is important to conduct mean-centering in a model with interaction terms, as it makes interpreting the main effect easier (Field, 2013). After all variables were mean-centered, interaction terms were calculated by multiplying the mean-centered predictor variables with the mean-centered cultural variables. All analysis results were rounded up to the third decimal place, except for the analysis with switching intention as output variable,

5. Analysis results

This chapter addresses the research question of “how do SCM dimensions interact with each other to influence country-triggered emotions and the subsequent behavioral responses of consumers” with statistical analysis. As mentioned in chapter three, the conceptual model is divided into two stages. The first stage tests the impact of country stereotypes dimensions (warmth, competence) on country-related emotions (contempt, admiration, envy), while the second stage explores the impact of country-related emotions on consumer brand responses (brand affect, switching intention).

The data were analyzed using several multiple linear regressions. The set-ups of the regression analysis are summarized below in Table 5 and the results are discussed in the upcoming sections. The SPSS outputs are reported in Appendix C. Additional analyses, which were not part of hypotheses, were also carried out to gain a better understanding of the data. The results are reported in the last section of this chapter.

Stage	Model	Outcome	Predictors
I	1	Contempt	Warm, Comp
	2	Contempt	Warm, Comp, Ind, Col
	3	Contempt	Warm, Comp, Ind, Col, Warm*Col, Comp*Ind
	1	Admiration	Warm, Comp
	2	Admiration	Warm, Comp Ind, Col
	3	Admiration	Warm, Comp, Ind, Col, Warm*Col, Comp*Ind
	1	Envy	Warm, Comp, Warm*Comp
	2	Envy	Warm, Comp, Warm*Comp, Ind, Col
	3	Envy	Warm, Comp, Warm*Comp, Ind, Col, Warm*Col, Comp*Ind
II	1	Brand Affect	Cont, Admi, Envy, BF, Pc_Pref, P_Ethni
	2	Brand Affect	Cont, Admi, Envy, BF, Pc_Pref, P_Ethni, LR, Comp*LR, Admi*LR, Envy*LR
	1	Switching Intention	Cont, BF, Pc_Pref, P_Ethni, LR, Comp*LR
	2	Switching Intention	Admi, BF, Pc_Pref, P_Ethni, LR, Admi*LR
	3	Switching Intention	Envy, BF, Pc_Pref, P_Ethni, LR, Envy*LR

Table 5 - Regression analysis set-up

5.1 Stage I: Country stereotype dimensions – Country-related emotions

To determine the influence of country stereotypes dimensions (*warmth, competence*) on country-related emotions (*contempt, admiration, envy*), three hierarchical analyses were carried out and statistical assumptions for regression analysis (*linearity, non-multicollinearity, independent observations, homoscedasticity, normal distribution of residuals, no outlier*) were evaluated.

The cultural constructs (*individualism, collectivism*) were included in the model as moderator and the interaction terms (*individualism*competence, collectivism*warmth*) were created to test the moderation effect of cultural attributes on the relationship between country stereotypes and country emotions.

5.1.1 Contempt

The first hierarchical regression tested the impact of warmth and competence on contempt, while controlling for individualism and collectivism. The moderation effect of the cultural attributes on contempt was also tested. The results of the first hierarchical linear regression are reported below in Table 6.

First of all, the statistical assumptions were evaluated (Appendix C.5). A scatterplot matrix was performed to detect non-linearity between the predictor variables and the outcome variable. The results showed linear relationships between the variable, thus meeting the assumption of linearity. Both the correlation matrix and the collinearity statistics indicated that there was no multicollinearity between the predictor variables ($r < 0.9$, tolerance > 0.2 , VIF < 10). The Durbin-Watson values for all three models fell within the 1.5 and 2.5 range, which indicated that the assumption of independent residuals was met as well. The scatterplot of standardized residuals vs. standardized predicted values showed no obvious sign of funnelling, suggesting that the variance of the residuals was constant and thus meeting the assumption of homoscedasticity. The normal P-P plot suggested that the standardized residuals were roughly normally distributed, thus meeting the assumption of normal distribution. Finally, the Cook's distance indicated that all values are well below 1, suggesting there were no outliers detected.

The results of the regression analysis showed that all three models were statistically significant (Model 1: $F(2, 370)=12.116$, $p<0.001$. Model 2: $F(4, 368)=7.440$, $p<0.001$. Model 3: $F(6, 366)=5.478$, $p<0.001$). The R square values suggested that Model 1 accounted for 6.1% of the variations in the outcome variable contempt, while Model 2 and 3 explained 7.5% and 8.2% of the variations, respectively. Models 2 and 3 only improved model 1 marginally and the increase was not statistically significant.

Competence had a positive influence on contempt and contributed significantly to its explanation ($B=0.170$, $t=2.816$, $p=0.003$). Meanwhile, warmth had a significant and negative influence on the feeling of contempt ($B=-0.284$, $t=-4.510$, $p<0.001$). Hence, the results suggested that competence increased, and warmth decreased the feeling of contempt.

The results indicated that both of the interaction terms warmth*collectivism ($B=-0.055$, $t=-1.326$, $p=0.093$) and competence*individualism ($B=0.079$, $t=1.414$, $p=0.079$) did not have significant effect on contempt, which proposed that individualism and collectivism did not moderate the influence of the competence and the warmth dimension on the feeling of contempt, respectively. However, collectivism ($B=-0.145$, $t=-2.275$, $p=0.024$) was shown to have a significant main effect on the outcome variable and decreases the feeling of contempt, suggesting that consumers with higher collectivistic tendencies would feel less contempt towards other foreign countries than consumers with higher individualistic tendencies.

Overall, the output of the regression analysis **supported H1a**, indicating that the warmth dimension indeed decreased the feeling of contempt. **H1b was rejected**, proposing that the competence dimension increased contempt. Both **H2a and H2b were rejected** as well, the analysis demonstrated that individualism did not moderate the relationship between competence and contempt, and collectivism did not moderate between warmth and contempt as well.

		Unstandardized Coefficients B	t-statistic	p-value
Model 1	(Constant)	0.000	0.000	1.000
	COMP_c	0.157	2.633	0.005 (1-tailed)**
	WARM_c	-0.284	-4.510	<0.001 (1-tailed)***
	Model Summary: F(2, 370) = 12.116, p<0.001, R ² =0.061			
Model 2	(Constant)	0.000	0.000	1.000
	COMP_c	0.168	2.810	0.003 (1-tailed)**
	WARM_c	-0.263	-4.145	<0.001 (1-tailed)***
	IND_c	0.020	0.229	0.819
	COL_c	-0.145	-2.275	0.024*
	Model Summary: F(4, 368) = 7.440, p<0.001, R ² =0.075, ΔR ² =0.013			
Model 3	(Constant)	0.010	0.119	0.905
	COMP_c	0.170	2.816	0.003 (1-tailed)**
	WARM_c	-0.264	-4.165	<0.001 (1-tailed)***
	IND_c	0.015	0.175	0.861
	COL_c	-0.153	-2.386	0.018*
	WARM*COL_c	-0.055	-1.326	0.093 (1-tailed)
	COMP*IND_c	0.079	1.414	0.079 (1-tailed)
	Model Summary: F(6, 366) = 5.478, p<0.001, R ² =0.082, ΔR ² =0.008			
Dependent variable: CONT_c = mean-centered contempt				
Note: Comp_c = mean centered competence, WARM_c = mean-centered warmth, IND_c = mean centered individualism, COL_c = mean-centered collectivism.				
Reported regression coefficients are unstandardized; ***p<0.001, **p<0.01, *p<0.05.				

Table 6 - Hierarchical linear regression analysis: country stereotypes dimensions - contempt

5.1.2 Admiration

The second hierarchical regression tested the impact of the country stereotype dimensions on admiration. The moderation effect of the individualism and collectivism was also taken into consideration. The results of the hierarchical multiple regression are reported in Table 7.

The assumptions for the regression analysis were evaluated for the second regression model as well. The assumptions of linearity, multicollinearity ($r < 0.9$, tolerance > 0.2 , VIF < 10), independent errors ($1.5 < \text{Durbin Watson} < 2.5$), heteroscedasticity, normal distribution of errors, and no outliers (Cook's distance < 1) were all met (Appendix C.5).

The results of the linear regression indicated that the Model 1 contributed significantly to the outcome variable admiration ($F(2, 370) = 26.594$, $p < 0.001$). The R square value showed that the model explains 12.6% of variations in the outcome variable. After adding the moderators, Model 2 ($F(4, 368) = 13.922$, $p < 0.001$) and Model 3 ($F(6, 366) = 9.587$, $p < 0.001$) also contributed significantly to admiration and explained 13.1% and 13.6% of the variations in the outcome variable, respectively. The R square changes were not statistically significant.

The warmth dimension ($B = 0.012$, $t = 0.254$, $p = 0.400$) had a positive influence on admiration, but the effect was not significant. However, the competence dimension ($B = 0.320$, $t = 7.143$, $p < 0.001$) was significantly related to the outcome variable, so that an increase of competence led to an increase of admiration.

As for the individualism and collectivism dimensions, the test did not reveal statistically significant moderation effect. Neither the interaction between individualism and the competence dimension ($B = -0.009$, $t = -0.212$, $p = 0.416$), nor the interaction between collectivism and the warmth dimension ($B = -0.038$, $t = -1.254$, $p = 0.106$) was proven to be significant.

For the first hypothesis, **H1c was rejected**, indicating that warmth did not increase the feeling of admiration. The relationship between competence and admiration was proven to be positive and significant, therefore **supporting H1d**. Both **H2a and H2b were rejected**, as individualism and collectivism did not moderate the relationship between the country stereotypes and country-specific emotions in a statistically meaningful way.

		Unstandardized Coefficients B	t-statistic	p-value
Model 1	(Constant)	0.000	0.000	1.000
	COMP_c	0.315	7.145	<0.001 (1-tailed)***
	WARM_c	0.017	0.362	0.359 (1-tailed)
	Model Summary: F(2, 370) = 26.594, p<0.001, R ² =0.126			
Model 2	(Constant)	0.000	0.000	1.000
	COMP_c	0.310	7.028	<0.001 (1-tailed)***
	WARM_c	0.010	0.212	0.416 (1-tailed)
	IND_c	0.086	1.334	0.183
	COL_c	0.021	0.441	0.660
	Model Summary: F(4, 368) = 13.922, p<0.001, R ² =0.131, ΔR ² =0.006			
Model 3	(Constant)	0.011	0.188	0.851
	COMP_c	0.320	7.143	<0.001 (1-tailed)***
	WARM_c	0.012	0.254	0.400 (1-tailed)
	IND_c	0.093	1.437	0.152
	COL_c	0.016	0.332	0.740
	WARM*COL_c	-0.038	-1.254	0.106 (1-tailed)
	COMP*IND_c	-0.009	-0.212	0.416 (1-tailed)
	Model Summary: F(6, 366) = 9.587, p<0.001, R ² =0.136, ΔR ² =0.004			
Dependent variable: ADMI_c = mean-centered contempt				
Note: Comp_c = mean centered competence, WARM_c = mean-centered warmth, IND_c = mean centered individualism, COL_c = mean-centered collectivism.				
Reported regression coefficients are unstandardized; ***p<0.001, ** p<0.01, * p<0.05.				

Table 7 - Hierarchical linear regression analysis: country stereotypes dimensions - admiration

5.1.3 Envy

The third hierarchical linear regression was carried out with the emotion of envy as outcome variable. The competence dimension, the warmth dimensions and the interaction term competence*warmth were introduced as predictor variables. The interactions between competence*individualism and collectivism*warmth were integrated to test the moderating effect of individualism and collectivism on the respective predictive variables. The results of the analysis are reported in Table 8.

All statistical assumptions for the regression analysis were evaluated and met. The scatterplot matrix showed linear relationships between predictor and outcome variables, no sign of multicollinearity was detected ($r < 0.9$, tolerance > 0.2 , VIF < 10), the errors were independent ($1.5 < \text{Durbin Watson} < 2.5$), there were no outliers (Cook's distance < 1). Finally, the assumptions of heteroscedasticity and normal distribution of errors were also met (Appendix C.5).

The regression analysis of the Model 1 significantly predicted the outcome variable envy ($F(3, 369) = 7.153$, $p < 0.001$), which explained 5.5% of the variations in the outcome variable. The Model 2 ($F(5, 367) = 7.422$, $p < 0.001$) and the Model 3 ($F(7, 365) = 5.341$, $p < 0.001$) were also proven to be statistically significant. After introducing the moderators, the Model 2 explained 9.2% of the variations in the outcome variable, the R square change was proven to be statistically significant, meaning the individualism and collectivism significantly improved the prediction of envy. Model 3 explained 9.3% of the variations in the outcome variable.

The hypothesis **H1e was rejected** on the ground that the interaction competence*warmth did not reveal statistically significant results ($B = -0.016$, $t = -0.460$, $p < 0.162$). The warmth dimension ($B = 0.007$, $t = 0.120$, $p = 0.226$) did not wield any significant influence on the outcome variable as well. However, the competence dimension had a significant positive effect on envy ($B = 0.258$, $t = 4.504$, $p < 0.001$), indicating that competence increased envious emotions.

The collectivism dimension ($B = -0.230$, $t = -3.769$, $p < 0.001$) exerted negative main effect on the feeling of envy, suggesting that the collectivistic tendency of an individual could decrease the envious emotions. However, both H2a the H2b were rejected, since individualism and collectivism did not interact with the country stereotype dimensions to impact emotions.

		Unstandardized Coefficients B	t-statistic	p-value
Model 1	(Constant)	0.004	0.056	0.478
	COMP_c	0.258	4.504	<0.001 (1-tailed)***
	WARM_c	0.007	0.120	0.226 (1-tailed)
	COMP*WARM_c	-0.016	-0.460	0.162 (1-tailed)
	Model Summary: F(3, 369) = 7.153, p<0.001; R ² =0.055			
Model 2	(Constant)	0.000	0.001	0.999
	COMP_c	0.273	4.817	<0.001 (1-tailed)***
	WARM_c	0.036	0.601	0.274 (1-tailed)
	COMP*WARM_c	0.000	-0.008	0.497 (1-tailed)
	IND_c	0.144	1.755	0.080
	COL_c	-0.230	-3.769	<0.001***
	Model Summary: F(5, 367) = 7.422, p<0.001, R ² =0.092, ΔR^2 =0.037			
Model 3	(Constant)	0.003	0.035	0.972
	COMP_c	0.278	4.822	<0.001 (1-tailed)***
	WARM_c	0.038	0.627	0.266 (1-tailed)
	COMP*WARM_c	0.002	0.056	0.478 (1-tailed)
	IND_c	0.150	1.810	0.071
	COL_c	-0.231	-3.757	<0.001***
	WARM*COL_c	-0.003	-0.088	0.465 (1-tailed)
	COMP*IND_c	-0.033	-0.616	0.269 (1-tailed)
	Model Summary: F(7, 365) = 5.341, p<0.001, R ² =0.093, ΔR^2 =0.001			

Dependent variable: ENVY_c = mean-centered envy

Note: Comp_c = mean centered competence, WARM_c = mean-centered warmth, IND_c = mean centered individualism, COL_c = mean-centered collectivism.

Reported regression coefficients are unstandardized; ***p<0.001, ** p<0.01, * p<0.05.

Table 8 - Hierarchical linear regression analysis: country stereotypes dimensions - envy

5.2 Stage II: Country-related emotions and purchasing behaviors

The second stage explored how the country-related emotions predict facilitative and harmful consumer behaviours. The lay rationalism dimension was introduced to the model as the moderator and was expected to have a weakening effect on the relationship between country emotions and consumer behaviours. Based on the theory described in chapter 2.4.2, it was proposed that consumers who are more rational and use objective facts to make purchasing decisions – such as product specifications and financial factors – are less likely to be influenced by country-related emotions.

Additionally, three variables – brand familiarity, product-country preference and product ethnicity were also integrated in the model as covariates, as they were expected to have positive relationships with facilitative consumer brand responses and negative relationships with harmful consumer brand responses.

In the survey, one harmful consumer response (switching intention) and two facilitative consumer responses (purchase intention, brand affect) were tested. Switching intention was used as one of the outcome variables, and for reasons of complexity, only one of the facilitative consumer responses, i.e., the brand affect, was used as the other outcome variable.

The analysis of the second stage was carried out in two sections: the first section studied on the relationship between country-related emotions and brand affect by applying similar hierarchical multiple regression as in stage 1; the second section tested the relationship between country-related emotions and switching intention by running the PROCESS macro v3.5 due to heteroskedasticity and lack of normal distribution (discussed in 5.2.2).

5.2.1 Brand affect

For the outcome variable brand affect, hierarchical multiple regressions were carried out with admiration and envy and predictive variables, while controlling for the covariates of brand familiarity, product-country preference, and product ethnicity. Lay rationalism was introduced to the model as the moderator. The linear regression was run in two steps: in Model 1, the country-specific emotions –admiration and envy – were entered into the model to see how they predict facilitative consumer behaviour. The moderator of lay rationalism and the interaction

terms with the predictors were integrated in Model 2. The results of the regression analysis are reported in Table 9.

As in any linear regression analysis, the statistical assumptions had to be evaluated first. The results of the scatterplot matrix suggested that the assumption of linearity was met. The assumption of no multicollinearity has also been met ($r < 0.9$, $VIF < 10$, $\text{tolerance} > 0.2$). The Durbin-Watson scores showed that the residuals were independent (Durbin-Watson = 1.478). The Cook's distance suggested that there were no outliers detected. The scatterplot of standardised residuals vs standardised predicted values showed no sign of funnelling and meeting the assumption of homoscedasticity. The normal P-P plot suggested that the standardised errors have met the assumption of normal distribution (Appendix C.3).

The results of the Model 1 suggested that the model was statistically significant ($F(5, 367) = 26.265$, $p < 0.001$). The model had a R square value of 0.264, indicating that the model explained 26.4% variations of brand affect. The Model 2 was also proven to be significant ($F(8, 364) = 17.689$, $p < 0.001$). After introducing the moderator, the overall R score explained 28% of the variations in the outcome variable, an increase of 1.6%.

None of the three predictor variables showed significant influence on the outcome variable ($p > 0.05$), **rejecting H3a and H3c**. However, two covariates were revealed to have significant influence upon the facilitative brand response. Both brand familiarity ($B = 0.397$, $t = 8.482$, $p < 0.001$) and product-country preference ($B = 0.240$, $t = 4.497$, $p < 0.001$) had significant positive influence on the brand affect. The results suggested that brand familiarity and consumer's preference towards a product's origin country helped to increase consumer's brand affect. As for the moderator, lay rationalism did weaken the influence of admiration and envy on brand affect, however, this moderating effect was not statistically significant ($p > 0.5$), thus **rejecting H4**. The results suggested that facilitative consumer behaviour could not be predicted by country-specific emotions. Instead, they were directly influenced by brand familiarity and product-country preference.

		Unstandardized Coefficients B	t-statistic	p-value
Model 1	(Constant)	3.01E-16	0.000	1.000
	ADMI_c	0.070	1.061	0.289
	ENVY_c	0.023	0.442	0.658
	BF_c	0.382	8.175	<0.001***
	PC_Pref_c	0.218	4.110	<0.001***
	P_Ethni_c	0.075	1.529	0.127
	Model Summary: F(5, 367) = 26.265, p<0.001; R²=0.264			
Model 2	(Constant)	-0.012	-0.175	0.861
	ADMI_c	0.101	1.512	0.131
	ENVY_c	0.023	0.445	0.656
	BF_c	0.397	8.482	<0.001***
	PC_Pref_c	0.240	4.497	<0.001***
	P_Ethni_c	0.069	1.398	0.163
	Moderator			
	LR_c	-0.107	-1.491	0.137
	ADMI*LR_c	-0.033	-0.594	0.553
	ENVY*LR_c	-0.092	-1.958	0.051
Model Summary: F(8, 364) = 17.689, p<0.001; R²=0.280, ΔR²=0.016				
Dependent variable: BA_c = mean-centered brand affect				
Note: ADMI_c = mean-centered admiration, ENVY_c = mean-centered envy, BF_c = mean-centered brand familiarity, PC_Pref_c = mean-centered product country preference, P_Ethni_c = mean-centered product ethnicity, LC_c = mean-centered lay rationalism.				
Reported regression coefficients are unstandardized; ***p<0.001, ** p<0.01, * p<0.05.				

Table 9 - Hierarchical linear regression analysis: country emotions – brand affect

5.2.2 Switching intention

The second part tested the influence of contemptuous and envious emotions on switching intention. Lay rationalism was introduced as moderator, while brand familiarity, product-country preference and product ethnicity were entered into the model as covariates. The results are reported in Table 10 and 11.

Statistical assumptions were evaluated as well. The assumptions of linearity, multicollinearity, independent residuals and outliers were met. However, the normality of the errors and homoscedasticity have been violated, as revealed by the residual histogram, the normal P-P plot and the scatterplot (Figures 4, 5, 6). The histogram and P-P plot suggested non-normal distributed residuals, and the scatterplot showed signs of funnelling. Hence, the moderated regression model with switching intention as outcome variable was tested using Preacher and Hayes' PROCESS macro v3.5 tool (model 1, bootstrapping with 5000 resamples). This tool is more robust and can overcome the problem of heteroskedastic residuals and lack of normal distribution (Field, 2013, p. 425).

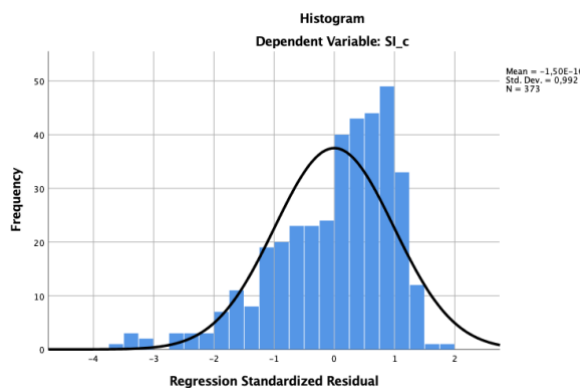


Figure 4 - Residual histogram with switching intention.

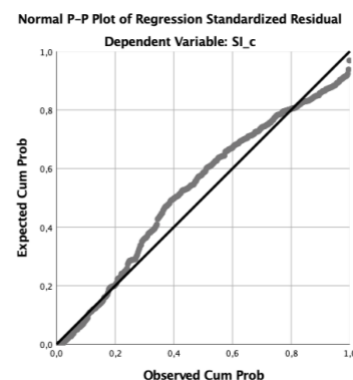


Figure 5 - Normal P-P plot and scatterplot with switching intention

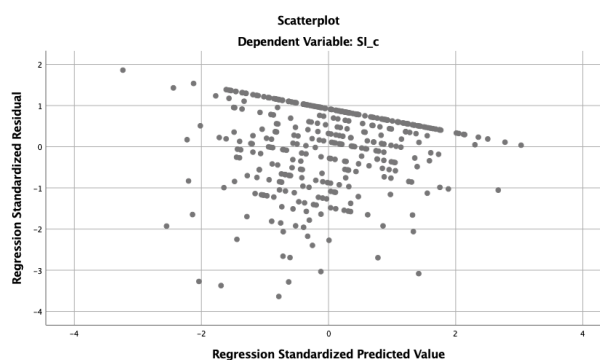


Figure 6 - Scatterplot with switching intention

Since the PROCESS macro v3.5 tool only allowed one predictor variable in the model, two separate analyses were carried out, one with contempt and the other with envy as the predictor to switching intention. Both models were statistically significant. The model with contempt as predictor variable ($F(6, 366)=5.2601$, $p<0.001$) explained 7.94% of the variations in the outcome variable, and the model with envy as predictor variable ($F(6, 366) = 4.7241$, $p<0.001$) explained 7.19% of the variations in the outcome variable switching intention.

Neither contempt ($B=-0.0707$, $t=-1.7417$, $p=0.0824$), nor envy ($B=-0.0164$, $t=-0.3722$, $p=0.71$) was significant predictor of switching intention, which **rejected H3b and H3d**. The interactions of lay rationalism*contempt ($B=-0.0135$, $t=-0.3525$, $p=0.7246$) and lay rationalism*envy ($B=0.0016$, $t=0.0432$, $p=0.9656$) did not moderate the effect of contempt and envy on switching intention, respectively. Thus, **H4 was not supported** as well.

Similar with previous section, brand familiarity had a significant negative effect on switching intention in both models ($p=0.0001$). The results suggested that brand familiarity significantly decreased harmful consumer brand responses and could be considered as an independent variable to switching intention on its own. The results confirmed findings in the literature, which argued that brand knowledge, or brand awareness, heavily drives the purchasing intention of the consumer (Diamantopoulos et al., 2017; Kolbl et al., 2019).

	coeff	t	p-value
constant	6,8919	30,0599	0,0000
CONT	-0,0707	-1,7417	0,0824
LR	0,0804	1,2138	0,2256
CONT*LR	-0,0135	-0,3525	0,7246
Bra_Fam	-0,173	-4,0176	0,0001***
PC_Pref	-0,0323	-0,6629	0,5078
E_Ethni	-0,0793	-1,7942	0,0736

Model summary: $F(6, 366)=5.2601$, $R^2=0.0794$, $p<0.001$

Unconditional interaction: $\Delta R^2=0.0003$, $p=0.7246$

*** $p<0.001$, ** $p<0.01$, * $p<0.05$.

Table 10 - Linear regression analysis: contempt – switching intention

	coeff	t	p-value
constant	6,8844	29,0986	0,0000
ENVY	-0,0164	-0,3722	0,7100
LR	0,0936	1,4093	0,1596
ENVY*LR	0,0016	0,0432	0,9656
Bra_Fam	-0,1713	-3,9574	0,0001***
PC_Pref	-0,0299	-0,604	0,5462
E_Ethni	-0,0812	-1,8174	0,0700

Model summary: $F(6, 366) = 4.7241$, $R^2 = 0.0719$, $p < 0.001$

Unconditional interaction: $\Delta R^2 = 0.0000$, $p = 0.9656$

*** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$.

Table 11 - Linear regression analysis: envy – switching intention

5.3. Additional exploratory research

In order to gain deeper insights into the data set and capture any interesting effect between the stereotype dimensions, emotions and behavioral responses outside the scope of the hypotheses, additional exploratory analyses were carried out and presented in this chapter. The first section explores the formation of the country stereotypes, and the sections 2 - 5 examined the data set more closely.

5.3.1. Formation of country stereotype dimensions

Additional analysis was carried out to examine the distribution of country stereotypes. First, the total means of the competence and warmth dimension were calculated respectively ($M_{\text{comp}} = 4.36$, $SD_{\text{comp}} = 1.38$, $M_{\text{warm}} = 4.37$, $SD_{\text{warm}} = 1.31$). A mean comparison was then carried out. Using the total mean as a baseline, the country stereotypes were categorized into four clusters: high competence-high warmth (HCHW), high competence-low warmth (HCLW), low competence-high warmth (LCHW), low competence-low warmth (LCLW).

As results, Italy, Spain and France were categorized as high warmth – low competence, Japan and Germany were categorized as high competence – low warmth, Sweden was categorized as high competence – high warmth, and USA as low competence – low warmth (Table 12, Figure 7). Given the outbreak of COVID-19 pandemic and the portraiture of western countries – especially the USA – on Chinese media, it was not surprising to see that many western countries were perceived to be less competent by the participants. International conflicts and the trade war between the USA and China, in particular, has led to the result that the USA was perceived to be less warm as well, making it the only country which landed on the LCLW quadrant. Germany and Japan were perceived to be competent but cold. The low warmth of Japan, especially, could be explained by feelings of animosity towards Japan due to historical reasons: Japan refused to acknowledge its deeds in China during the second world war, an attitude which severely influences Chinese people's perception of Japan until this day (Bernd, 2007).

	Competence		Warmth		Categorization based on total mean
	Mean	SD	Mean	SD	
Total mean	4,36	1,38	4,37	1,31	-
Italy	3,53	1,13	4,98	0,96	LCHW
Germany	5,69	1,13	4,10	1,21	HCLW
France	3,60	1,30	4,68	1,32	LCHW
Japan	5,01	1,35	3,69	1,38	HCLW
Sweden	4,77	0,98	4,67	1,01	HCHW
USA	4,17	1,10	3,74	1,21	LCLW
Spain	3,79	1,19	4,78	1,34	LCHW

Table 12 - Categorization based on total mean

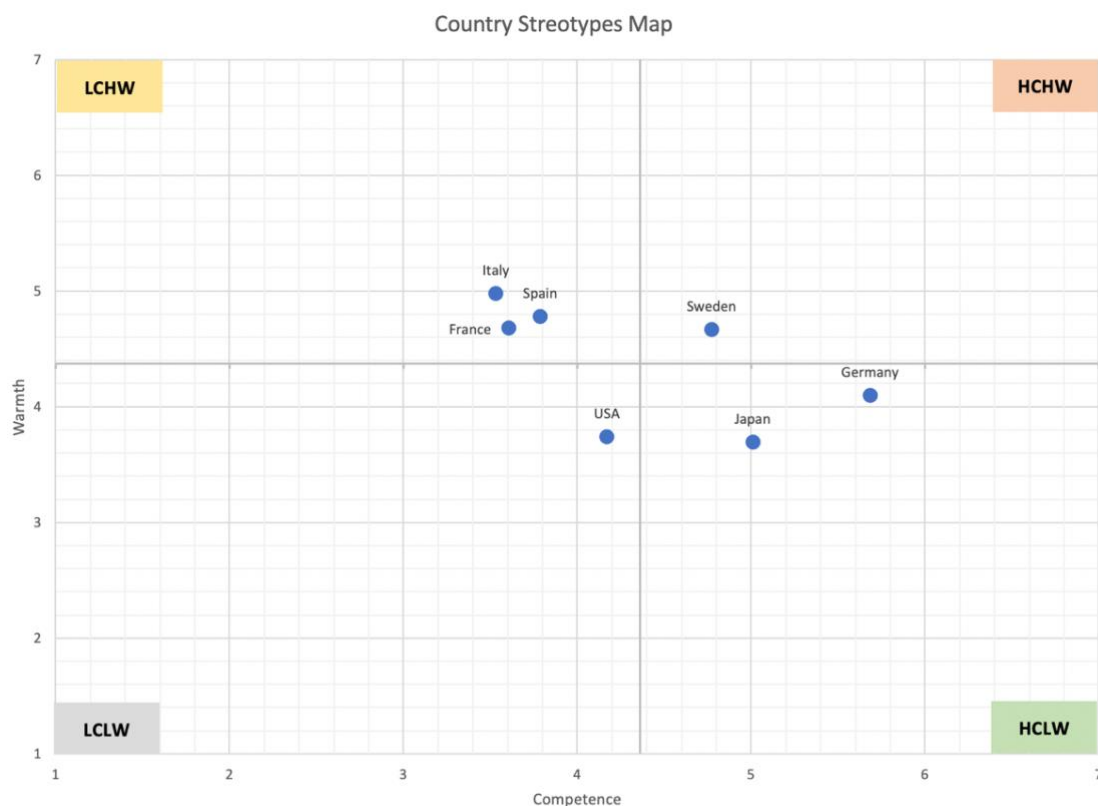


Figure 7 - Country Stereotype Map

To further determine the four clusters, the approach applied by Cuddy, Fiske and colleagues' (Cuddy et al., 2009; S. T. Fiske et al., 2002) was carried out in present thesis in order to double-check the result of the mean analysis.

In the first step, a hierarchical cluster analysis (Ward method) was carried out. The Ward method minimizes the within-cluster variance and maximizes between cluster variances (Fiske et al., 2002). A scree plot (Appendix C.6) of the agglomeration coefficients was created to help

determine a reasonable number of clusters. Using the elbow method, the graph visualizes that compared to the distance between point 368 and 369, the distance between 369 and 370 almost tripled. This means that 4 clusters could be formed (the number of cases minus the number of stages). The dendrogram (Appendix C.6) also confirm the formation of four clusters.

In the second step, a K-means analysis was carried out to categorize the cases. The results of the final cluster centers show that cluster 1 had low competence and high warmth (LCHW), cluster 2 had approximately equally high warmth and competence (HCHW), cluster 3 had high competence and low warmth (HCLW), and finally, cluster 4 was low in both dimensions (LCLW). The final clusters are visualized with Figure 8.

The assignment of each country/brand to the four clusters were demonstrated with a crosstabulation (Table 13) and the results of cluster analysis confirmed the results of the simple mean analysis in general. Most cases of Italy, France and Spain were assigned to cluster 1 (LCHW), Japan and Germany were assigned to cluster 3 (HCLW), only the USA was assigned to cluster 4 (LCLW). The cluster analysis of Sweden deviated from the results of the mean analysis, where the cases of Sweden were rather equally assigned to all clusters except cluster 4. The results of cluster analysis revealed the subtle layers underneath the mean analysis and suggested that the participants had rather divided perceptions towards Sweden. While many participants rated Sweden as HCHW while others perceived it as either LCHW or HCLW, and no participant considered Sweden to be LCLW.

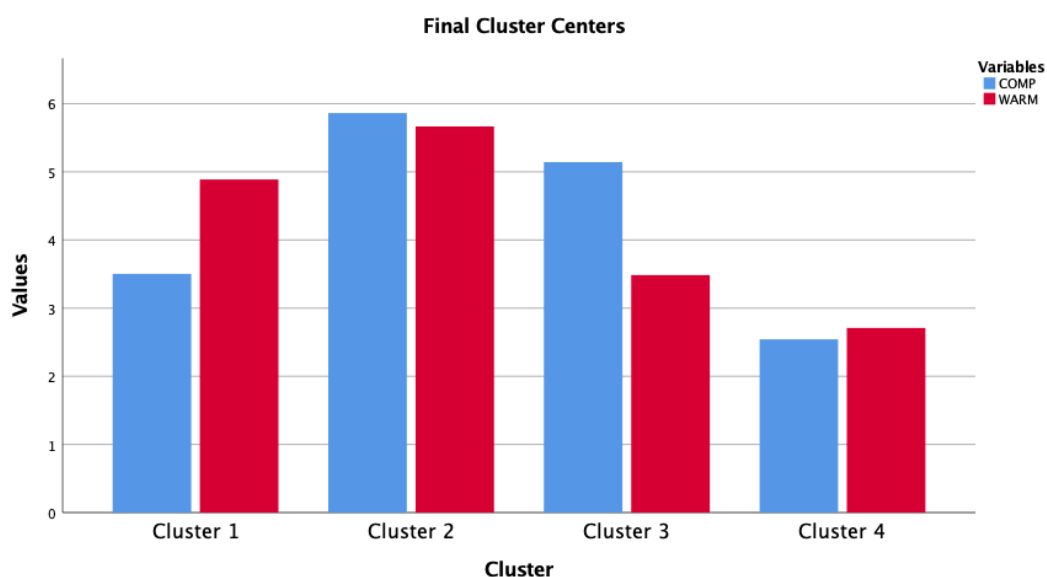


Figure 8 - Visualization of K-Means clusters

Target Brands * Cluster Number of Case K means Crosstabulation					
	Cluster Number of Case K means				Total
	1	2	3	4	
Giorgio Armani / Italy	31	6	5	4	46
Mercedes-Benz / Germany	4	18	26	2	50
Evian / France	28	8	3	9	48
Sony / Japan	6	11	30	6	53
IKEA / Sweden	19	15	19	0	53
Apple / USA	16	5	24	12	57
Zara / Spain	40	11	6	9	66
Total	144	74	113	42	373

Table 13 - K-Means crosstabulation

5.3.2 Country stereotype dimensions – Envy

Additional interaction collectivism and competence was found in further additional analysis. Same as in the main analysis, the emotion of envy was used as the outcome variable, competence, warmth and their interaction term competence*warmth were used as predictor variables. The cultural attributes of individualism and collectivism were introduced as moderators, and four interaction terms (comp*ind, comp*col, warm*ind, warm*col) were also added to the model to explore any unexpected interaction the collectivism dimension might have with the stereotype dimensions. The results of analysis are reported in Table 14.

Model 1 significantly predicted the outcome variable envy ($F(3, 369) = 7.153, p < 0.001$), and explained 5.5% of the variation in the outcome variable. The Model 2 was also shown to be significant ($F(9, 363) = 4.647, p < 0.001$). After introducing individualism and collectivism as moderators to the regression analysis, the R square value increased to 10.3%, the R square change was proven to be statistically significant.

The regression analysis showed similar results as before. The competence dimension had a significant and positive main effect on envy ($B=0.266, t=4.609, p < 0.001$). The warmth dimension ($B=0.030, t=0.486, p=0.314$) and the interaction term competence*warmth ($B=-0.008, t=-0.227, p=0.411$) did not revealed to have any effect on the outcome variable, while

the collectivism dimension ($B=-0.243$, $t=-3.948$, $p<0,001$) exerted negative main effect on the feeling of envy, suggesting that the collectivistic tendency of an individual could decrease the feeling of envy.

However, after integrating additional interaction terms, the competence and collectivism dimension interacted with each other to marginally contribute to the model ($B=0.085$, $t=2.012$, $p=0.023$). The interaction was calculated by using the unstandardized regression equation $Y = B_1X + B_2Z + B_3XZ + a$, where the relationship between X (competence) and Y (envy) was expected to change across values of Z (collectivism). The values of standard deviation were taken from the descriptive statistics: $SD_{COL} = 1.333$; $SD_{COMP} = 1.377$. The simple slopes for competence at high and low level of collectivism were derived as: $Y = 0.266COMP - 0.243COL + 0.085COMP * COL - 0.001$.

The standard deviation of collectivism ($\pm 1SD$) was substituted into the original equation: $Y_1 = 0.379COMP - 0.325$ at high collectivism; and $Y_2 = 0.153COMP + 0.323$ at low collectivism. The standard deviation of competence was then substituted into the two new equations to arrive at the following results for envy:

At high collectivism:

High competence: $Y_1 = 0,379 * 1,377 - 0,325 = 0,197$

Low competence: $Y_1 = 0,379 * (-1,377) - 0,325 = -0,847$

At low collectivism:

High competence: $Y_2 = 0,153 * 1,377 + 0,323 = 0,534$

Low competence: $Y_2 = 0,153 * (-1,377) + 0,323 = 0,112$

A graph was created visualizing the relationship between envy and competence using excel (figure 5), which shows that at both high and low levels of collectivism, competence stereotypes help increasing the feeling of envy. Specifically, if an individual had higher collectivistic tendency, the positive influence of competence on envy became even stronger.

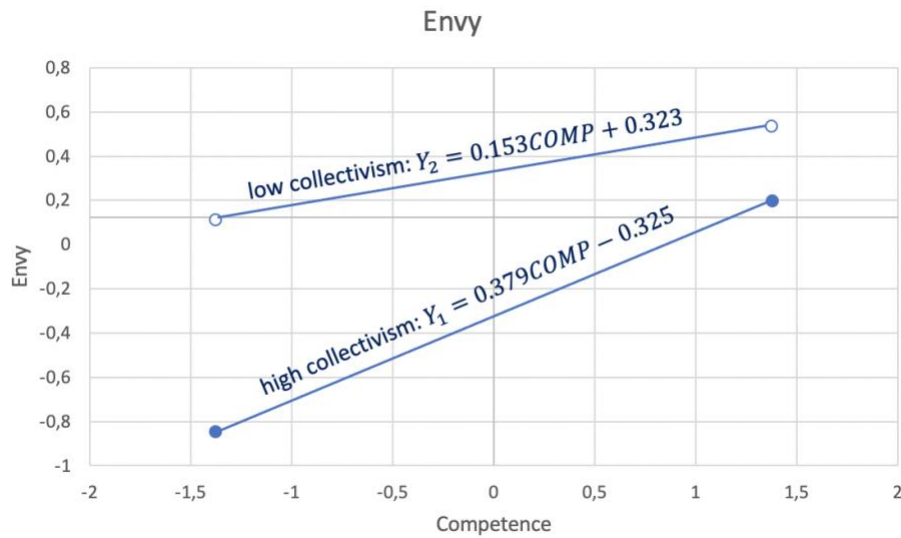


Figure 9 - Competence influences envy at different levels of collectivism

		Unstandardized Coefficients B	t-statistic	p-value
Model 1	(Constant)	0.004	0.056	0.478
	COMP_c	0.258	4.504	<0.001 (1-sided)***
	WARM_c	0.007	0.120	0.453 (1-sided)
	COMP*WARM_c	-0.016	-0.460	0.323 (1-sided)
	Model Summary: F(3, 369) = 7.153, p<0.001; R ² =0.055, p<0.001			
Model 2	(Constant)	-0.001	-0.017	0.493
	COMP_c	0.266	4.609	<0.001 (1-sided)***
	WARM_c	0.030	0.486	0.314 (1-sided)
	COMP*WARM_c	-0.008	-0.227	0.411 (1-sided)
	Moderators			
	IND_c	0.155	1.872	0.062
	COL_c	-0.243	-3.948	<0.001***
	COMP*IND_c	-0.055	-0.988	0.324
	COMP*COL_c	0.085	2.012	0.045***
	WARM*IND_c	-0.033	-0.552	0.581
	WARM*COL_c	-0.020	-0.472	0.637
	Model Summary: F(9, 363) = 4.647, p<0.001; R ² =0.103, ΔR ² =0.048, p=0.004			

Dependent variable: ENVY_c = mean-centered envy

Note: Comp_c = mean centered competence, WARM_c = mean-centered warmth, IND_c = mean centered individualism, COL_c = mean-centered collectivism.

Reported regression coefficients are unstandardized; ***p<0.001, **p<0.01, *p<0.05.

Table 14 - Relationships between country stereotypes and envy

5.3.3 Emotions – Brand affect

This section tries to take another look at the potential influence of the emotions on brand affect. Three separate hierarchical linear regressions with each one of the emotions as predictor variable were carried out. Lay rationalism and the interaction term with each of the three emotions were entered into the model as moderator. The results are presented in Table 15, 16 and 17.

The single regression analysis revealed that the feelings of admiration ($B=0.183$, $t=2.705$, $p=0.007$) and envy ($B=0.151$, $t=2.827$, $p=0.005$) had positive influence on brand affect, while contempt ($B=0.000$, $t=-0.005$, $p=0.996$) showed no such effect. The results showed that admiration and envy influenced brand affect individually. But the effect became insignificant in a multiple regression model and when covariates – brand familiarity, product-country preference, product-ethnicity – were introduced (chapter 5.2.1). A re-examination for multicollinearity showed no such sign ($VIF<10$, $\text{tolerance}>0.2$, $\text{Condition Index}<15$). The reason for the difference between single regressions and the multiple regression might because of adding more predictor variables make their individual contribution to the outcome variable smaller and less significant. Additionally, when multiple regression analysed the relationship between emotions and brand affect while holding the covariate brand familiarity constant, the relationship became insignificant, suggesting that most of the effect detected by the regression analyses was contributed by brand familiarity.

		Unstandardized Coefficients B	t-statistic	p-value
Model 1	(Constant)	-7,65E-16	0,000	1,000
	CONT_c	-0,002	-0,030	0,976
Model Summary: $F(1, 371) = 0.001$, $p=0.976$; $R^2=0.002$, $p=0.976$				
Model 2	(Constant)	0,001	0,008	0,994
	CONT_c	0,000	-0,005	0,996
	LR_c	0,018	0,217	0,828
	CONTxLR_c	0,004	0,075	0,940
Model Summary: $F(3, 369) = 0.017$, $p=0.997$; $R^2=0.012$, $p=0.976$				
Dependent variable: BA_c = mean-centered brand affect				
Note: CONT_c = mean centered contempt, LR_c = mean-centered lay rationalism				
Reported regression coefficients are unstandardized; *** $p<0.001$, ** $p<0.01$, * $p<0.05$.				

Table 15 - Contempt - Brand affect

		Unstandardized Coefficients B	t-statistic	p-value
Model 1	(Constant)	-6,71E-16	0,000	1,000
	ADMI_c	0,180	2,750	0,006**
	Model Summary: F(1, 371) = 7.561, p=0.006; R ² =0.141, p=0.006			
Model 2	(Constant)	0,000	0,004	0,996
	ADMI_c	0,183	2,705	0,007**
	LR_c	0,008	0,097	0,922
	ADMIxLR_c	-0,009	-0,164	0,870
	Model Summary: F(3, 369) = 2.521, p=0.058; R ² =0.142, p=0.979			
Dependent variable: BA_c = mean-centered brand affect				
Note: ADMI_c = mean centered contempt, LR_c = mean-centered lay rationalism				
Reported regression coefficients are unstandardized; ***p<0.001, **p<0.01, *p<0.05.				

Table 16 - Admiration - brand affect

		Unstandardized Coefficients B	t-statistic	p-value
Model 1	(Constant)	-8,36E-16	0,000	1,000
	ENVY_c	0,142	2,697	0,007**
	Model Summary: F(1, 371) = 7,274, p=0.007; R ² =0.139, p=0.007			
Model 2	(Constant)	-0,006	-0,076	0,939
	ENVY_c	0,151	2,827	0,005**
	LR_c	0,029	0,355	0,723
	ENVYxLR_c	-0,042	-0,904	0,367
	Model Summary: F(3, 369) = 2,765, p=0.042; R ² =0.148, p=0.595			
Dependent variable: BA_c = mean-centered brand affect				
Note: ENVY_c = mean centered contempt, LR_c = mean-centered lay rationalism				
Reported regression coefficients are unstandardized; ***p<0.001, **p<0.01, *p<0.05.				

Table 17 - Envy - Brand affect

5.3.4 Country stereotypes – Consumer brand responses

Considering the findings in previous sections, it would be interesting to run additional tests to examine the direct influence of country stereotypes on consumer brand responses. In the additional multiple regression analyses, warmth and competence were entered into the model as predictor variables, while brand affect and switching intention were used as outcome variables. The results of the multiple regression analyses are reported in Table 18 and Table 19.

Unsurprisingly, the competence dimension had a significant direct influence on brand affect and contributed 12.5% of the variation in brand affect, while the warmth dimension did not

predict brand affect. As for switching intention, none of the country stereotypes showed significant influence on the outcome variable. This proposed that switching intention was not related to country stereotypes and country-specific emotions. It should be tested for other factors, such as switching cost, price, or word-of-mouth (WOM) effect.

		Unstandardized Coefficients B	t-statistic	p-value
Model 1	(Constant)	0,003	0,042	0,966
	COMP_c	0,400	7,095	0,000***
	WARM_c	0,018	0,311	0,756
	COMPxWARM_c	-0,012	-0,347	0,729
	Model Summary: F(3, 369) = 17.620, p<0.001, R ² =0.125			

Dependent variable: BA_c = mean-centered brand affect

Note: Comp_c = mean centered competence, WARM_c = mean-centered warmth

Reported regression coefficients are unstandardized; ***p<0.001, **p<0.01, *p<0.05.

Table 18 - Exploring relationship between country stereotypes and brand affect

		Unstandardized Coefficients B	t-statistic	p-value
Model 1	(Constant)	-0,006	-0,088	0,930
	COMP_c	-0,061	-1,233	0,218
	WARM_c	0,038	0,734	0,463
	COMPxWARM_c	0,022	0,721	0,471
	Model Summary: F(3, 369) = 17.620, p<0.814, R ² =0.007			

Dependent variable: SI_c = mean-centered switching intention

Note: Comp_c = mean centered competence, WARM_c = mean-centered warmth

Reported regression coefficients are unstandardized; ***p<0.001, **p<0.01, *p<0.05.

Table 19 - Exploring relationship between country stereotypes and switching intention

6. Discussion

In summary, two hypotheses were accepted, while nine hypotheses were not supported. The results are summarized in Table 20. The analysis revealed some unexpected findings, the results of the hypotheses and the additional exploratory research are discussed below.

Stage I: Stereotypes and country-related emotions		
H1a	Warmth decreases the feeling of contempt.	Accepted
H1b	Competence decreases the feeling of contempt.	Rejected
H1c	Warmth increases the feeling of admiration.	Rejected
H1d	Competence increases the feeling of admiration	Accepted
H1e	Competence increases envy at low levels of warmth.	Rejected
H2a	Individualism positively moderates the relationship between competence and country-related emotions.	Rejected
H2b	Collectivism positively moderates the relationship between warmth and country-related emotions.	Rejected
Stage II: Country-related emotions and consumer brand response		
H3a	Admiration elicits facilitative behaviors (brand affect).	Rejected
H3b	Contempt elicits harmful behaviors (switching intention).	Rejected
H3c	Envy elicits facilitative behaviors (brand affect).	Rejected
H3d	Envy elicits passive harm (switching intention).	Rejected
H4	Lay rationalism weakens the relationship between country-related emotions and consumer behaviors.	Rejected

Table 20 – Hypothesis summary

6.1 Stage I

In the first stage, the competence dimension showed significant influence on the outcome variable and increased the emotions of contempt, admiration and envy, while the warmth

dimension only showed significant negative influence on the feeling of contempt. In contrast to the literature (Cuddy et al., 2009; S. T. Fiske, 2018; S. T. Fiske et al., 2002), which argued that competence decreases contempt, the findings proposed otherwise. The divergence from traditional research might contain interesting hidden aspects in the relationship between competence and contempt and should be further studied by separate future research.

The results also indicated that our participants valued competence characteristics (i.e., capable, competent, efficient, skilful) of the target countries very much, while warmth characteristics (i.e., friendly, kind, likeable, nice) were not as relevant for them. The additional analysis (5.3.6) showed that the competence dimension had a significant direct influence on brand affect as well.

While many literatures (Cuddy et al., 2007; S. Fiske et al., 2007; Richetin et al., 2012; Willis & Todorov, 2006) highlighted the primacy of the warmth dimension, this research suggested the opposite. The reason might lie in the survey set-up, where the participants were first presented with questions about brand perceptions, before moving on to question about country perception. Due to the order of the survey questions, the participants' answers might be influenced by the image of the brands when evaluating the countries. In that case, competence dimension could become more interesting for the participants.

For the perception of social groups, warmth might require more immediate emotional reaction than competence, on the ground that warmth directly indicates the perceived intentions, threats, and benefits of the target social groups. Yet for brands and products, the competence dimension might require more attention for consumers. Previous studies (Chen et al., 2014; Halkias et al., 2016; Maher & Carter, 2011) proposed that the competence dimension is more likely to be associated with country ability and product quality evaluations, hence has a significant influence on consumer brand responses. Chen et al. (2014) also remarked that that competence is more relevant in business and manufacturing situations, especially in cases of product quality perceptions in relation to its origin country. This research focused on the perception of well-known international brands, where the perceived product quality and the competence to achieve good product performance might be of more concern for consumers than perceived brand intentions.

Collectivism emphasises interpersonal relationships, social harmony and sacrificing one's personal needs for the benefits of the group. Meanwhile, individualism underlines the importance of individual autonomy, personal achievement, and competition. Literatures (Cuddy et al., 2009; Kitayama et al., 1997) proposed that warmth was strongly connected with collectivism, while competence was connected with individualism. Nonetheless, the results of this study suggested that in the particular case of China, collectivism was shown to have significant and negative main effect on contempt and envy, while also interacted with competence to significantly increase envy. Even though descriptive statistics showed the participants to have more individualistic tendencies, it appeared that the participants put themselves in the context of their ingroup when evaluating foreign countries. So, when the target group is perceived to be more competence or higher in status than the ingroup, the perceivers, viewing themselves as part of the ingroup, might experience stronger envious feelings towards the target group.

6.2 Stage II

In contrary with the literature, all three of the country-related emotions did not influence consumer brand responses in any statistically significant way. The cultural element lay rationalism did not moderate the relationship between emotions and consumer brand response. However, brand familiarity and product-country preference were proven to be significant independent predictors of brand affect and exerted positive influence on the outcome variable. Additionally, brand familiarity also negatively influenced switching intention.

Given the fact that country stereotypes significantly influenced country-related emotions in the first stage, and country-related emotions did not predict consumer brand response in the second stage, it is suggested that country-related emotions do not play a mediating role between country stereotypes and consumer brand responses.

Single regression analysis (Chapter 5.3.3) revealed significant influence of each individual emotions on behavioural responses. However, it appeared that the emotions only explained a small portion of consumer brand responses, so that the results became insignificant in multiple regression analysis. Stronger influence on consumer behaviours also emerged from other factors such as brand familiarity and product-country preference.

Brand familiarity is a construct which is directly linked with “*the amount of time that has been spent processing information about the brand, regardless of the type or content of the processing that was involved*” (Baker et al., 1986) and has been repeatedly proven to exert positive influence on brand attitudes and consumer behaviours such as purchase intention. Studies has also revealed the existence of the mere exposure effect, i.e., the frequent exposure to a stimulus, however short and inadvertently, could increase liking of that stimulus (Montoya, R. Matthew et al., 2017, 2017; Zajonc, Robert B., 1968). This finding has since been extensively applied in marketing and advertisement (Kent & Allen, 1994; Laroche et al., 1996). By increasing brand awareness and familiarity through continuous exposure to a product or brand, companies positively influence consumers’ brand attitudes and purchasing decisions (Diamantopoulos et al., 2017; Kolbl et al., 2019). In their cross-national and multi-method project, Halkias and Diamantopoulos (2020) also used brand familiarity as a control variable in their model, which results suggested that brand familiarity had significant positive effect on brand affect and purchasing intention. The results of this research supported previous studies by showing that brand familiarity exerted significant positive influence on brand affect and negative influence on switching intention. In other words, if a consumer is very familiar and knowledgeable about a brand, they would be more inclined to have positive feelings towards the brand and less likely to switch to another supplier.

The results also suggested that product-country preference had positive effect on brand affect. Same scale used in the Halkias & Diamantopoulos project (2020) was applied here to measure whether consumers prefer buying products from a specific country. The survey results indicated that the preference and liking of target country brands positive influenced the perceived brand affect. Switching intention, on the contrary, was not influenced by product-country preference.

The 2006 study of Hong and Kang also shed some explanation of why emotions did not moderate the relationship between country stereotypes and consumer responses. Their research proposed that emotions towards a target country could only be evoked “*when situational factors call attention to factors that give rise to these factors*” (Hong & Kang, 2006). Only when the situations or activities linked with the emotions were actively thought of at the point of judgement, did country-related emotions influence product judgements.

To further understand the findings of this study, the example of Nike is discussed below. Nike is a multinational US corporation, which is engaged in the manufacturing and retailing of

footwear, apparel, sport equipment and accessories. In March 2021, Nike and several other major international clothing brands such as Adidas and Uniqlo were involved in a series of boycotting actions by Chinese consumers due to their accusation against Chinese government's Xinjiang policies (Wee & Bradsher, 2021). According to reports by Bloomberg and Morningstar (Hong, 2021), Adidas, Nike and Uniqlo have seen a plunge of their online sales in April by 78%, 59% and 20% on Tmall, China's largest business-to-consumer online retail platform, respectively (Figure 10). It seemed that negative emotions (presumably contempt) had significant influence on consumer behaviors.

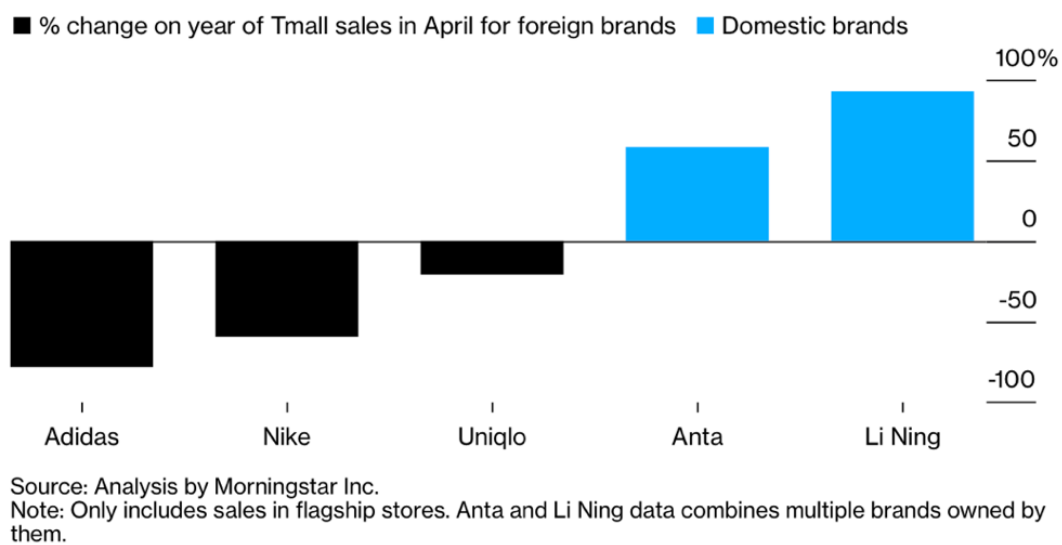


Figure 10 - Sales shift in April 2021

However, in its financial Q4-2021 report (NIKE, Inc., 2021), published on June 24th, 2021, Nike revealed a general increase of 19% full year revenues, and specifically 17% year-on-year revenue growth in Greater China area compared to Q4-2020 (NIKE, Inc., 2020). Compared to Q4-2019 (NIKE, Inc., 2019), prior COVID-19, the revenue also increased by 14%. The short-term effect of the scandal might also be canceled out by strong stimulus such as new product release (Sinanet, 2021) and sales campaign such as the 618-shopping festival². The final sales ranking of 618-shopping festival (ECdataway, 2021) revealed that Nike was the number one best seller on both Tmall and JD shopping platforms. The impact of negative emotions towards a brand appeared to be temporary and did not seem to yield long-term influence on consumer behaviors.

² China's largest mid-year shopping festival by transaction volume, which usually starts in May and ends on June 18th. Consumers participate in complicated online promotion campaigns across different e-commerce platforms such as Tmall/Taobao, Jingdong (JD) and Pinduoduo.

In summary, the results of this study suggested that consumers indeed possessed country level stereotypes, which exerted country-related emotions. The consumer brand responses appeared to be directly influenced by competence-related factors, which was far more concerning than the warmth dimension for the participants. The country-related emotions did not wield any statistically significant influence on consumer behaviors. The results proposed that the relationship between country stereotypes and consumer brand responses was not mediated by emotions. Instead, consumer's purchasing behaviors were strongly affected by competence-related factors, brand familiarity and product-country preference. However, it should be noted that extreme situations such as company scandal is not considered in this study and should be investigated separately.

7. Conclusion

The following sections discuss theoretical as well as managerial implications of the thesis for international marketing. The last section highlights some of the limitations of present study while giving suggestions for future research.

7.1 Theoretical implications

This thesis extends current research in international marketing regarding COO stereotypes and the role of country-related emotions in shaping both facilitative and harmful consumer behaviors. Country stereotypes and country-related emotions were investigated by applying the stereotype content model (S. T. Fiske et al., 2002) from social psychology, which has been tested across cultures. The stereotype content model categorizes stereotypes into two major dimensions, warmth (intention) and competence (ability), and argues that the stereotype dimensions lead to four country-related emotions: contempt (LCLW), admiration (HCHW), envy (HCLW), and pity (LCLW). Previous studies suggested the primacy of the warmth dimension (Cuddy et al., 2008; S. Fiske et al., 2007), on the ground that warmth dimension represented beneficial or detrimental intentions of the target group, hence required more immediate attention and actions. Based on the stereotype content model, the BIAS map (Cuddy et al., 2007) explored facilitative and harmful consumer behaviors along the dimension of valence (facilitative or harmful) and intensity (active or passive) as results of stereotypes and emotions, and proposed that emotions predict consumer behaviors more strongly.

The first part of the SPSS analysis confirmed the existence of stereotype-emotion relationships, albeit with different stereotype configurations. The competence dimension was proven to be significant across all emotions while the warmth dimension only decreases the feelings of contempt. The results disagree with previous studies, which argued that the warmth dimension was the primary dimension, and suggested that in the context of brand evaluation, competence was a more powerful predictor of emotions.

The second stage of the statistical analysis contradicted the literature as well and suggested that country-related emotions did not predict consumer brand responses. However, the control variables brand familiarity is proven to increase brand affect and decrease switching intention

while product-country preference increases brand affect. The results challenged previous research by suggesting that emotions were not strong enough predictors of consumer behaviors and highlighted the importance of other predictors such as brand familiarity and product-country preference.

7.2 Managerial implications

The findings of this research also have important managerial implications. First, this research draws on previous studies and proves that perceived warmth and competence characteristics of target country can impact consumer behaviors. In particular, the results of the empirical study highlight the importance of the competence dimension in the context of brand perception and suggest that managers should not only pay attention to the perceived warmth, i.e., intention, of the product or brand as previous literature suggested, but should also dedicate more attention to the perceived competence, i.e., ability and performance, in order to generate favorable consumer behaviors.

Country-related emotions, on the other hand, do influence consumer behaviors (as discussed in the Nike example in Chapter 6), however, their influence is overshadowed especially by brand familiarity. For managers, this might suggest that it might worth it to cultivate greater deal of brand familiarity and awareness through exposure on various channels, which might even cancel out the effect of short-term company scandal or misconduct.

7.3 Limitations and future research

This research also bears several limitations, which should be taken into consideration by future research. In terms of the sampling, while the participants were randomly recruited on the internet across different platforms, the final sample composition still entails several constraints due to the nature to social media platforms, so that the sample contains mainly well-educated female participants with an average age of 28.67 years. Previous studies have shown that age, education and gender have significant influence on COO stereotypes and consumer behaviours (Schaefer, 1997; R. Schooler, 1971). It might make sense for future research to take closer look

at stereotypes and behaviour patterns of older consumers and consumers with different educational levels.

Moreover, consumer ethnocentrism and xenocentrism were not included in the present study, which has strong impact on consumer brand responses in the context of country-of-origin stereotypes (Zeugner-Roth et al., 2015). Future research should also take price sensitivity, product category involvement and hedonic / utilitarian product types into consideration, which might moderate the relationship between consumer stereotypes and consumer brand responses.

Finally, different experimental designs might also yield different revelation. Hong and Kang (2006) pointed out in their research that feelings of animosity towards a target country could only be activated when at the presence of situational factors. It might be interesting for future research to also examine COO stereotypes with situational factors in their experimental design by exposing participants with scandalous news or well-intentioned behaviors of the brand and origin country.

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Appendix

Appendix A – Questionnaire (English Version)

A. INTRO

This study is about consumers' general perception of brands, products categories, and countries.

- Please answer spontaneously and try to utilize the whole range of the scales provided.
- There are no right and wrong answers. We are only interested in what you personally think.
- It is *very important* for us to *actually read* the questions and give an *honest* answer.

Thank you!

A.1

How familiar are you with social networks (e.g. Facebook, Twitter, LinkedIn)?

(1=not at all familiar/7=very familiar)

B. Brand Beliefs

The first part explores your perceptions about %target brand% %target product category%.

B.1 Purchase intention – Adapted from Dodds et al., 1991 (Active Facilitation)

Please, think about %target brand% and indicate the extent to which you disagree/agree with the following statements:

- I will likely buy products of the brand %target brand%.
- The probability that I would consider buying products of the brand %target brand% is high.
- I am willing to buy products of the brand %target brand%.

(7-point scale anchored at 1= disagree/7= agree)

B.2 Brand Affect – Adapted from Chaudhuri & Holbrook, 2001(Passive Facilitation)

How would you say %target brand% products make you feel?

- Using %target brand% products makes me feel good.
- %target brand% products make me happy.
- Using %target brand% gives me pleasure.

(7-point scale anchored at 1= disagree/7= agree)

B.3 Switching Intention – Adapted from Ping, 1995 (Active Harm)

Now, imagine that you buy a product of the brand %target brand% and you are *really dissatisfied* with the brand's performance. How would you respond in such a situation?

- I will likely look for a replacement brand.
- I will probably stop buying %target brand% in the near future.
- I will probably consider another brand next time I need to buy %target product category% in the future.
- I will likely look at alternative brands.

(7-point scale anchored at 1= disagree/7= agree)

B.4 Brand Familiarity

The questions below refer to how well you feel that you know the brand %target brand%.

- How familiar are you with products of the brand %target brand%? (1=not at all /7=very much)
- How knowledgeable are you about products of the brand %target brand%? (1=not at all /7=very much)
- How informed are you about the products of %target brand%? (1=not at all /7=very much)

C. Social Beliefs

This part looks into how societies think.

Specifically, we are interested in how you think most people in %COR% perceive different countries and their people. Please indicate how much you disagree/agree with the following statements.

C.1 Country Stereotypes

I believe that for most people in %COR% the following attributes describe %COO% and its people:

C.1.1 Competence:

- capable
- competent
- efficient
- skillful

C.1.2 Warmth:

- friendly
- kind
- likeable
- nice

(7-point scale anchored at 1= disagree/7= agree).

C.2 Country Emotions

Now, we would like your opinion about the *emotions* people might have toward %COO%.

To what extent do you think most people in %COR% have the following emotions toward %COO% and its people?

- Contempt: *contempt, disgust*
- Admiration: *admiration, pride*
- Pity: *pity, sympathy*
- Envy: *envy, jealousy*

(7-point scale anchored at 1=not at all/7=very much)

C.3 Country Familiarity

The questions below refer to how well you personally feel that you know %COO%.

- How familiar is %COO% to you? (1=not at all / 7=very much)
- How knowledgeable of %COO% are you? (1= not at all / 7=very much)
- How informed are you about %COO%? (1=not at all / 7=very much)

D. Individualism – Collectivism (Triandis 1998)

The following questions refer to how you perceive yourself in relation to others.

Horizontal individualism (HI):

1. I'd rather depend on myself than others.
2. I rely on myself most of the time; I rarely rely on others.

3. I often do "my own thing."
4. My personal identity, independent of others, is very important to me.

Vertical individualism items (VI):

1. It is important that I do my job better than others.
2. Winning is everything.
3. Competition is the law of nature.
4. When another person does better than I do, I get tense and aroused.

Horizontal collectivism items (HC):

1. If a coworker gets a prize, I would feel proud.
2. The well-being of my coworkers is important to me.
3. To me, pleasure is spending time with others.
4. I feel good when I cooperate with others.

Vertical collectivism items (VC):

1. Parents and children must stay together as much as possible.
2. It is my duty to take care of my family, even when I have to sacrifice what I want.
3. Family members should stick together, no matter what sacrifices are required.
4. It is important to me that I respect the decisions made by my groups.

(9 point scale, 1 = never or definitely no and 9 = always or definitely yes)

E. Lay Rationalism (Hsee, Yang, Zheng, & Wang, 2014)

- When making decisions, I like to analyze financial costs and benefits and resist the influence of my feelings.
- When choosing between two options, one of which makes me feel better and the other better serves the goal I want to achieve, I choose the one that makes me feel better. (R)
- When making decisions, I think about what I want to achieve rather than how I feel.
- When choosing between two options, one of which is financially superior and the other "feels" better to me, I choose the one that is financially better.
- When choosing between products, I rely on my gut feelings rather than on product specifications (numbers and objective descriptions). (R)
- When making decisions, I focus on objective facts rather than subjective feelings.

(6-point scale, 1 = strongly disagree, 6 = strongly agree)

F. Product Category

The last part focuses on your general product perceptions and *not* on any specific brand!

F.2 Product-Country Preference

Regardless of the product category of %target product category%, what is your overall attitude toward products coming from %COO% in general.

- Whenever possible, I prefer buying products from %COO%.
- I like the idea of owning products from %COO%.
- I would feel good buying products from %COO%.
- I generally like products coming from %COO%.

(7-point scale anchored at 1= disagree/7= agree).

F.1 Product Typicality/Ethnicity

Now, think about the specific product category of %target product category% and indicate how it relates to %COO%?

- I associate the product category of %target product category% with the country %COO%.
- The product category of %target product category% makes me think of %COO%.
- There is a strong link between the product category of %target product category% and %COO%.

(7-point scale anchored at 1= disagree/7= agree).

E. Demographics

Age: _____years

Gender

Female

Male

Nationality

Dutch

Other _____

How many years have you been living in %COR%? _____ years

Education (highest education level)

primary school

secondary school (middle/high-school)

vocational/technical training

Bachelor degree (university /college)

Master degree and above (university/college)

...

Appendix B – Questionnaire (Chinese Version)

A. 调查介绍

这个调查研究的是中国消费者对品牌、产品种类和国家的感知。

- 请按照第一感觉选择符合你感觉的等级。
- 没有正确或错误的回答，我们只是想知道你个人的想法。
- 请您首先仔细阅读题目，然后诚实作答。

非常感谢！

A.1

你熟悉社交网络吗？（例如：微博、豆瓣、朋友圈等）

(1=完全不熟悉 / 7=非常熟悉)

B. 品牌印象

在这个部分中，我们想了解你对%目标产品种类%的%目标品牌%的印象。

B.1 购买意向 – Adapted from Dodds et al., 1991 (Active Facilitation)

请思考一下%目标品牌%，并说明你在多大程度上同意/不同意以下说法：

- 我可能会购买%目标品牌%的产品。
- 我考虑购买%目标品牌%产品的可能性较高。
- 我愿意购买%目标品牌%的产品。

(7分制，1=不同意/7=同意)

B.2 品牌影响力 – Adapted from Chaudhuri & Holbrook, 2001 (Passive Facilitation)

你觉得%目标品牌%产品给你的感觉如何？

- 使用%目标品牌%产品让我感觉不错。
- %目标品牌%产品让我很开心。
- 使用%目标品牌%产品让我很享受。

(7分制，1=不同意/7=同意)

B.3 转换意图 – Adapted from Ping, 1995 (Active Harm)

假设你购买了某品牌的产品%目标品牌%并且对该品牌的产品表现非常不满意。在这种情况下，你会如何应对？

- 我可能会找一个替代品牌。
- 我可能会在不久的将来停止购买%目标品牌%。
- 下次需要购买%目标产品类别%的时候，我可能会考虑换个品牌。
- 我可能会考虑其他品牌。

(7分制，1=不同意/7=同意)

B.4 品牌熟悉度

下面的问题是关于你认为你对%目标品牌%的了解程度。

- 你熟悉%目标品牌%的产品吗？(1=完全不熟悉/7=非常熟悉)
- 你对%目标品牌%的产品有全面了解吗？(1=完全不知道/7=很了解)
- 你对%目标品牌%的产品有经验吗？(1=完全不了解/7=非常了解)

C. 社会信仰

这一部分研究的是社会作为一个整体的思维方式。

具体来说，我们感兴趣的是你认为%中国%的大多数人如何看待不同的国家和他们的人民。请指出你对以下说法的不同意/不同意的程度。

C.1 国家刻板印象

我相信，对于%中国%的大多数人来说，以下属性符合%COO%及其人民。

C.1.1 能力：

- 有能力
- 能干
- 有效率
- 娴熟

C.1.2 热情：

- 友好
- 亲切的
- 讨人喜欢
- 好心的

(7分制，1=不同意/7=同意)

C.2 国家情感

下面的问题是关于你觉得中国人可能对%COO%抱有哪种情绪。

你认为%中国%大多数人对%COO%和它的人民有以下哪几种情绪？

- 轻蔑：轻蔑，厌恶
- 钦佩：佩服，骄傲
- 怜悯：怜悯，同情
- 嫉妒：嫉妒，羡慕

(7分制，1=完全没有，7=非常多)

C.3 国家熟悉度

接下来问的是你认为你对%COO%的认知程度。

- 你对%COO%有多熟悉？(1=完全不熟悉/7=非常熟悉)
- 你对%COO%有深入了解吗？(1=完全不知道/7=非常清楚)
- 你知道%COO%吗？(1=完全不了解/7=非常了解)

D. 个人主义-集体主义

接下来的问题是关于你如何看待自己与他人的关系。

横向个人主义 (HI)：

1. 我宁愿依靠自己，也不愿依靠别人。
2. 我大部分时间依靠自己，很少依靠别人。
3. 我经常做“我自己的事情”。
4. 独立于其他人的个人身份，对我而言非常重要。

纵向个人主义 (VI)：

1. 我的工作要比别人做得更好很重要。
2. 胜利就是一切。
3. 竞争是自然规律。
4. 当别人做得比我好时，我就会紧张和兴奋。

横向集体主义 (HC)：

1. 如果同事得了奖，我会感到自豪。
2. 同事的幸福对我很重要。
3. 对我来说，快乐就是与他人共度时光。
4. 当我与他人合作时，我感觉良好。

纵向集体主义 (VC)：

1. 父母和孩子必须尽可能地呆在一起。
2. 即使牺牲自己想要的东西，照顾家庭也是我的责任。
3. 无论需要做出怎样的牺牲，家人的应该团结在一起。
4. 对我来说，尊重团体做出的决定很重要。

(9分制，1=从不或绝对不，9=总是或绝对是)

E. 世俗理性主义

- 当进行决策时，我喜欢进行财务成本和收益的分析比并抵制情感的影响。

-

当存在以下两个选项中选择时，其中一个服务于我的目标，另一个让我感觉好，我会选择让我感觉好的那个。（R）

- 当进行决策时，我想的是如何获得而非感觉如何。

- 当存在一个财务上具有优势、另一个感觉较好的两个选择时，我会选择财务上具有优势的那个。

- 当选择产品时，我基于产品规格(数字和客观描述)而非我的感觉。

- 当进行决策时，我关注客观事实而不是主观情感。

(6分制，1=不同意 / 6=同意)

F. 产品类别

最后一个部分主要关注的是你对产品的一般认知，而不是任何具体的品牌。

F.2 产品-国家偏好

无论%目标产品类别%的产品类别如何，您对来自%COO%的产品的总体态度是什么？

- 在可能的情况下，我更喜欢购买来自%COO%的产品。

- 我喜欢拥有来自%COO%的产品。

- 我觉得购买%COO%产品的感觉很好。

- 一般来说，我喜欢%COO%的产品。

(7分制，1=不同意/7=同意)。

F. 1 产品的典型性/民族性

现在想一想%目标产品类别%具体产品类别，并指出它与%COO%的关系？

- 我会把%目标产品类别%的产品类别与国家%COO%联系起来。

- %目标产品类别%的产品类别让我想到%COO%。

- %目标产品类别%的产品类别和%COO%之间有很强的联系。

(7分制，1=不同意/7=同意)。

G. 个人信息

年龄：_____岁

性别：

女

男

国籍：

中国

其他_____

你在%COR%生活了多少年？_____年

教育程度（最高教育程度）：

小学

中学

职业/技术培训

本科

研究生或以上

Appendix C – SPSS output

C.1 Responsive rate statistics (SoSci Survey)

Date: 30.06.2021, 15:22

		■ Data sets finished ⓘ ■ interviews total ■ valid cases (download)			
Language					
Chinese (simplified)		378	672	672	
English		0	0	0	
Overall		378	672	672	

		■ Data sets finished ⓘ ■ interviews total ■ valid cases (download)			
Questionnaire		clicks ⓘ			
 Survey_CN CN	1290	378	672	672	
Overall	1290	378	672	672	

C.2 Sample descriptions

Age:

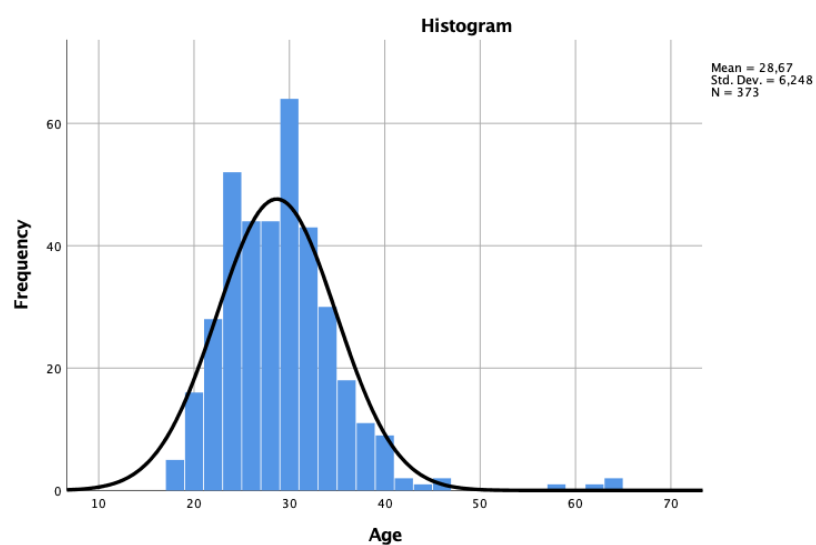
Statistics

Age

N	Valid	373
	Missing	0
Mean		28,67
Std. Deviation		6,248
Skewness		1,669
Std. Error of Skewness		,126
Kurtosis		6,765
Std. Error of Kurtosis		,252
Minimum		18
Maximum		63

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	5	1,3	1,3	1,3
	19	2	,5	,5	1,9
	20	14	3,8	3,8	5,6
	21	14	3,8	3,8	9,4
	22	14	3,8	3,8	13,1
	23	32	8,6	8,6	21,7
	24	20	5,4	5,4	27,1
	25	23	6,2	6,2	33,2
	26	21	5,6	5,6	38,9
	27	13	3,5	3,5	42,4
	28	31	8,3	8,3	50,7
	29	22	5,9	5,9	56,6
	30	42	11,3	11,3	67,8
	31	19	5,1	5,1	72,9
	32	24	6,4	6,4	79,4
	33	19	5,1	5,1	84,5
	34	11	2,9	2,9	87,4
	35	9	2,4	2,4	89,8
	36	9	2,4	2,4	92,2
	37	6	1,6	1,6	93,8
	38	5	1,3	1,3	95,2
	39	2	,5	,5	95,7

40	7	1,9	1,9	97,6
41	1	,3	,3	97,9
42	1	,3	,3	98,1
44	1	,3	,3	98,4
45	2	,5	,5	98,9
57	1	,3	,3	99,2
62	1	,3	,3	99,5
63	2	,5	,5	100,0
Total	373	100,0	100,0	



Gender:

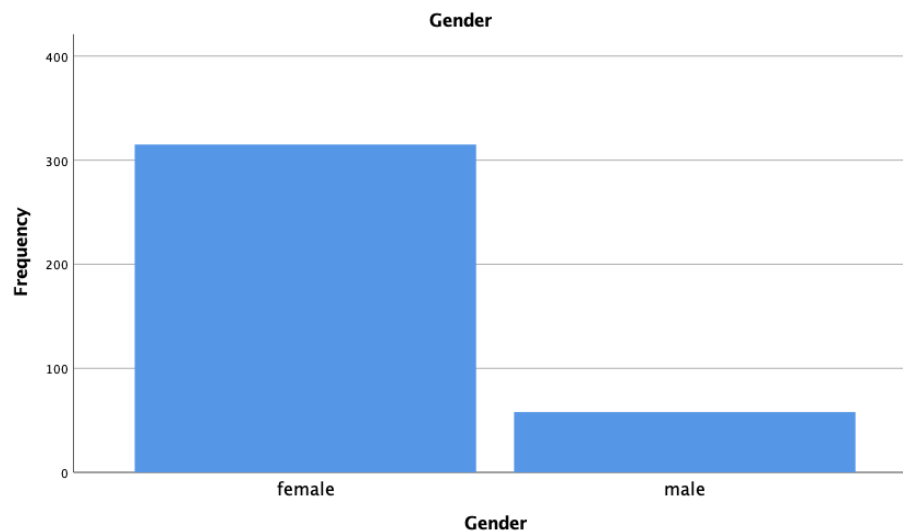
Statistics

Gender

N	Valid	373
	Missing	0
Mean		1,16
Std. Deviation		,363
Skewness		1,909
Std. Error of Skewness		,126
Kurtosis		1,653
Std. Error of Kurtosis		,252
Minimum		1
Maximum		2

Gender			
Frequency	Percent	Valid Percent	Cumulative Percent

Valid	female	315	84,5	84,5	84,5
	male	58	15,5	15,5	100,0
	Total	373	100,0	100,0	



Education:

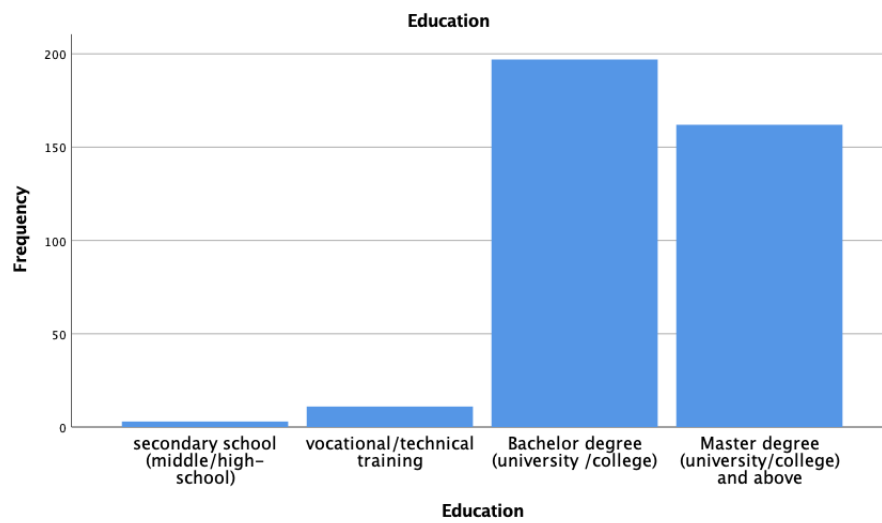
Statistics

Education

N	Valid	373
	Missing	0
Mean		4,39
Std. Deviation		,588
Skewness		-,597
Std. Error of Skewness		,126
Kurtosis		,762
Std. Error of Kurtosis		,252
Minimum		2
Maximum		5

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	secondary school (middle/high-school)	3	,8	,8	,8
	vocational/technical training	11	2,9	2,9	3,8
	Bachelor degree (university/college)	197	52,8	52,8	56,6
	Master degree (university/college) and above	162	43,4	43,4	100,0

Total	373	100,0	100,0
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C.3 Individualism/collectivism: Paired sample T-test

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	HI	7,1595	373	1,15238	,05967
	VI	5,7373	373	1,34004	,06938
Pair 2	HC	5,3633	373	1,38070	,07149
	VC	5,3499	373	1,66061	,08598
Pair 3	HI	7,1595	373	1,15238	,05967
	HC	5,3633	373	1,38070	,07149
Pair 4	VI	5,7373	373	1,34004	,06938
	VC	5,3499	373	1,66061	,08598
Pair 5	IND	6,4484	373	,96678	,05006
	COL	5,3566	373	1,33304	,06902

Paired Samples Correlations				
		N	Correlation	Sig.
Pair 1	HI & VI	373	,199	,000
Pair 2	HC & VC	373	,533	,000
Pair 3	HI & HC	373	,048	,353
Pair 4	VI & VC	373	,405	,000
Pair 5	IND & COL	373	,266	,000

Paired Samples Test									
		Paired Differences							
		Mean	Std. Deviation	Std. Error	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
				Mean	Lower	Upper			
Pair 1	HI - VI	1,42225	1,58390	,08201	1,26099	1,58352	17,342	372	,000
Pair 2	HC - VC	,01340	1,48994	,07715	-,13829	,16510	,174	372	,862
Pair 3	HI - HC	1,79625	1,75519	,09088	1,61754	1,97495	19,765	372	,000
Pair 4	VI - VC	,38740	1,65823	,08586	,21857	,55623	4,512	372	,000
Pair 5	IND - COL	1,09182	1,42328	,07369	,94691	1,23673	14,815	372	,000

C.4 Lay rationalism: means

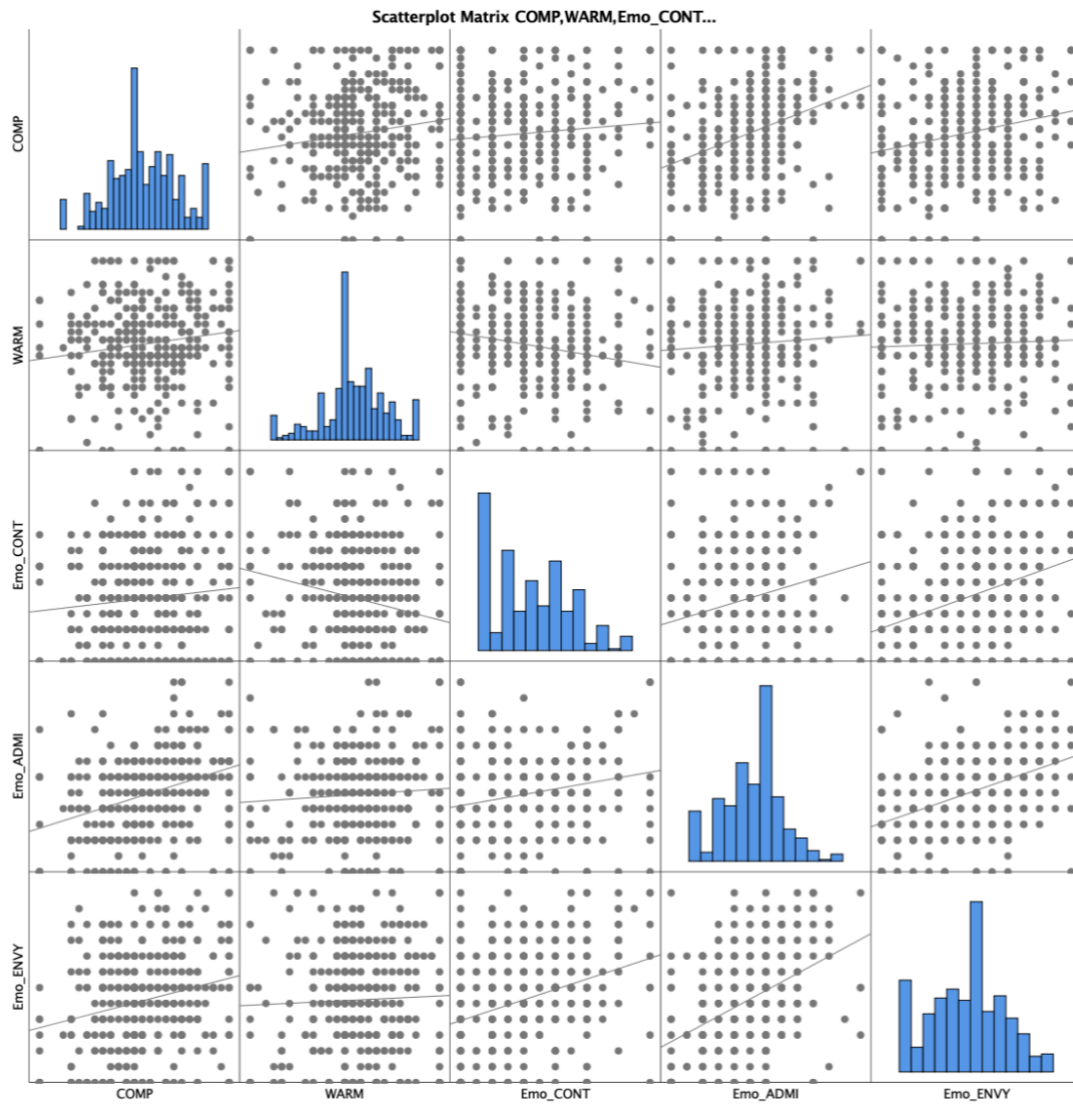
Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
LR	373	1,00	6,00	4,0623	1,00835	-,035	,126	-,201	,252
Valid N (listwise)	373								

Case Processing Summary						
Cases						
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
LR	373	100,0%	0	0,0%	373	100,0%

Report		
LR		
Mean	N	Std. Deviation
4,0623	373	1,00835

C.5 Linear regression output

Stage I – Linearity Scatterplot



Stage I – Contempt

Descriptive Statistics

	Mean	Std. Deviation	N
CONT_c	,0000	1,61384	373
COMP_c	,0000	1,37688	373
WARM_c	,0000	1,30621	373
IND_c	,0000	,96678	373
COL_c	,0000	1,33304	373
WARMxCOL_c	,2793	2,05012	373
COMPxIND_c	,0712	1,52004	373

Correlations

		CONT_c	COMP_c	WARM_c	IND_c	COL_c	WARMxCOL_c	COMPxIND_c
Pearson Correlation	CONT_c	1,000	,099	-,209	-,026	-,137	-,031	,055
	COMP_c	,099	1,000	,151	,054	,101	,142	,119
	WARM_c	-,209	,151	1,000	,065	,161	,039	,061
	IND_c	-,026	,054	,065	1,000	,266	,057	,113
	COL_c	-,137	,101	,161	,266	1,000	-,049	,047
	WARMxCOL_c	-,031	,142	,039	,057	-,049	1,000	,258
	COMPxIND_c	,055	,119	,061	,113	,047	,258	1,000
Sig. (1-tailed)	CONT_c	.	,028	,000	,307	,004	,273	,143
	COMP_c	,028	.	,002	,151	,026	,003	,011
	WARM_c	,000	,002	.	,105	,001	,227	,119
	IND_c	,307	,151	,105	.	,000	,134	,015
	COL_c	,004	,026	,001	,000	.	,174	,184
	WARMxCOL_c	,273	,003	,227	,134	,174	.	,000
	COMPxIND_c	,143	,011	,119	,015	,184	,000	.
N	CONT_c	373	373	373	373	373	373	373
	COMP_c	373	373	373	373	373	373	373
	WARM_c	373	373	373	373	373	373	373
	IND_c	373	373	373	373	373	373	373
	COL_c	373	373	373	373	373	373	373
	WARMxCOL_c	373	373	373	373	373	373	373
	COMPxIND_c	373	373	373	373	373	373	373

Model Summary ^d										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	,248 ^a	,061	,056	1,56768	,061	12,116	2	370	,000	
2	,274 ^b	,075	,065	1,56071	,013	2,655	2	368	,072	
3	,287 ^c	,082	,067	1,55854	,008	1,514	2	366	,221	1,817

a. Predictors: (Constant), WARM_c, COMP_c

b. Predictors: (Constant), WARM_c, COMP_c, IND_c, COL_c

c. Predictors: (Constant), WARM_c, COMP_c, IND_c, COL_c, COMPxIND_c, WARMxCOL_c

d. Dependent Variable: CONT_c

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59,554	2	29,777	12,116	,000 ^b
	Residual	909,315	370	2,458		
	Total	968,869	372			
2	Regression	72,485	4	18,121	7,440	,000 ^c
	Residual	896,383	368	2,436		
	Total	968,869	372			
3	Regression	79,843	6	13,307	5,478	,000 ^d
	Residual	889,026	366	2,429		
	Total	968,869	372			

a. Dependent Variable: CONT_c

b. Predictors: (Constant), WARM_c, COMP_c

c. Predictors: (Constant), WARM_c, COMP_c, IND_c, COL_c

d. Predictors: (Constant), WARM_c, COMP_c, IND_c, COL_c, COMPxIND_c, WARMxCOL_c

Coefficients ^a												
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics
		B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	
1	(Constant)	-3,892E-16	,081		,000	1,000	-,160	,160				
	COMP_c	,157	,060	,134	2,633	,009	,040	,275	,099	,136	,133	,977
	WARM_c	-,284	,063	-,230	-4,510	,000	-,408	-,160	-,209	-,228	-,227	,977
2	(Constant)	-4,111E-16	,081		,000	1,000	-,159	,159				
	COMP_c	,168	,060	,143	2,810	,005	,050	,285	,099	,145	,141	,970
	WARM_c	-,263	,063	-,213	-4,145	,000	-,387	-,138	-,209	-,211	-,208	,955
	IND_c	,020	,087	,012	,229	,819	-,151	,191	-,026	,012	,011	,928
	COL_c	-,145	,064	-,120	-2,275	,024	-,271	-,020	-,137	-,118	-,114	,904

3	(Constant)	,010	,081		,119	,905	-,151	,170					
	COMP_c	,170	,060	,145	2,816	,005	,051	,289	,099	,146	,141	,946	1,057
	WARM_c	-,264	,063	-,214	-4,165	,000	-,388	-,139	-,209	-,213	-,209	,954	1,049
	IND_c	,015	,087	,009	,175	,861	-,156	,187	-,026	,009	,009	,917	1,091
	COL_c	-,153	,064	-,126	-2,386	,018	-,278	-,027	-,137	-,124	-,119	,897	1,114
	WARMxCOL_c	-,055	,041	-,069	-1,326	,186	-,136	,026	-,031	-,069	-,066	,914	1,095
	COMPxIND_c	,079	,056	,074	1,414	,158	-,031	,188	,055	,074	,071	,916	1,092

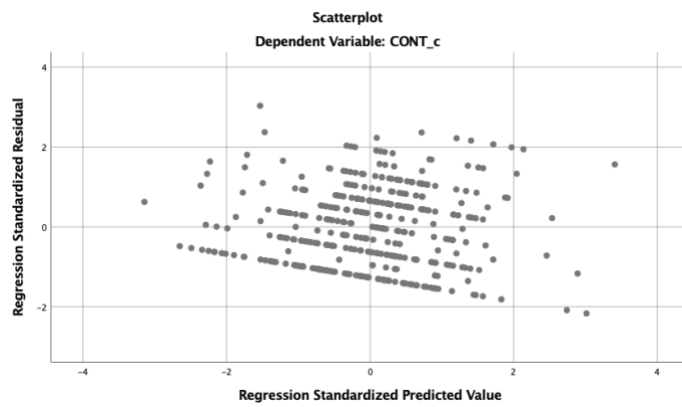
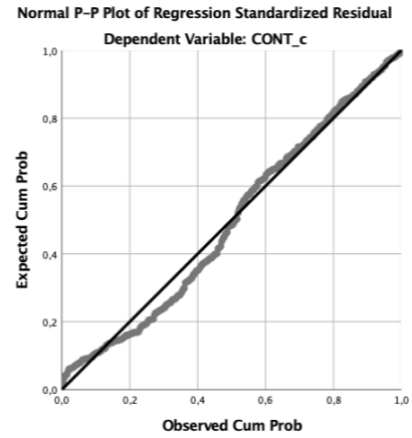
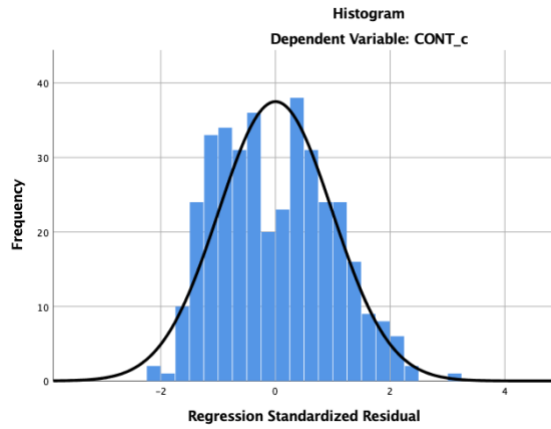
a. Dependent Variable: CONT_c

Collinearity Diagnostics ^a										
Model	Dimension	Eigenvalue	Condition	Variance Proportions						
			Index	(Constant)	COMP_c	WARM_c	IND_c	COL_c	WARMxCOL_c	COMPxIND_c
1	1	1,151	1,000	,00	,42	,42				
	2	1,000	1,073	1,00	,00	,00				
	3	,849	1,165	,00	,58	,58				
2	1	1,412	1,000	,00	,10	,14	,18	,24		
	2	1,023	1,175	,00	,36	,22	,27	,07		
	3	1,000	1,188	1,00	,00	,00	,00	,00		
	4	,851	1,288	,00	,54	,54	,05	,01		
	5	,715	1,405	,00	,00	,10	,50	,68		
3	1	1,542	1,000	,01	,11	,08	,10	,09	,09	,12
	2	1,254	1,109	,10	,00	,04	,08	,20	,21	,08
	3	1,018	1,231	,18	,27	,21	,22	,04	,00	,00
	4	,957	1,270	,62	,00	,16	,05	,01	,01	,15
	5	,826	1,366	,02	,56	,43	,01	,01	,00	,12
	6	,729	1,455	,03	,01	,05	,26	,16	,30	,45
	7	,674	1,513	,05	,05	,03	,27	,49	,38	,08

a. Dependent Variable: CONT_c

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-1,4565	1,5791	,0000	,46328	373
Residual	-3,37735	4,72852	,00000	1,54592	373
Std. Predicted Value	-3,144	3,408	,000	1,000	373
Std. Residual	-2,167	3,034	,000	,992	373

a. Dependent Variable: CONT_c



Stage I – Admiration

Descriptive Statistics

	Mean	Std. Deviation	N
ADMI_c	,0000	1,23329	373
COMP_c	,0000	1,37688	373
WARM_c	,0000	1,30621	373
IND_c	,0000	,96678	373
COL_c	,0000	1,33304	373
WARMxCOL_c	,2793	2,05012	373
COMPxIND_c	,0712	1,52004	373

Correlations

		ADMI_c	COMP_c	WARM_c	IND_c	COL_c	WARMxCOL_c	COMPxIND_c
Pearson Correlation	ADMI_c	1,000	,354	,071	,093	,077	-,012	,025
	COMP_c	,354	1,000	,151	,054	,101	,142	,119

Sig. (1-tailed)	WARM_c	,071	,151	1,000	,065	,161	,039	,061
	IND_c	,093	,054	,065	1,000	,266	,057	,113
	COL_c	,077	,101	,161	,266	1,000	-,049	,047
	WARMxCOL_c	-,012	,142	,039	,057	-,049	1,000	,258
	COMPxIND_c	,025	,119	,061	,113	,047	,258	1,000
	ADMI_c	.	,000	,086	,037	,069	,410	,314
	COMP_c	,000	.	,002	,151	,026	,003	,011
	WARM_c	,086	,002	.	,105	,001	,227	,119
	IND_c	,037	,151	,105	.	,000	,134	,015
	COL_c	,069	,026	,001	,000	.	,174	,184
N	WARMxCOL_c	,410	,003	,227	,134	,174	.	,000
	COMPxIND_c	,314	,011	,119	,015	,184	,000	.
	ADMI_c	373	373	373	373	373	373	373
	COMP_c	373	373	373	373	373	373	373
	WARM_c	373	373	373	373	373	373	373
	IND_c	373	373	373	373	373	373	373
	COL_c	373	373	373	373	373	373	373
	WARMxCOL_c	373	373	373	373	373	373	373
	COMPxIND_c	373	373	373	373	373	373	373

Model Summary^d

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	,355 ^a	,126	,121	1,15630	,126	26,594	2	370	,000	
2	,363 ^b	,131	,122	1,15562	,006	1,219	2	368	,297	
3	,369 ^c	,136	,122	1,15585	,004	,928	2	366	,396	1,919

a. Predictors: (Constant), WARM_c, COMP_c

b. Predictors: (Constant), WARM_c, COMP_c, IND_c, COL_c

c. Predictors: (Constant), WARM_c, COMP_c, IND_c, COL_c, COMPxIND_c, WARMxCOL_c

d. Dependent Variable: ADMI_c

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71,114	2	35,557	26,594	,000 ^b
	Residual	494,704	370	1,337		
	Total	565,818	372			
2	Regression	74,369	4	18,592	13,922	,000 ^c
	Residual	491,449	368	1,335		
	Total	565,818	372			

3	Regression	76,848	6	12,808	9,587	,000 ^d
	Residual	488,970	366	1,336		
	Total	565,818	372			

a. Dependent Variable: ADMI_c

b. Predictors: (Constant), WARM_c, COMP_c

c. Predictors: (Constant), WARM_c, COMP_c, IND_c, COL_c

d. Predictors: (Constant), WARM_c, COMP_c, IND_c, COL_c, COMPxIND_c, WARMxCOL_c

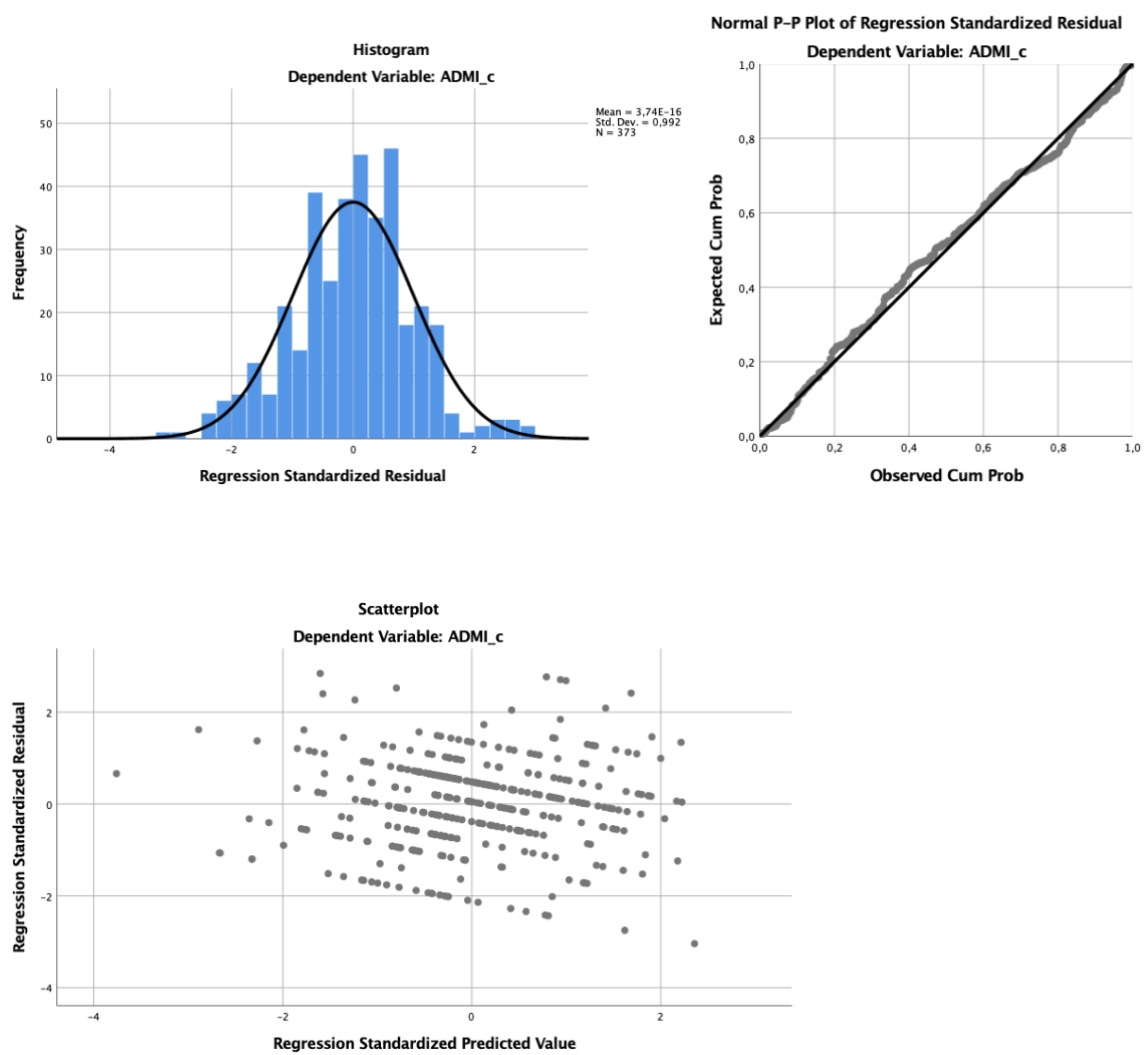
Coefficients ^a												
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	
1	(Constant)	-7,414E-16	,060		,000	1,000	-,118	,118				
	COMP_c	,315	,044	,351	7,145	,000	,228	,401	,354	,348	,347	,977 1,023
	WARM_c	,017	,046	,018	,362	,717	-,074	,108	,071	,019	,018	,977 1,023
2	(Constant)	-7,641E-16	,060		,000	1,000	-,118	,118				
	COMP_c	,310	,044	,347	7,028	,000	,224	,397	,354	,344	,341	,970 1,030
	WARM_c	,010	,047	,011	,212	,832	-,082	,102	,071	,011	,010	,955 1,047
	IND_c	,086	,064	,067	1,334	,183	-,041	,212	,093	,069	,065	,928 1,077
	COL_c	,021	,047	,023	,441	,660	-,072	,114	,077	,023	,021	,904 1,106
3	(Constant)	,011	,060		,188	,851	-,107	,130				
	COMP_c	,320	,045	,357	7,143	,000	,232	,408	,354	,350	,347	,946 1,057
	WARM_c	,012	,047	,013	,254	,799	-,080	,104	,071	,013	,012	,954 1,049
	IND_c	,093	,065	,073	1,437	,152	-,034	,220	,093	,075	,070	,917 1,091
	COL_c	,016	,047	,017	,332	,740	-,078	,109	,077	,017	,016	,897 1,114
	WARMxCOL_c	-,038	,031	-,064	-1,254	,211	-,098	,022	-,012	-,065	-,061	,914 1,095
	COMPxIND_c	-,009	,041	-,011	-,212	,832	-,090	,072	,025	-,011	-,010	,916 1,092

a. Dependent Variable: ADMI_c

Collinearity Diagnostics ^a										
Model	Dimension	Eigenvalue	Condition	Variance Proportions						
			Index	(Constant)	COMP_c	WARM_c	IND_c	COL_c	WARMxCOL_c	COMPxIND_c
1	1	1,151	1,000	,00	,42	,42				
	2	1,000	1,073	1,00	,00	,00				
	3	,849	1,165	,00	,58	,58				
2	1	1,412	1,000	,00	,10	,14	,18	,24		
	2	1,023	1,175	,00	,36	,22	,27	,07		
	3	1,000	1,188	1,00	,00	,00	,00	,00		
	4	,851	1,288	,00	,54	,54	,05	,01		
	5	,715	1,405	,00	,00	,10	,50	,68		

3	1	1,542	1,000	,01	,11	,08	,10	,09	,09	,12
	2	1,254	1,109	,10	,00	,04	,08	,20	,21	,08
	3	1,018	1,231	,18	,27	,21	,22	,04	,00	,00
	4	,957	1,270	,62	,00	,16	,05	,01	,01	,15
	5	,826	1,366	,02	,56	,43	,01	,01	,00	,12
	6	,729	1,455	,03	,01	,05	,26	,16	,30	,45
	7	,674	1,513	,05	,05	,03	,27	,49	,38	,08

a. Dependent Variable: ADMI_c



Stage I – Envy

Descriptive Statistics

	Mean	Std. Deviation	N
ENVY_c	,0000	1,54010	373
COMP_c	,0000	1,37688	373
WARM_c	,0000	1,30621	373
COMPxWARM_c	,2714	2,22249	373
IND_c	,0000	,96678	373
COL_c	,0000	1,33304	373
WARMxCOL_c	,2793	2,05012	373
COMPxIND_c	,0712	1,52004	373

Correlations

		ENVY_c	COMP_c	WARM_c	COMPxWARM_c	IND_c	COL_c	WARMxCOL_c	COMPxIND_c
Pearson Correlation	ENVY_c	1,000	,233	,041	-,036	,053	-,145	,039	,000
	COMP_c	,233	1,000	,151	-,056	,054	,101	,142	,119
	WARM_c	,041	,151	1,000	-,013	,065	,161	,039	,061
	COMPxWARM_c	-,036	-,056	-,013	1,000	,057	,136	,088	,082
	IND_c	,053	,054	,065	,057	1,000	,266	,057	,113
	COL_c	-,145	,101	,161	,136	,266	1,000	-,049	,047
	WARMxCOL_c	,039	,142	,039	,088	,057	-,049	1,000	,258
	COMPxIND_c	,000	,119	,061	,082	,113	,047	,258	1,000
Sig. (1-tailed)	ENVY_c	.	,000	,213	,242	,155	,002	,226	,498
	COMP_c	,000	.	,002	,139	,151	,026	,003	,011
	WARM_c	,213	,002	.	,402	,105	,001	,227	,119
	COMPxWARM_c	,242	,139	,402	.	,138	,004	,044	,056
	IND_c	,155	,151	,105	,138	.	,000	,134	,015
	COL_c	,002	,026	,001	,004	,000	.	,174	,184
	WARMxCOL_c	,226	,003	,227	,044	,134	,174	.	,000
	COMPxIND_c	,498	,011	,119	,056	,015	,184	,000	.
N	ENVY_c	373	373	373	373	373	373	373	373
	COMP_c	373	373	373	373	373	373	373	373
	WARM_c	373	373	373	373	373	373	373	373
	COMPxWARM_c	373	373	373	373	373	373	373	373
	IND_c	373	373	373	373	373	373	373	373
	COL_c	373	373	373	373	373	373	373	373
	WARMxCOL_c	373	373	373	373	373	373	373	373
	COMPxIND_c	373	373	373	373	373	373	373	373

Model Summary ^d										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	,234 ^a	,055	,047	1,50326	,055	7,153	3	369	,000	
2	,303 ^b	,092	,079	1,47765	,037	7,450	2	367	,001	
3	,305 ^c	,093	,076	1,48081	,001	,219	2	365	,804	1,736

a. Predictors: (Constant), COMPxWARM_c, WARM_c, COMP_c

b. Predictors: (Constant), COMPxWARM_c, WARM_c, COMP_c, IND_c, COL_c

c. Predictors: (Constant), COMPxWARM_c, WARM_c, COMP_c, IND_c, COL_c, COMPxIND_c, WARMxCOL_c

d. Dependent Variable: ENVY_c

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48,492	3	16,164	7,153	,000 ^b
	Residual	833,861	369	2,260		
	Total	882,353	372			
2	Regression	81,024	5	16,205	7,422	,000 ^c
	Residual	801,328	367	2,183		
	Total	882,353	372			
3	Regression	81,984	7	11,712	5,341	,000 ^d
	Residual	800,369	365	2,193		
	Total	882,353	372			

a. Dependent Variable: ENVY_c

b. Predictors: (Constant), COMPxWARM_c, WARM_c, COMP_c

c. Predictors: (Constant), COMPxWARM_c, WARM_c, COMP_c, IND_c, COL_c

d. Predictors: (Constant), COMPxWARM_c, WARM_c, COMP_c, IND_c, COL_c, COMPxIND_c, WARMxCOL_c

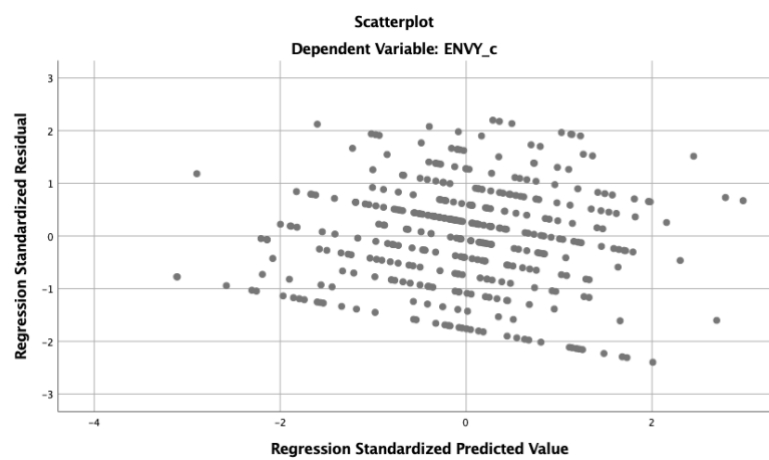
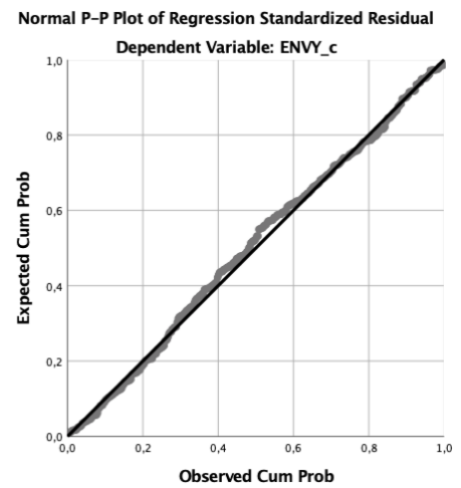
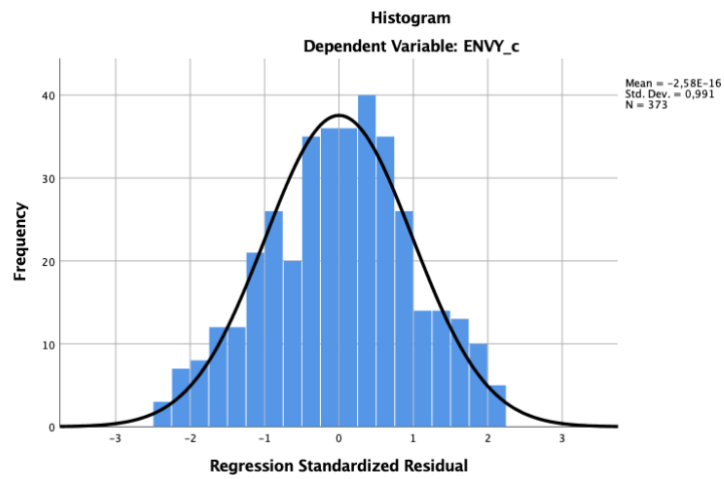
Coefficients ^a													
Model	Unstandardized		Standardized	t	Sig.	95.0% Confidence		Correlations			Collinearity		
	Coefficients		Coefficients			Interval for B		Zero-order	Partial	Part	Tolerance	VIF	
	B	Std. Error	Beta			Lower Bound	Upper Bound						
1	(Constant)	,004	,078		,056	,955	-,150	,159					
	COMP_c	,258	,057	,231	4,504	,000	,146	,371	,233	,228	,228	,974	1,027
	WARM_c	,007	,060	,006	,120	,905	-,111	,126	,041	,006	,006	,977	1,023
	COMPxWARM_c	-,016	,035	-,023	-,460	,646	-,085	,053	-,036	-,024	-,023	,997	1,003
2	(Constant)	7,254E-5	,077		,001	,999	-,152	,152					
	COMP_c	,273	,057	,244	4,817	,000	,161	,384	,233	,244	,240	,966	1,035
	WARM_c	,036	,060	,031	,601	,548	-,082	,154	,041	,031	,030	,955	1,047

	COMPxWARM_c	,000	,035	,000	-,008	,994	-,069	,068	-,036	,000	,000	,975	1,025
	IND_c	,144	,082	,091	1,755	,080	-,017	,306	,053	,091	,087	,928	1,078
	COL_c	-,230	,061	-,199	-3,769	,000	-,350	-,110	-,145	-,193	-,187	,888	1,126
3	(Constant)	,003	,078		,035	,972	-,150	,156					
	COMP_c	,278	,058	,248	4,822	,000	,164	,391	,233	,245	,240	,939	1,065
	WARM_c	,038	,060	,032	,627	,531	-,081	,156	,041	,033	,031	,953	1,050
	COMPxWARM_c	,002	,035	,003	,056	,955	-,067	,071	-,036	,003	,003	,961	1,041
	IND_c	,150	,083	,094	1,810	,071	-,013	,313	,053	,094	,090	,917	1,091
	COL_c	-,231	,061	-,200	-3,757	,000	-,352	-,110	-,145	-,193	-,187	,879	1,137
	WARMxCOL_c	-,003	,039	-,005	-,088	,930	-,081	,074	,039	-,005	-,004	,906	1,104
	COMPxIND_c	-,033	,053	-,032	-,616	,538	-,137	,071	,000	-,032	-,031	,913	1,096

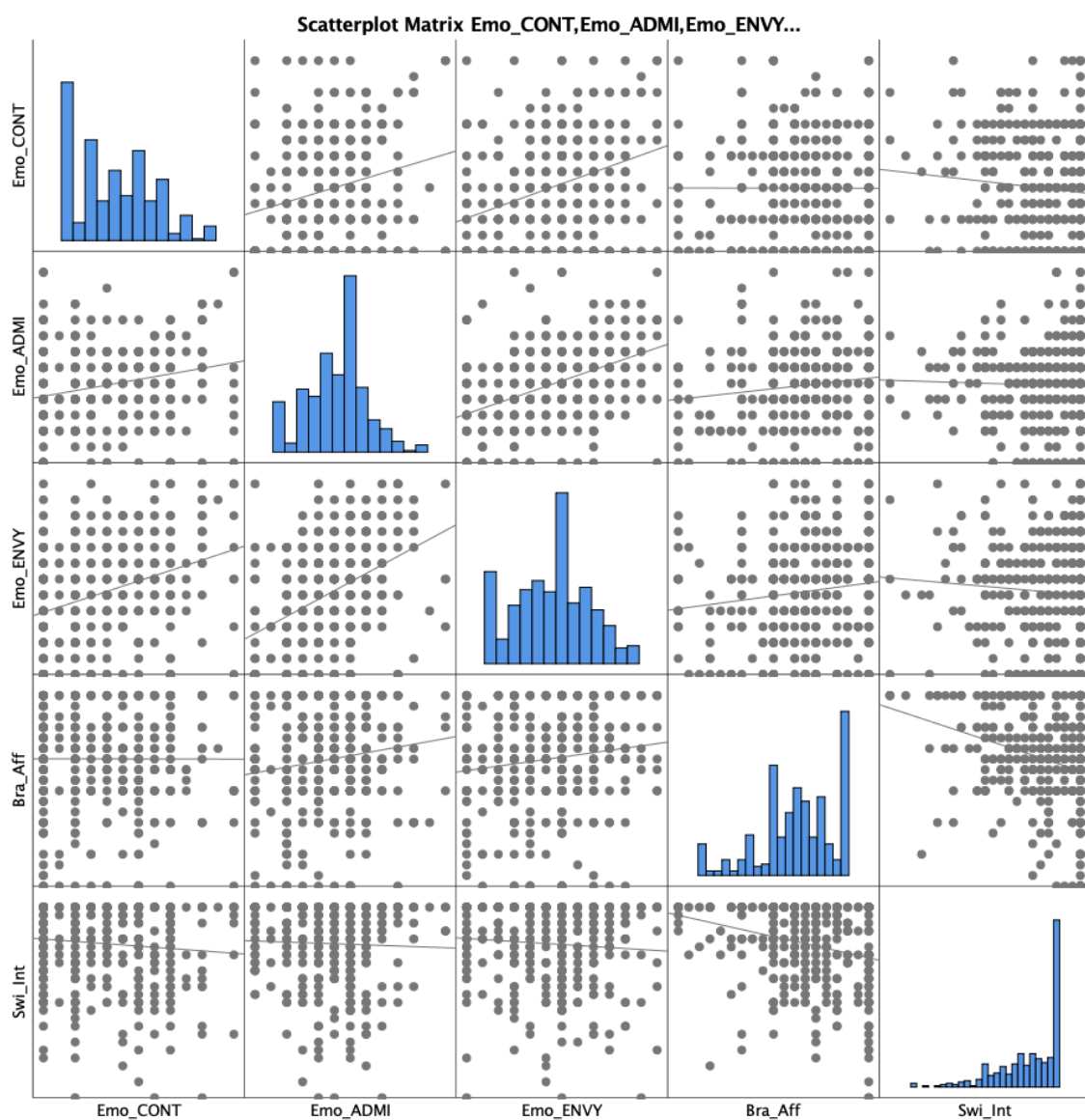
a. Dependent Variable: ENVY_c

Collinearity Diagnostics ^a											
Model	Dimension	Eigenvalue	Condition	Variance Proportions							
			Index	(Constant)	COMP_c	WARM_c	COMPxWARM_c	IND_c	COL_c	WARMxCOL_c	COMPxIND_c
1	1	1,177	1,000	,08	,32	,26	,17				
	2	1,101	1,034	,38	,10	,16	,26				
	3	,886	1,153	,45	,08	,19	,39				
	4	,835	1,187	,10	,51	,39	,18				
2	1	1,431	1,000	,00	,07	,12	,03	,17	,24		
	2	1,163	1,109	,20	,17	,09	,36	,01	,01		
	3	1,012	1,189	,44	,18	,12	,00	,16	,04		
	4	,869	1,283	,19	,10	,34	,22	,24	,00		
	5	,831	1,312	,14	,46	,25	,26	,05	,00		
	6	,693	1,437	,02	,01	,09	,13	,36	,71		
3	1	1,582	1,000	,02	,07	,06	,04	,09	,09	,09	,12
	2	1,261	1,120	,12	,00	,07	,02	,08	,18	,18	,06
	3	1,148	1,174	,07	,23	,07	,30	,04	,06	,02	,02
	4	,962	1,283	,36	,03	,27	,01	,15	,00	,01	,15
	5	,863	1,354	,34	,02	,14	,33	,23	,00	,00	,04
	6	,814	1,394	,02	,54	,32	,12	,04	,03	,00	,07
	7	,723	1,479	,07	,00	,03	,02	,12	,06	,41	,53
	8	,646	1,566	,00	,10	,04	,15	,24	,57	,28	,01

a. Dependent Variable: ENVY_c

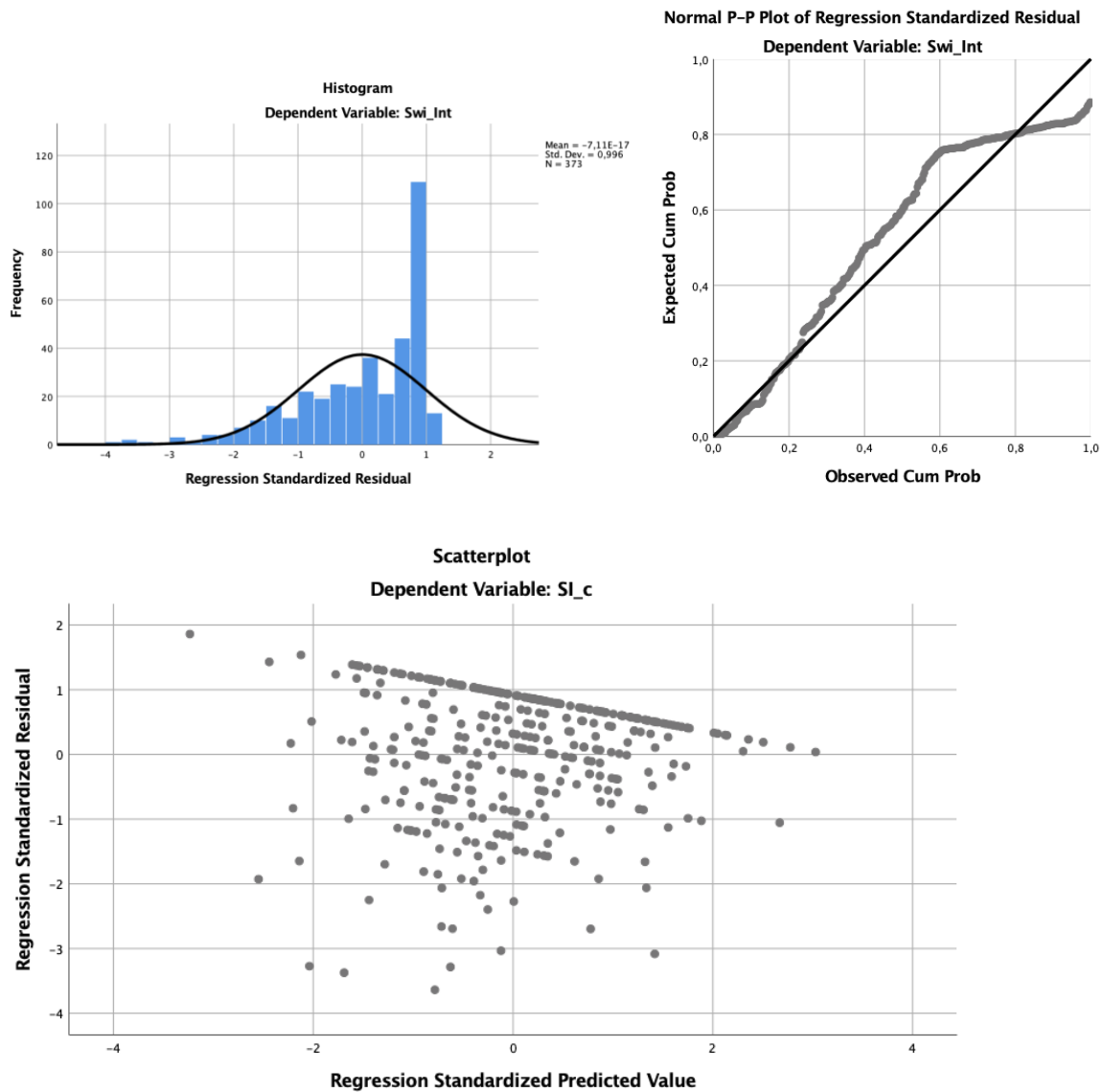


Stage II – Linearity Scatterplot



Stage II – Normally distributed residuals

For the outcome variable switching intention, the P-P plot and the histogram showed the normal distribution of the residuals has been violated.



Stage II – Brand affect

Descriptive Statistics

	Mean	Std. Deviation	N
BA_c	,0000	1,57488	373
CONT_c	,0000	1,61384	373
ADMI_c	,0000	1,23329	373
ENVY_c	,0000	1,54010	373
BF_c	,0000	1,54669	373
PC_Pref_c	,0000	1,55480	373
P_Ethni_c	,0000	1,71604	373
LR_c	,0000	1,00835	373
CONTxLR_c	-,1724	1,73251	373
ADMIXLR_c	,0404	1,53315	373
ENVYxLR_c	-,1485	1,79447	373

Correlations

		BA_c	CONT_c	ADMI_c	ENVY_c	BF_c	PC_Pref_c	P_Ethni_c	LR_c	CONTxLR_c	ADMIXLR_c	ENVYxLR_c
Pearson Correlation	BA_c	1,000	-,002	,141	,139	,424	,330	,276	,011	,002	,021	-,027
	CONT_c	-,002	1,000	,230	,345	-,027	-,001	,035	-,106	-,012	-,060	-,004
	ADMI_c	,141	,230	1,000	,433	,004	,233	,309	,033	-,070	,216	,171
	ENVY_c	,139	,345	,433	1,000	,099	,180	,203	-,096	-,004	,160	,153
	BF_c	,424	-,027	,004	,099	1,000	,151	,171	,091	,068	,101	,075
	PC_Pref_c	,330	-,001	,233	,180	,151	1,000	,504	,088	,025	,155	,141
	P_Ethni_c	,276	,035	,309	,203	,171	,504	1,000	,052	,047	,063	,077
	LR_c	,011	-,106	,033	-,096	,091	,088	,052	1,000	-,155	-,137	-,139
	CONTxLR_c	,002	-,012	-,070	-,004	,068	,025	,047	-,155	1,000	,267	,324
	ADMIXLR_c	,021	-,060	,216	,160	,101	,155	,063	-,137	,267	1,000	,545
	ENVYxLR_c	-,027	-,004	,171	,153	,075	,141	,077	-,139	,324	,545	1,000
Sig. (1-tailed)	BA_c	.	,488	,003	,004	,000	,000	,000	,417	,483	,340	,298
	CONT_c	,488	.	,000	,000	,300	,493	,250	,020	,408	,123	,472
	ADMI_c	,003	,000	.	,000	,473	,000	,000	,265	,089	,000	,000
	ENVY_c	,004	,000	,000	.	,028	,000	,000	,032	,470	,001	,002
	BF_c	,000	,300	,473	,028	.	,002	,000	,040	,095	,026	,074
	PC_Pref_c	,000	,493	,000	,000	,002	.	,000	,045	,317	,001	,003
	P_Ethni_c	,000	,250	,000	,000	,000	,000	.	,159	,182	,114	,069
	LR_c	,417	,020	,265	,032	,040	,045	,159	.	,001	,004	,004
	CONTxLR_c	,483	,408	,089	,470	,095	,317	,182	,001	.	,000	,000
	ADMIXLR_c	,340	,123	,000	,001	,026	,001	,114	,004	,000	.	,000
	ENVYxLR_c	,298	,472	,000	,002	,074	,003	,069	,004	,000	,000	.
N	BA_c	373	373	373	373	373	373	373	373	373	373	373

	CONT_c	373	373	373	373	373	373	373	373	373	373	373
	ADMI_c	373	373	373	373	373	373	373	373	373	373	373
	ENVY_c	373	373	373	373	373	373	373	373	373	373	373
	BF_c	373	373	373	373	373	373	373	373	373	373	373
	PC_Pref_c	373	373	373	373	373	373	373	373	373	373	373
	P_Ethni_c	373	373	373	373	373	373	373	373	373	373	373
	LR_c	373	373	373	373	373	373	373	373	373	373	373
	CONTxLR_c	373	373	373	373	373	373	373	373	373	373	373
	ADMIXLR_c	373	373	373	373	373	373	373	373	373	373	373
	ENVYxLR_c	373	373	373	373	373	373	373	373	373	373	373

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	,514 ^a	,264	,252	1,36235	,264	21,854	6	366	,000	
2	,530 ^b	,281	,261	1,35376	,017	2,164	4	362	,073	1,633

a. Predictors: (Constant), P_Ethni_c, CONT_c, BF_c, ADMI_c, ENVY_c, PC_Pref_c

b. Predictors: (Constant), P_Ethni_c, CONT_c, BF_c, ADMI_c, ENVY_c, PC_Pref_c, CONTxLR_c, LR_c, ENVYxLR_c, ADMIXLR_c

c. Dependent Variable: BA_c

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	243,364	6	40,561	21,854	,000 ^b
	Residual	679,291	366	1,856		
	Total	922,656	372			
2	Regression	259,229	10	25,923	14,145	,000 ^c
	Residual	663,427	362	1,833		
	Total	922,656	372			

a. Dependent Variable: BA_c

b. Predictors: (Constant), P_Ethni_c, CONT_c, BF_c, ADMI_c, ENVY_c, PC_Pref_c

c. Predictors: (Constant), P_Ethni_c, CONT_c, BF_c, ADMI_c, ENVY_c, PC_Pref_c, CONTxLR_c, LR_c, ENVYxLR_c, ADMIXLR_c

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-1,584E-16	,071		,000	1,000	-,139	,139				

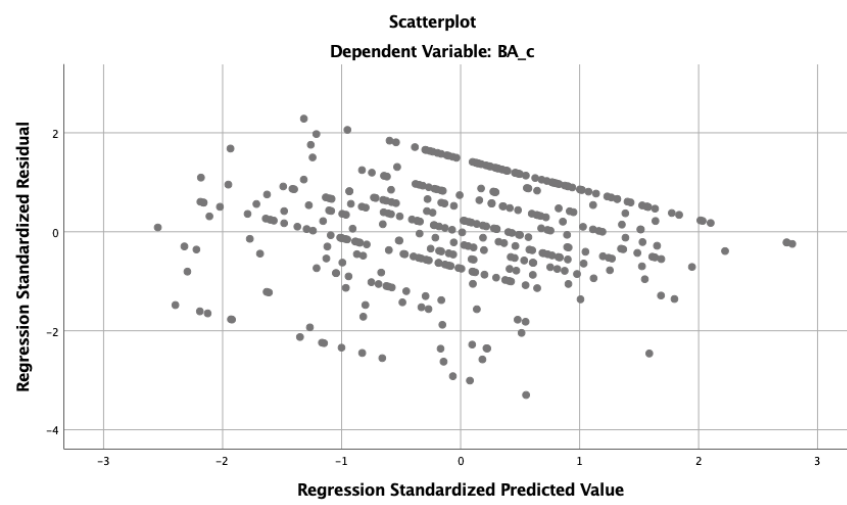
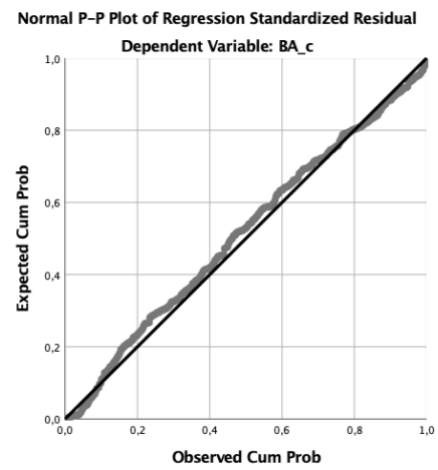
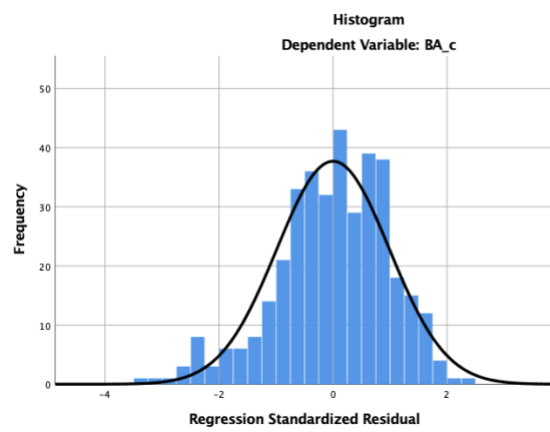
2	CONT_c	-.016	,047	-.017	-,342	,732	-,109	,076	-,002	-,018	-,015	,864	1,158
	ADMI_c	,072	,066	,057	1,091	,276	-,058	,203	,141	,057	,049	,743	1,345
	ENVY_c	,028	,054	,027	,522	,602	-,077	,134	,139	,027	,023	,731	1,369
	BF_c	,381	,047	,374	8,140	,000	,289	,473	,424	,392	,365	,952	1,051
	PC_Pref_c	,217	,053	,214	4,076	,000	,112	,321	,330	,208	,183	,729	1,371
	P_Ethni_c	,075	,049	,082	1,520	,129	-,022	,172	,276	,079	,068	,695	1,438
	(Constant)	-,011	,071		-,161	,873	-,151	,128					
	CONT_c	-,034	,047	-,035	-,709	,479	-,127	,060	-,002	-,037	-,032	,839	1,192
	ADMI_c	,109	,068	,085	1,593	,112	-,025	,243	,141	,083	,071	,697	1,435
	ENVY_c	,034	,054	,033	,632	,528	-,072	,140	,139	,033	,028	,715	1,399
	BF_c	,396	,047	,389	8,433	,000	,304	,489	,424	,405	,376	,933	1,072
	PC_Pref_c	,239	,053	,236	4,461	,000	,133	,344	,330	,228	,199	,713	1,403
	P_Ethni_c	,067	,049	,073	1,358	,175	-,030	,164	,276	,071	,061	,686	1,457
	LR_c	-,111	,073	-,071	-1,530	,127	-,254	,032	,011	-,080	-,068	,916	1,091
	CONTxLR_c	,005	,044	,006	,119	,906	-,081	,092	,002	,006	,005	,845	1,183
	ADMixLR_c	-,039	,057	-,038	-,688	,492	-,151	,073	,021	-,036	-,031	,650	1,539
	ENVYxLR_c	-,093	,048	-,106	-1,931	,054	-,188	,002	-,027	-,101	-,086	,656	1,524

a. Dependent Variable: BA_c

Collinearity Diagnostics^a

			Condition	Variance Proportions										
Model	Dimension	Eigenvalue	Index	(Constant)	CONT_c	ADMI_c	ENVY_c	BF_c	PC_Pref_c	P_Ethni_c	LR_c	CONTxLR_c	ADMixLR_c	ENVYxLR_c
1	1	2,060	1,000	,00	,03	,09	,08	,01	,07	,08				
	2	1,301	1,259	,00	,23	,03	,07	,10	,11	,08				
	3	1,000	1,435	1,00	,00	,00	,00	,00	,00	,00				
	4	,934	1,486	,00	,04	,03	,03	,80	,04	,03				
	5	,690	1,728	,00	,60	,32	,08	,01	,11	,04				
	6	,542	1,950	,00	,09	,32	,57	,05	,21	,14				
	7	,473	2,086	,00	,02	,21	,16	,03	,46	,64				
2	1	2,321	1,000	,00	,01	,05	,05	,01	,04	,04	,00	,01	,04	,04
	2	1,650	1,186	,01	,03	,03	,02	,00	,02	,04	,05	,11	,06	,08
	3	1,386	1,294	,00	,18	,02	,07	,08	,07	,05	,10	,00	,00	,00
	4	1,026	1,504	,79	,02	,00	,00	,00	,00	,00	,00	,04	,05	,00
	5	,942	1,570	,04	,07	,06	,02	,65	,02	,00	,02	,03	,01	,01
	6	,914	1,593	,03	,00	,04	,02	,06	,08	,13	,41	,05	,04	,03
	7	,752	1,757	,09	,17	,00	,01	,09	,00	,00	,35	,42	,01	,00
	8	,601	1,965	,00	,36	,20	,08	,00	,22	,03	,00	,23	,03	,09
	9	,534	2,086	,00	,11	,24	,65	,05	,15	,11	,02	,01	,00	,00
	10	,457	2,252	,01	,01	,11	,05	,01	,21	,26	,01	,07	,22	,53
	11	,417	2,360	,02	,03	,24	,03	,03	,18	,33	,03	,02	,53	,21

a. Dependent Variable: BA_c



Stage II – Contempt → Switching intention

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.5.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 1
Y : Swi_Int
X : Emo_CONT
W : LR

Covariates:
Bra_Fam PC_Pref P_Ethni

Sample
Size: 373

OUTCOME VARIABLE:
Swi_Int

Model Summary
R R-sq MSE F df1 df2 p
,2818 ,0794 1,5726 5,2601 6,0000 366,0000 ,0000

Model
coeff se t p LLCI ULCI
constant 6,8919 ,2293 30,0599 ,0000 6,4410 7,3428
Emo_CONT -,0707 ,0406 -1,7417 ,0824 -,1505 ,0091
LR ,0804 ,0662 1,2138 ,2256 -,0498 ,2106
Int_1 -,0135 ,0382 -,3525 ,7246 -,0885 ,0616
Bra_Fam -,1730 ,0430 -4,0176 ,0001 -,2576 -,0883
PC_Pref -,0323 ,0487 -,6629 ,5078 -,1280 ,0635
P_Ethni -,0793 ,0442 -1,7942 ,0736 -,1663 ,0076

Product terms key:
Int_1 : Emo_CONT x LR

Test(s) of highest order unconditional interaction(s):
R2-chng F df1 df2 p
X*W ,0003 ,1243 1,0000 366,0000 ,7246

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95,0000

NOTE: The following variables were mean centered prior to analysis:
LR Emo_CONT

----- END MATRIX -----

Stage II – Admiration → Switching intention

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.5.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 1

Y : Swi_Int
X : Emo_ADMI
W : LR

Covariates:

Bra_Fam PC_Pref P_Ethni

Sample

Size: 373

OUTCOME VARIABLE:

Swi_Int

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2740	,0751	1,5800	4,9504	6,0000	366,0000	,0001

Model

	coeff	se	t	p	LLCI	ULCI
constant	6,9439	,2344	29,6284	,0000	6,4830	7,4048
Emo_ADMI	-,0046	,0572	-,0808	,9357	-,1170	,1078
LR	,1088	,0660	1,6485	,1001	-,0210	,2386
Int_1	,0524	,0447	1,1711	,2423	-,0356	,1403
Bra_Fam	-,1774	,0434	-4,0917	,0001	-,2627	-,0922
PC_Pref	-,0397	,0495	-,8036	,4222	-,1370	,0575
P_Ethni	-,0810	,0456	-1,7741	,0769	-,1707	,0088

Product terms key:

Int_1 : Emo_ADMI x LR

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0035	1,3715	1,0000	366,0000	,2423

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95,0000

NOTE: The following variables were mean centered prior to analysis:

LR Emo_ADMI

----- END MATRIX -----

Stage II – Envy → Switching intention

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.5.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 1

Y : Swi_Int
X : Emo_ENVY
W : LR

Covariates:

Bra_Fam PC_Pref P_Ethni

Sample

Size: 373

OUTCOME VARIABLE:

Swi_Int

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2681	,0719	1,5854	4,7241	6,0000	366,0000	,0001

Model

	coeff	se	t	p	LLCI	ULCI
constant	6,8844	,2366	29,0986	,0000	6,4192	7,3497
Emo_ENVY	-,0164	,0442	-,3722	,7100	-,1033	,0704
LR	,0936	,0664	1,4093	,1596	-,0370	,2241
Int_1	,0016	,0375	,0432	,9656	-,0721	,0754
Bra_Fam	-,1713	,0433	-3,9574	,0001	-,2564	-,0862
PC_Pref	-,0299	,0494	-,6040	,5462	-,1271	,0674
P_Ethni	-,0812	,0447	-1,8174	,0700	-,1691	,0067

Product terms key:

Int_1 : Emo_ENVY x LR

Test(s) of highest order unconditional interaction(s):

R2-chng	F	df1	df2	p	
X*W	,0000	,0019	1,0000	366,0000	,9656

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95,0000

NOTE: The following variables were mean centered prior to analysis:

LR Emo_ENVY

----- END MATRIX -----

C.6 Additional exploratory research

Formation of country stereotype dimensions

Agglomeration Schedule						
Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	236	373	,000	0	0	266
2	246	368	,000	0	0	77
3	238	367	,000	0	0	278
4	188	366	,000	0	0	114
5	237	364	,000	0	0	308
6	328	362	,000	0	0	30
7	347	361	,000	0	0	19
8	332	360	,000	0	0	27
9	357	359	,000	0	0	11
10	134	358	,000	0	0	208
11	227	357	,000	0	9	85
12	135	356	,000	0	0	250
13	294	355	,000	0	0	52
14	40	354	,000	0	0	209
15	349	352	,000	0	0	17
16	124	351	,000	0	0	230
17	341	349	,000	0	15	22
18	33	348	,000	0	0	311
19	298	347	,000	0	7	48
20	289	346	,000	0	0	241
21	30	344	,000	0	0	229
22	338	341	,000	0	17	25
23	117	340	,000	0	0	140
24	285	339	,000	0	0	59
25	329	338	,000	0	22	29
26	235	336	,000	0	0	80
27	288	332	,000	0	8	57
28	302	330	,000	0	0	226
29	327	329	,000	0	25	31
30	296	328	,000	0	6	50
31	326	327	,000	0	29	32
32	299	326	,000	0	31	47
33	219	325	,000	0	0	242
34	322	324	,000	0	0	36
35	26	323	,000	0	0	200
36	223	322	,000	0	34	233

37	111	321	,000	0	0	233
38	280	319	,000	0	0	60
39	279	318	,000	0	0	61
40	177	312	,000	0	0	118
41	209	311	,000	0	0	100
42	267	310	,000	0	0	67
43	265	308	,000	0	0	69
44	249	307	,000	0	0	203
45	193	304	,000	0	0	204
46	230	300	,000	0	0	83
47	290	299	,000	0	32	56
48	224	298	,000	0	19	88
49	24	297	,000	0	0	231
50	215	296	,000	0	30	95
51	128	295	,000	0	0	229
52	127	294	,000	0	13	135
53	78	293	,000	0	0	230
54	216	292	,000	0	0	94
55	233	291	,000	0	0	232
56	286	290	,000	0	47	58
57	217	288	,000	0	27	93
58	231	286	,000	0	56	82
59	20	285	,000	0	24	236
60	103	280	,000	0	38	145
61	276	279	,000	0	39	216
62	176	278	,000	0	0	244
63	274	275	,000	0	0	64
64	178	274	,000	0	63	117
65	174	273	,000	0	0	248
66	153	271	,000	0	0	245
67	264	267	,000	0	42	70
68	257	266	,000	0	0	73
69	200	265	,000	0	43	234
70	260	264	,000	0	67	71
71	99	260	,000	0	70	147
72	211	258	,000	0	0	99
73	3	257	,000	0	68	219
74	212	255	,000	0	0	98
75	48	251	,000	0	0	202
76	90	250	,000	0	0	211
77	187	246	,000	0	2	115

78	241	242	,000	0	0	228
79	137	239	,000	0	0	132
80	119	235	,000	0	26	138
81	19	234	,000	0	0	251
82	228	231	,000	0	58	84
83	182	230	,000	0	46	217
84	221	228	,000	0	82	90
85	226	227	,000	0	11	86
86	113	226	,000	0	85	279
87	129	225	,000	0	0	134
88	37	224	,000	0	48	159
89	17	222	,000	0	0	214
90	220	221	,000	0	84	91
91	183	220	,000	0	90	116
92	9	218	,000	0	0	287
93	15	217	,000	0	57	285
94	181	216	,000	0	54	218
95	29	215	,000	0	50	161
96	151	214	,000	0	0	128
97	53	213	,000	0	0	157
98	158	212	,000	0	74	126
99	205	211	,000	0	72	103
100	204	209	,000	0	41	104
101	167	208	,000	0	0	122
102	157	207	,000	0	0	127
103	199	205	,000	0	99	107
104	198	204	,000	0	100	108
105	166	203	,000	0	0	123
106	62	201	,000	0	0	249
107	154	199	,000	0	103	302
108	65	198	,000	0	104	271
109	189	196	,000	0	0	113
110	94	195	,000	0	0	228
111	89	194	,000	0	0	284
112	142	192	,000	0	0	206
113	91	189	,000	0	109	235
114	141	188	,000	0	4	130
115	143	187	,000	0	77	300
116	133	183	,000	0	91	133
117	106	178	,000	0	64	345
118	175	177	,000	0	40	119

119	104	175	,000	0	118	358
120	51	170	,000	0	0	213
121	49	168	,000	0	0	313
122	160	167	,000	0	101	125
123	162	166	,000	0	105	254
124	150	165	,000	0	0	201
125	145	160	,000	0	122	258
126	55	158	,000	0	98	271
127	66	157	,000	0	102	259
128	70	151	,000	0	96	152
129	67	147	,000	0	0	234
130	80	141	,000	0	114	220
131	41	140	,000	0	0	207
132	45	137	,000	0	79	256
133	123	133	,000	0	116	136
134	36	129	,000	0	87	232
135	122	127	,000	0	52	251
136	116	123	,000	0	133	141
137	77	120	,000	0	0	231
138	32	119	,000	0	80	250
139	18	118	,000	0	0	236
140	27	117	,000	0	23	162
141	112	116	,000	0	136	142
142	76	112	,000	0	141	150
143	39	110	,000	0	0	226
144	102	107	,000	0	0	210
145	5	103	,000	0	60	265
146	4	100	,000	0	0	215
147	1	99	,000	0	71	291
148	85	93	,000	0	0	235
149	43	84	,000	0	0	246
150	75	76	,000	0	142	151
151	38	75	,000	0	150	158
152	69	70	,000	0	128	153
153	64	69	,000	0	152	155
154	63	68	,000	0	0	212
155	58	64	,000	0	153	272
156	47	54	,000	0	0	243
157	2	53	,000	0	97	286
158	22	38	,000	0	151	289
159	28	37	,000	0	88	277

160	13	35	,000	0	0	205
161	25	29	,000	0	95	260
162	8	27	,000	0	140	299
163	21	23	,000	0	0	240
164	371	372	,031	0	0	280
165	303	369	,063	0	0	222
166	245	363	,094	0	0	267
167	342	353	,125	0	0	240
168	115	345	,156	0	0	225
169	301	343	,188	0	0	260
170	34	335	,219	0	0	242
171	10	334	,250	0	0	296
172	317	320	,281	0	0	221
173	282	316	,313	0	0	223
174	92	306	,344	0	0	239
175	185	287	,375	0	0	247
176	105	283	,406	0	0	270
177	179	281	,438	0	0	301
178	155	272	,469	0	0	295
179	149	269	,500	0	0	298
180	186	262	,531	0	0	243
181	210	261	,563	0	0	268
182	206	259	,594	0	0	224
183	172	254	,625	0	0	244
184	56	252	,656	0	0	254
185	42	248	,688	0	0	256
186	197	244	,719	0	0	262
187	139	243	,750	0	0	246
188	180	229	,781	0	0	241
189	97	202	,813	0	0	245
190	190	191	,844	0	0	237
191	164	171	,875	0	0	258
192	156	159	,906	0	0	281
193	98	152	,938	0	0	276
194	61	146	,969	0	0	304
195	132	136	1,000	0	0	238
196	125	130	1,031	0	0	299
197	82	96	1,063	0	0	276
198	81	88	1,094	0	0	255
199	11	31	1,125	0	0	263
200	26	350	1,167	35	0	263

201	150	309	1,208	124	0	259
202	48	256	1,250	75	0	269
203	240	249	1,292	0	44	293
204	86	193	1,333	0	45	237
205	13	184	1,375	160	0	309
206	44	142	1,417	0	112	239
207	41	138	1,458	131	0	266
208	114	134	1,500	0	10	238
209	40	126	1,542	14	0	296
210	6	102	1,583	0	144	288
211	83	90	1,625	0	76	264
212	57	63	1,667	0	154	344
213	50	51	1,708	0	120	262
214	16	17	1,750	0	89	290
215	4	7	1,792	146	0	339
216	73	276	1,839	0	61	265
217	182	232	1,885	83	0	289
218	121	181	1,932	0	94	305
219	3	59	1,979	73	0	277
220	80	305	2,029	130	0	308
221	277	317	2,081	0	172	337
222	247	303	2,133	0	165	252
223	74	282	2,185	0	173	315
224	163	206	2,238	0	182	269
225	14	115	2,290	0	168	318
226	39	302	2,352	143	28	303
227	263	270	2,415	0	0	257
228	94	241	2,477	110	78	284
229	30	128	2,540	21	51	247
230	78	124	2,602	53	16	279
231	24	77	2,665	49	137	274
232	36	233	2,740	134	55	310
233	111	223	2,815	37	36	290
234	67	200	2,890	129	69	294
235	85	91	2,965	148	113	306
236	18	20	3,040	139	59	303
237	86	190	3,117	204	190	273
238	114	132	3,194	208	195	309
239	44	92	3,271	206	174	293
240	21	342	3,349	163	167	317
241	180	289	3,427	188	20	300

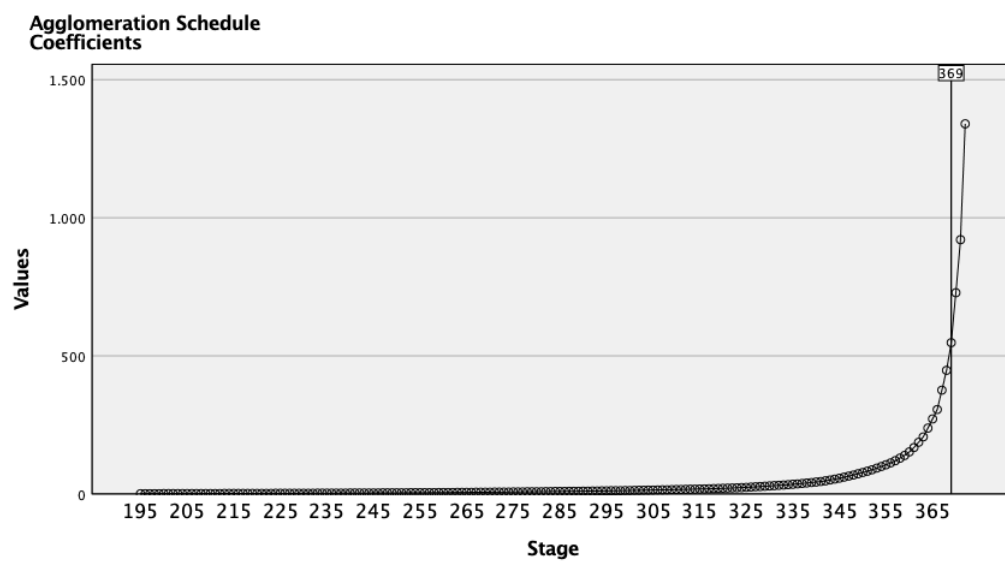
242	34	219	3,505	170	33	253
243	47	186	3,583	156	180	286
244	172	176	3,661	183	62	282
245	97	153	3,740	189	66	320
246	43	139	3,818	149	187	306
247	30	185	3,901	229	175	326
248	72	174	3,984	0	65	324
249	62	169	4,068	106	0	282
250	32	135	4,151	138	12	285
251	19	122	4,234	81	135	274
252	46	247	4,323	0	222	328
253	34	109	4,414	242	0	317
254	56	162	4,507	184	123	294
255	79	81	4,601	0	198	283
256	42	45	4,695	185	132	325
257	253	263	4,799	0	227	319
258	145	164	4,903	125	191	272
259	66	150	5,007	127	201	316
260	25	301	5,124	161	169	288
261	313	314	5,249	0	0	312
262	50	197	5,377	213	186	302
263	11	26	5,504	199	200	318
264	83	95	5,634	211	0	334
265	5	73	5,767	145	216	315
266	41	236	5,900	207	1	327
267	144	245	6,035	0	166	314
268	161	210	6,171	0	181	319
269	48	163	6,306	202	224	304
270	101	105	6,442	0	176	297
271	55	65	6,581	126	108	295
272	58	145	6,732	155	258	316
273	86	87	6,884	237	0	338
274	19	24	7,038	251	231	330
275	12	333	7,194	0	0	329
276	82	98	7,350	197	193	292
277	3	28	7,510	219	159	291
278	238	370	7,676	3	0	314
279	78	113	7,850	230	86	321
280	131	371	8,027	0	164	327
281	156	268	8,204	192	0	307
282	62	172	8,386	249	244	320

283	79	365	8,574	255	0	322
284	89	94	8,761	111	228	322
285	15	32	8,951	93	250	321
286	2	47	9,145	157	243	331
287	9	337	9,353	92	0	310
288	6	25	9,572	210	260	349
289	22	182	9,799	158	217	305
290	16	111	10,026	214	233	336
291	1	3	10,253	147	277	340
292	82	148	10,484	276	0	334
293	44	240	10,722	239	203	328
294	56	67	10,972	254	234	333
295	55	155	11,223	271	178	331
296	10	40	11,475	171	209	347
297	101	284	11,730	270	0	339
298	149	173	11,990	179	0	346
299	8	125	12,261	162	196	341
300	143	180	12,550	115	241	325
301	108	179	12,852	0	177	335
302	50	154	13,159	262	107	343
303	18	39	13,466	236	226	330
304	48	61	13,783	269	194	350
305	22	121	14,108	289	218	326
306	43	85	14,438	246	235	338
307	52	156	14,776	0	281	323
308	80	237	15,137	220	5	356
309	13	114	15,500	205	238	332
310	9	36	15,865	287	232	329
311	33	331	16,240	18	0	352
312	313	315	16,615	261	0	335
313	49	60	16,990	121	0	351
314	144	238	17,417	267	278	342
315	5	74	17,859	265	223	337
316	58	66	18,305	272	259	333
317	21	34	18,815	240	253	336
318	11	14	19,329	263	225	332
319	161	253	19,850	268	257	324
320	62	97	20,377	282	245	350
321	15	78	20,911	285	279	341
322	79	89	21,549	283	284	356
323	52	71	22,252	307	0	344

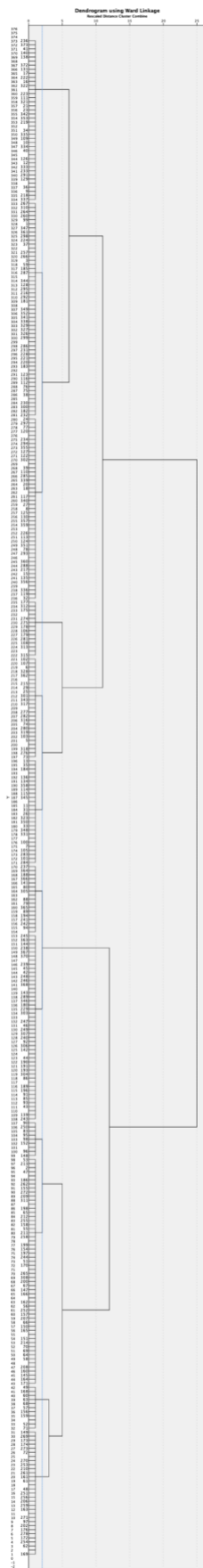
324	72	161	23,065	248	319	346
325	42	143	23,955	256	300	342
326	22	30	24,876	305	247	340
327	41	131	25,852	266	280	361
328	44	46	26,865	293	252	353
329	9	12	27,897	310	275	347
330	18	19	28,949	303	274	348
331	2	55	30,006	286	295	355
332	11	13	31,104	318	309	354
333	56	58	32,300	294	316	343
334	82	83	33,567	292	264	363
335	108	313	34,994	301	312	345
336	16	21	36,456	290	317	359
337	5	277	37,963	315	221	349
338	43	86	39,505	306	273	353
339	4	101	41,256	215	297	352
340	1	22	43,027	291	326	362
341	8	15	45,001	299	321	348
342	42	144	47,459	325	314	357
343	50	56	50,582	302	333	355
344	52	57	53,760	323	212	351
345	106	108	57,080	117	335	358
346	72	149	60,721	324	298	360
347	9	10	64,475	329	296	359
348	8	18	68,498	341	330	362
349	5	6	73,025	337	288	364
350	48	62	77,601	304	320	360
351	49	52	82,212	313	344	366
352	4	33	87,623	339	311	354
353	43	44	93,381	338	328	357
354	4	11	99,357	352	332	364
355	2	50	105,697	331	343	363
356	79	80	112,292	322	308	365
357	42	43	120,409	342	353	365
358	104	106	129,689	119	345	368
359	9	16	139,425	347	336	361
360	48	72	152,029	350	346	366
361	9	41	168,011	359	327	369
362	1	8	186,885	340	348	369
363	2	82	206,651	355	334	367
364	4	5	238,456	354	349	368

365	42	79	271,656	357	356	371
366	48	49	305,600	360	351	367
367	2	48	375,905	363	366	371
368	4	104	447,428	364	358	370
369	1	9	547,736	362	361	370
370	1	4	728,587	369	368	372
371	2	42	920,510	367	365	372
372	1	2	1339,934	370	371	0

Hierarchical cluster analyses: scree plot



Hierarchical cluster analyses: dendrogram



K-means analysis

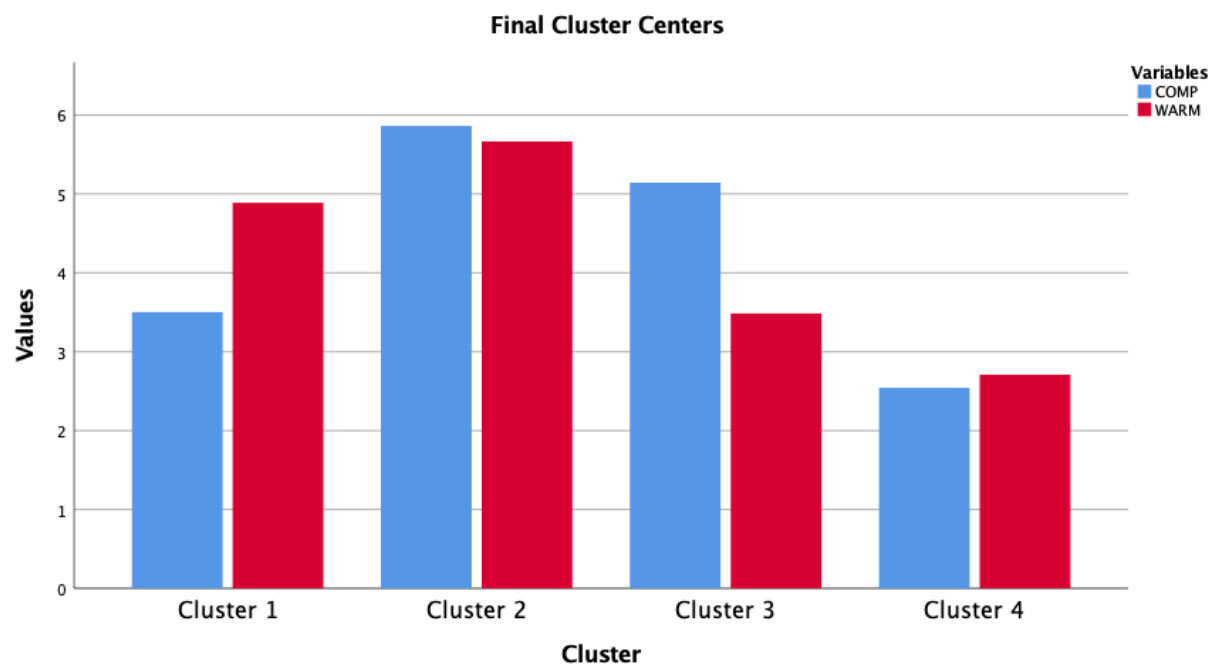
Iteration History^a

Iteration	Change in Cluster Centers			
	1	2	3	4
1	2,625	2,417	2,505	2,036
2	,116	,183	,116	,197
3	,041	,100	,123	,094
4	,062	,125	,214	,046
5	,034	,112	,096	,116
6	,007	,135	,103	,047
7	,038	,056	,057	,072
8	,031	,045	,045	,087
9	,000	,000	,000	,000

a. Convergence achieved due to no or small change in cluster centers. The maximum absolute coordinate change for any center is ,000. The current iteration is 9. The minimum distance between initial centers is 4,750.

Final Cluster Centers

	Cluster			
	1	2	3	4
COMP	3,50	5,86	5,14	2,54
WARM	4,89	5,67	3,48	2,71



Crosstabulation:

Target Brands * Cluster Number of Case K means Crosstabulation

Count

		Cluster Number of Case K means				Total
		1	2	3	4	
Target Brands	Giorgio Armani	31	6	5	4	46
	Mercedes-Benz	4	18	26	2	50
	Evian	28	8	3	9	48
	Sony	6	11	30	6	53
	IKEA	19	15	19	0	53
	Apple	16	5	24	12	57
	Zara	40	11	6	9	66
Total		144	74	113	42	373

Country stereotype dimensions – Envy

Descriptive Statistics

		Mean	Std. Deviation	N
ENVY_c		,0000	1,54010	373
COMP_c		,0000	1,37688	373
WARM_c		,0000	1,30621	373
COMPxWARM_c		,2714	2,22249	373
IND_c		,0000	,96678	373
COL_c		,0000	1,33304	373
COMPxIND_c		,0712	1,52004	373
COMPxCOL_c		,1849	2,09156	373
WARMxIND_c		,0818	1,41998	373
WARMxCOL_c		,2793	2,05012	373

Correlations

		ENVY_c	COMP_c	WARM_c	COMPxWARM_c	IND_c	COL_c	COMPxIND_c	COMPxCOL_c	WARMxIND_c	WARMxCOL_c
Pearson Correlation	ENVY_c	1,000	,233	,041	-,036	,053	-,145	,000	,096	-,019	,039
	COMP_c	,233	1,000	,151	-,056	,054	,101	,119	,167	,062	,142
	WARM_c	,041	,151	1,000	-,013	,065	,161	,061	,147	,165	,039
	COMPxWARM_c	-,036	-,056	-,013	1,000	,057	,136	,082	,219	,205	,088
	IND_c	,053	,054	,065	,057	1,000	,266	,113	,047	,006	,057
	COL_c	-,145	,101	,161	,136	,266	1,000	,047	,138	,060	-,049
	COMPxIND_c	,000	,119	,061	,082	,113	,047	1,000	,338	,278	,258
	COMPxCOL_c	,096	,167	,147	,219	,047	,138	,338	1,000	,272	,344
	WARMxIND_c	-,019	,062	,165	,205	,006	,060	,278	,272	1,000	,325

Sig. (1-tailed)	WARMxCOL_c	,039	,142	,039	,088	,057	-,049	,258	,344	,325	1,000
	ENVY_c	.	,000	,213	,242	,155	,002	,498	,032	,361	,226
	COMP_c	,000	.	,002	,139	,151	,026	,011	,001	,115	,003
	WARM_c	,213	,002	.	,402	,105	,001	,119	,002	,001	,227
	COMPxWARM_c	,242	,139	,402	.	,138	,004	,056	,000	,000	,044
	IND_c	,155	,151	,105	,138	.	,000	,015	,183	,458	,134
	COL_c	,002	,026	,001	,004	,000	.	,184	,004	,123	,174
	COMPxIND_c	,498	,011	,119	,056	,015	,184	.	,000	,000	,000
	COMPxCOL_c	,032	,001	,002	,000	,183	,004	,000	.	,000	,000
	WARMxIND_c	,361	,115	,001	,000	,458	,123	,000	,000	.	,000
	WARMxCOL_c	,226	,003	,227	,044	,134	,174	,000	,000	,000	.
N	ENVY_c	373	373	373	373	373	373	373	373	373	373
	COMP_c	373	373	373	373	373	373	373	373	373	373
	WARM_c	373	373	373	373	373	373	373	373	373	373
	COMPxWARM_c	373	373	373	373	373	373	373	373	373	373
	IND_c	373	373	373	373	373	373	373	373	373	373
	COL_c	373	373	373	373	373	373	373	373	373	373
	COMPxIND_c	373	373	373	373	373	373	373	373	373	373
	COMPxCOL_c	373	373	373	373	373	373	373	373	373	373
	WARMxIND_c	373	373	373	373	373	373	373	373	373	373
	WARMxCOL_c	373	373	373	373	373	373	373	373	373	373

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				Durbin-Watson
						F Change	df1	df2	Sig. F Change	
1	,234 ^a	,055	,047	1,50326	,055	7,153	3	369	,000	
2	,321 ^b	,103	,081	1,47635	,048	3,262	6	363	,004	1,788

a. Predictors: (Constant), COMPxWARM_c, WARM_c, COMP_c

b. Predictors: (Constant), COMPxWARM_c, WARM_c, COMP_c, IND_c, WARMxCOL_c, COMPxIND_c, COL_c, WARMxIND_c, COMPxCOL_c

c. Dependent Variable: ENVY_c

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48,492	3	16,164	7,153	,000 ^b
	Residual	833,861	369	2,260		
	Total	882,353	372			

2	Regression	91,157	9	10,129	4,647	,000 ^c
	Residual	791,196	363	2,180		
	Total	882,353	372			

a. Dependent Variable: ENVY_c

b. Predictors: (Constant), COMPxWARM_c, WARM_c, COMP_c

c. Predictors: (Constant), COMPxWARM_c, WARM_c, COMP_c, IND_c, WARMxCOL_c, COMPxIND_c, COL_c, WARMxIND_c, COMPxCOL_c

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	,004	,078		,056	,955	-,150	,159					
	COMP_c	,258	,057	,231	4,504	,000	,146	,371	,233	,228	,228	,974	1,027
	WARM_c	,007	,060	,006	,120	,905	-,111	,126	,041	,006	,006	,977	1,023
	COMPxWARM_c	-,016	,035	-,023	-,460	,646	-,085	,053	-,036	-,024	-,023	,997	1,003
2	(Constant)	-,001	,078		-,017	,986	-,154	,151					
	COMP_c	,266	,058	,238	4,609	,000	,152	,379	,233	,235	,229	,929	1,076
	WARM_c	,030	,061	,025	,486	,627	-,090	,150	,041	,026	,024	,921	1,086
	COMPxWARM_c	-,008	,036	-,012	-,227	,821	-,080	,063	-,036	-,012	-,011	,902	1,109
	IND_c	,155	,083	,097	1,872	,062	-,008	,318	,053	,098	,093	,911	1,097
	COL_c	-,243	,062	-,211	-3,948	,000	-,365	-,122	-,145	-,203	-,196	,868	1,152
	COMPxIND_c	-,055	,055	-,054	-,988	,324	-,164	,054	,000	-,052	-,049	,825	1,211
	COMPxCOL_c	,085	,042	,116	2,012	,045	,002	,168	,096	,105	,100	,747	1,338
	WARMxIND_c	-,033	,060	-,031	-,552	,581	-,152	,085	-,019	-,029	-,027	,797	1,254
	WARMxCOL_c	-,020	,042	-,026	-,472	,637	-,102	,063	,039	-,025	-,023	,790	1,265

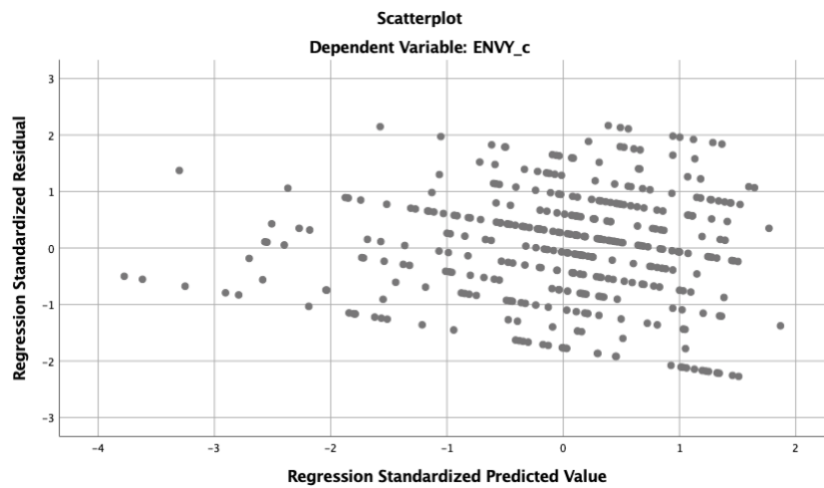
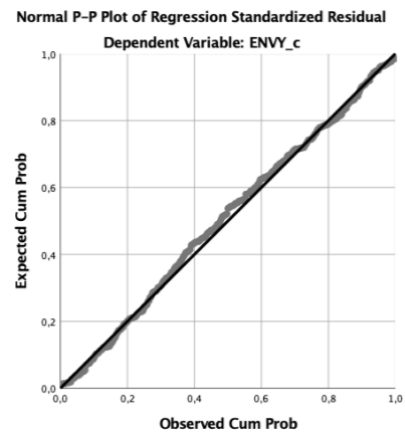
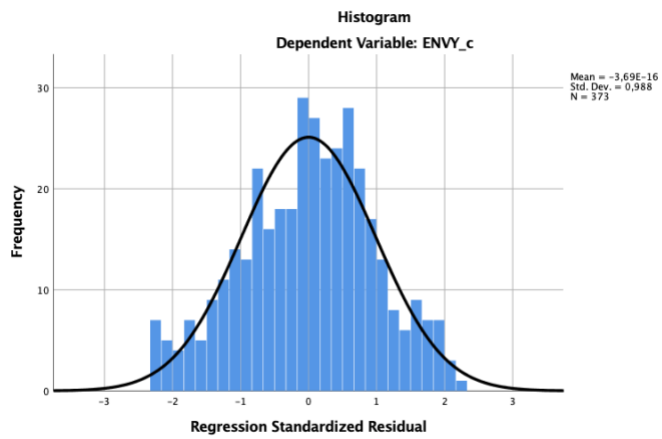
a. Dependent Variable: ENVY_c

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition	Variance Proportions									
			Index	(Constant)	COMP_c	WARM_c	COMPxWARM_c	IND_c	COL_c	COMPxIND_c	COMPxCOL_c	WARMxIND_c	WARMxCOL_c
1	1	1,177	1,000	,08	,32	,26	,17						
	2	1,101	1,034	,38	,10	,16	,26						
	3	,886	1,153	,45	,08	,19	,39						
	4	,835	1,187	,10	,51	,39	,18						
2	1	2,195	1,000	,01	,02	,02	,03	,01	,01	,06	,08	,07	,06
	2	1,320	1,290	,03	,04	,09	,00	,18	,25	,01	,00	,02	,05
	3	1,149	1,382	,09	,22	,08	,29	,04	,05	,01	,00	,00	,01
	4	,962	1,510	,35	,02	,27	,01	,15	,00	,14	,00	,00	,01
	5	,955	1,516	,38	,11	,11	,07	,12	,00	,00	,00	,12	,03

6	,834	1,622	,05	,35	,18	,18	,13	,03	,02	,06	,05	,01
7	,739	1,723	,04	,04	,00	,02	,10	,02	,45	,08	,10	,24
8	,674	1,804	,03	,13	,06	,00	,00	,01	,11	,36	,35	,13
9	,662	1,821	,00	,05	,13	,29	,15	,53	,04	,01	,06	,06
10	,509	2,076	,01	,00	,06	,10	,11	,09	,16	,42	,24	,38

a. Dependent Variable: ENVY_c



Emotions – Brand affect

Contempt → Brand Affect

Descriptive Statistics			
	Mean	Std. Deviation	N
BA_c	,0000	1,57488	373
CONT_c	,0000	1,61384	373
LR_c	,0000	1,00835	373
CONTxLR_c	-,1724	1,73251	373

		Correlations			
		BA_c	CONT_c	LR_c	CONTxLR_c
Pearson Correlation	BA_c	1,000	-,002	,011	,002
	CONT_c	-,002	1,000	-,106	-,012
	LR_c	,011	-,106	1,000	-,155
	CONTxLR_c	,002	-,012	-,155	1,000
Sig. (1-tailed)	BA_c	.	,488	,417	,483
	CONT_c	,488	.	,020	,408
	LR_c	,417	,020	.	,001
	CONTxLR_c	,483	,408	,001	.
N	BA_c	373	373	373	373
	CONT_c	373	373	373	373
	LR_c	373	373	373	373
	CONTxLR_c	373	373	373	373

Model Summary ^c										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	,002 ^a	,000	-,003	1,57700	,000	,001	1	371	,976	
2	,012 ^b	,000	-,008	1,58117	,000	,024	2	369	,976	1,417

a. Predictors: (Constant), CONT_c

b. Predictors: (Constant), CONT_c, CONTxLR_c, LR_c

c. Dependent Variable: BA_c

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,002	1	,002	,001	,976 ^b
	Residual	922,654	371	2,487		

	Total	922,656	372			
2	Regression	,125	3	,042	,017	,997 ^c
	Residual	922,531	369	2,500		
	Total	922,656	372			

a. Dependent Variable: BA_c

b. Predictors: (Constant), CONT_c

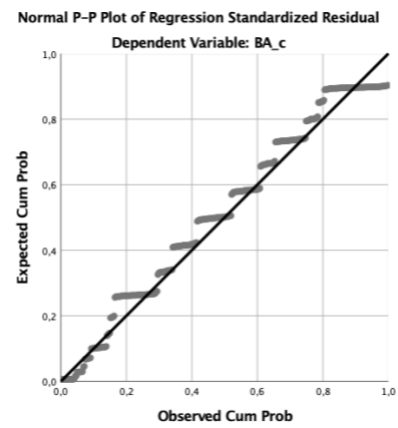
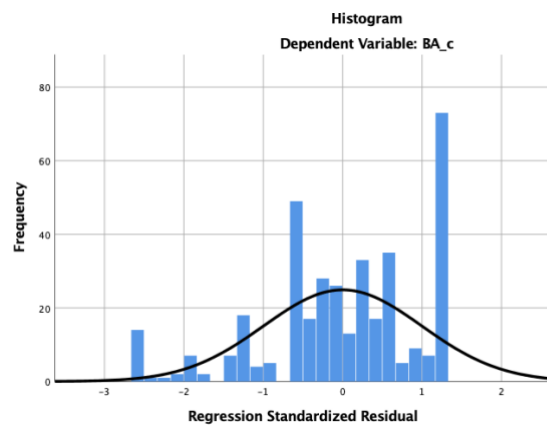
c. Predictors: (Constant), CONT_c, CONTxLR_c, LR_c

Coefficients ^a													
		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-7,649E-16	,082		,000	1,000	-,161	,161					
	CONT_c	-,002	,051	-,002	-,030	,976	-,101	,098	-,002	-,002	-,002	1,000	1,000
2	(Constant)	,001	,082		,008	,994	-,161	,162					
	CONT_c	,000	,051	,000	-,005	,996	-,101	,100	-,002	,000	,000	,988	1,012
	LR_c	,018	,083	,012	,217	,828	-,145	,181	,011	,011	,011	,964	1,037
	CONTxLR_c	,004	,048	,004	,075	,940	-,091	,098	,002	,004	,004	,975	1,025

a. Dependent Variable: BA_c

Collinearity Diagnostics ^a							
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	CONT_c	LR_c	CONTxLR_c
1	1	1,000	1,000	1,00	,00		
	2	1,000	1,000	,00	1,00		
2	1	1,201	1,000	,08	,08	,33	,32
	2	1,056	1,066	,33	,40	,09	,11
	3	,953	1,122	,48	,36	,09	,10
	4	,789	1,233	,11	,16	,49	,47

a. Dependent Variable: BA_c



Admiration → Brand Affect

Descriptive Statistics

	Mean	Std. Deviation	N
BA_c	,0000	1,57488	373
ADMI_c	,0000	1,23329	373
LR_c	,0000	1,00835	373
ADMIXLR_c	,0404	1,53315	373

Correlations

		BA_c	ADMI_c	LR_c	ADMIXLR_c
Pearson Correlation	BA_c	1,000	,141	,011	,021
	ADMI_c	,141	1,000	,033	,216
	LR_c	,011	,033	1,000	-,137
	ADMIXLR_c	,021	,216	-,137	1,000
Sig. (1-tailed)	BA_c	.	,003	,417	,340
	ADMI_c	,003	.	,265	,000
	LR_c	,417	,265	.	,004
	ADMIXLR_c	,340	,000	,004	.

N	BA_c	373	373	373	373
	ADMI_c	373	373	373	373
	LR_c	373	373	373	373
	ADMIxLR_c	373	373	373	373

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	Change Statistics		Sig. F Change	Durbin-Watson
							df1	df2		
1	,141 ^a	,020	,017	1,56118	,020	7,561	1	371	,006	
2	,142 ^b	,020	,012	1,56531	,000	,021	2	369	,979	1,442

a. Predictors: (Constant), ADMI_c

b. Predictors: (Constant), ADMI_c, LR_c, ADMIxLR_c

c. Dependent Variable: BA_c

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18,428	1	18,428	7,561	,006 ^b
	Residual	904,228	371	2,437		
	Total	922,656	372			
2	Regression	18,531	3	6,177	2,521	,058 ^c
	Residual	904,125	369	2,450		
	Total	922,656	372			

a. Dependent Variable: BA_c

b. Predictors: (Constant), ADMI_c

c. Predictors: (Constant), ADMI_c, LR_c, ADMIxLR_c

Coefficients^a

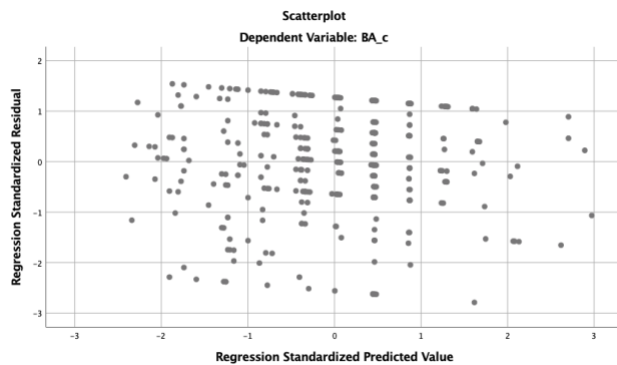
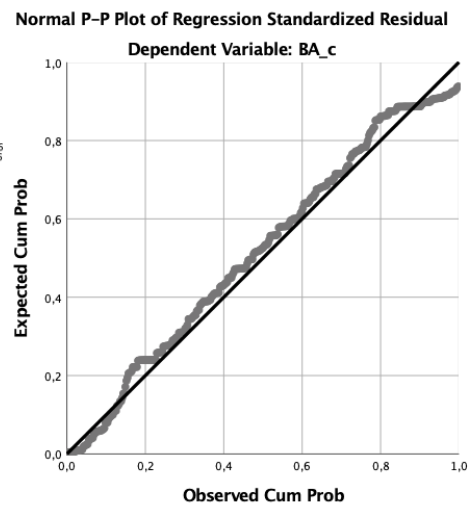
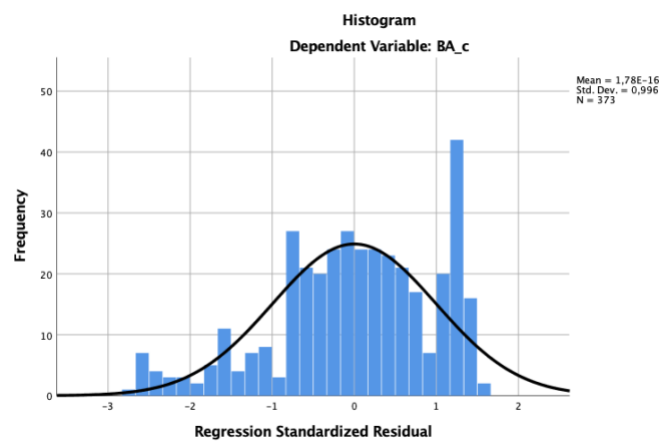
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-6,709E-16	,081		,000	1,000	-,159	,159					
	ADMI_c	,180	,066	,141	2,750	,006	,051	,310	,141	,141	,141	1,000	1,000
2	(Constant)	,000	,081		,004	,996	-,159	,160					
	ADMI_c	,183	,068	,143	2,705	,007	,050	,315	,141	,139	,139	,950	1,053
	LR_c	,008	,081	,005	,097	,922	-,152	,168	,011	,005	,005	,977	1,023
	ADMIxLR_c	-,009	,055	-,009	-,164	,870	-,117	,099	,021	-,009	-,008	,933	1,072

a. Dependent Variable: BA_c

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	ADMI_c	LR_c	ADMixLR_c
1	1	1,000	1,000	,50	,50		
	2	1,000	1,000	,50	,50		
2	1	1,243	1,000	,00	,27	,08	,39
	2	1,029	1,099	,00	,26	,67	,00
	3	1,000	1,115	,99	,00	,01	,00
	4	,728	1,307	,01	,46	,23	,60

a. Dependent Variable: BA_c



Envy → Brand Affect

Descriptive Statistics			
	Mean	Std. Deviation	N
BA_c	,0000	1,57488	373
ENVY_c	,0000	1,54010	373
LR_c	,0000	1,00835	373
ENVYxLR_c	-,1485	1,79447	373

		Correlations			
		BA_c	ENVY_c	LR_c	ENVYxLR_c
Pearson Correlation	BA_c	1,000	,139	,011	-,027
	ENVY_c	,139	1,000	-,096	,153
	LR_c	,011	-,096	1,000	-,139
	ENVYxLR_c	-,027	,153	-,139	1,000
Sig. (1-tailed)	BA_c	.	,004	,417	,298
	ENVY_c	,004	.	,032	,002
	LR_c	,417	,032	.	,004
	ENVYxLR_c	,298	,002	,004	.
N	BA_c	373	373	373	373
	ENVY_c	373	373	373	373
	LR_c	373	373	373	373
	ENVYxLR_c	373	373	373	373

Model Summary ^c										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	,139 ^a	,019	,017	1,56177	,019	7,274	1	371	,007	
2	,148 ^b	,022	,014	1,56379	,003	,521	2	369	,595	1,494

a. Predictors: (Constant), ENVY_c

b. Predictors: (Constant), ENVY_c, LR_c, ENVYxLR_c

c. Dependent Variable: BA_c

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17,741	1	17,741	7,274	,007 ^b
	Residual	904,915	371	2,439		
	Total	922,656	372			
2	Regression	20,287	3	6,762	2,765	,042 ^c
	Residual	902,369	369	2,445		
	Total	922,656	372			

a. Dependent Variable: BA_c

b. Predictors: (Constant), ENVY_c

c. Predictors: (Constant), ENVY_c, LR_c, ENVYxLR_c

Coefficients^a

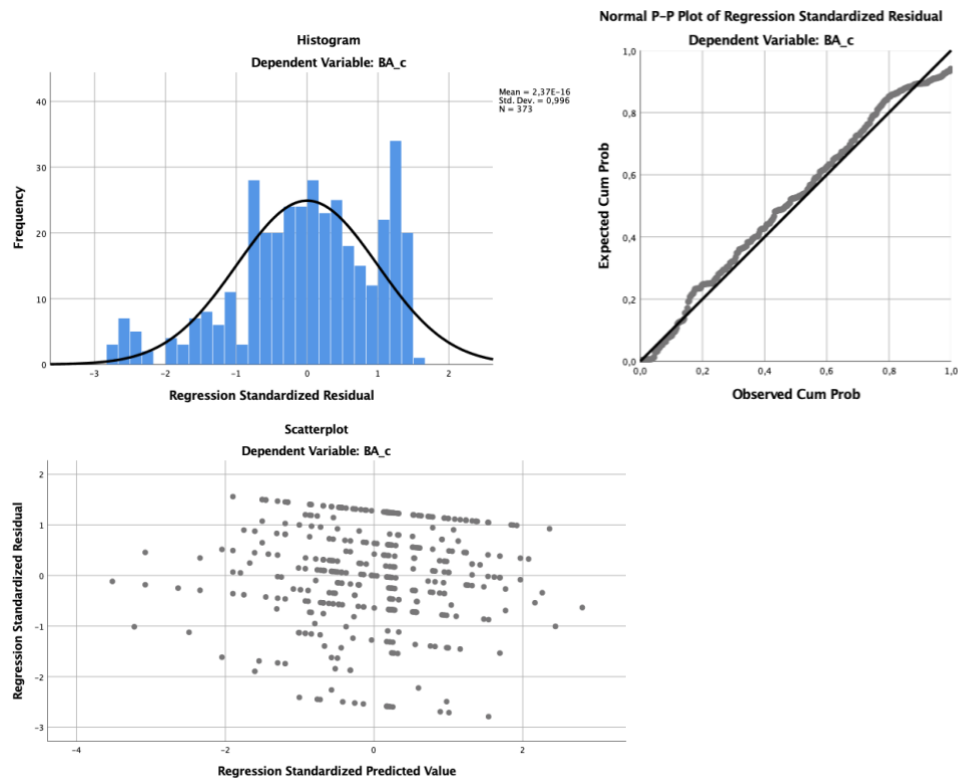
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-8,359E-16	,081		,000	1,000	-,159	,159					
	ENVY_c	,142	,053	,139	2,697	,007	,038	,245	,139	,139	,139	1,000	1,000
2	(Constant)	-,006	,081		-,076	,939	-,166	,154					
	ENVY_c	,151	,053	,148	2,827	,005	,046	,256	,139	,146	,146	,971	1,030
	LR_c	,029	,081	,018	,355	,723	-,131	,189	,011	,018	,018	,975	1,026
	ENVYxLR_c	-,042	,046	-,047	-,904	,367	-,132	,049	-,027	-,047	-,047	,961	1,041

a. Dependent Variable: BA_c

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	ENVY_c	LR_c	ENVYxLR_c
1	1	1,000	1,000	,50	,50		
	2	1,000	1,000	,50	,50		
2	1	1,270	1,000	,03	,22	,21	,30
	2	1,013	1,119	,83	,06	,07	,02
	3	,905	1,185	,00	,48	,59	,00
	4	,813	1,250	,14	,24	,13	,68

a. Dependent Variable: BA_c



Country stereotypes → Consumer brand responses

Brand affect:

Descriptive Statistics			
	Mean	Std. Deviation	N
BA_c	,0000	1,57488	373
COMP_c	,0000	1,37688	373
WARM_c	,0000	1,30621	373
COMPxWARM_c	,2714	2,22249	373

Correlations					
		BA_c	COMP_c	WARM_c	COMPxWARM_c
Pearson Correlation	BA_c	1,000	,353	,069	-,037
	COMP_c	,353	1,000	,151	-,056
	WARM_c	,069	,151	1,000	-,013
	COMPxWARM_c	-,037	-,056	-,013	1,000
Sig. (1-tailed)	BA_c	.	,000	,093	,239
	COMP_c	,000	.	,002	,139
	WARM_c	,093	,002	.	,402
	COMPxWARM_c	,239	,139	,402	.
N	BA_c	373	373	373	373
	COMP_c	373	373	373	373
	WARM_c	373	373	373	373
	COMPxWARM_c	373	373	373	373

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,354 ^a	,125	,118	1,47889	1,580

a. Predictors: (Constant), COMPxWARM_c, WARM_c, COMP_c

b. Dependent Variable: BA_c

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	115,609	3	38,536	17,620	,000 ^b
	Residual	807,047	369	2,187		
	Total	922,656	372			

a. Dependent Variable: BA_c

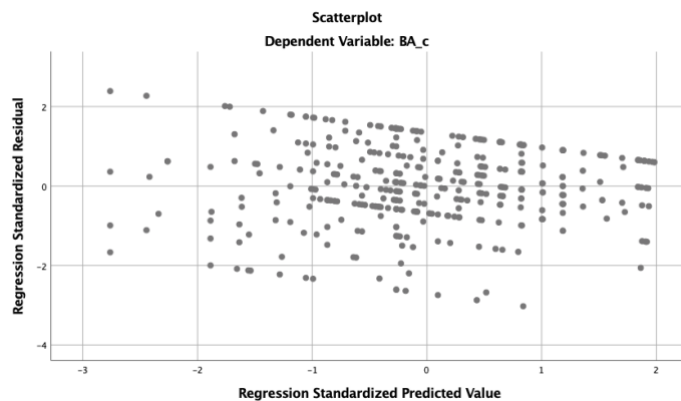
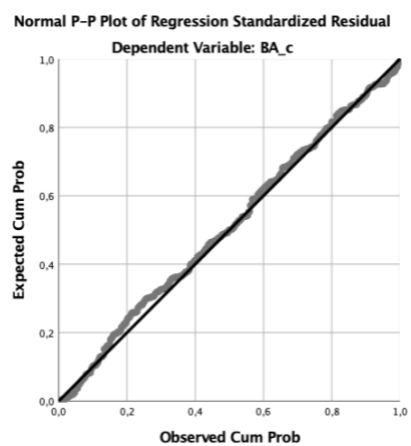
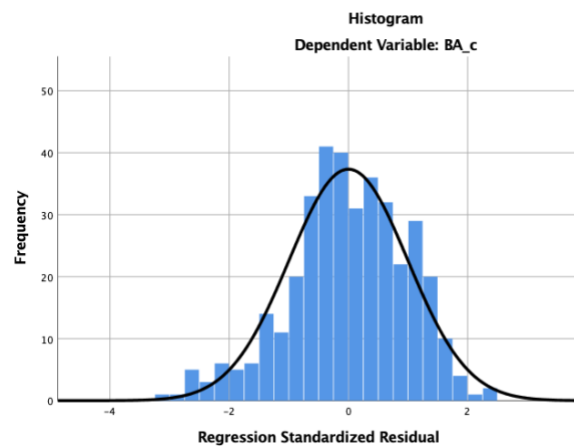
b. Predictors: (Constant), COMPxWARM_c, WARM_c, COMP_c

Coefficients ^a													
Model		Unstandardized		Standardized	t	Sig.	95.0% Confidence		Correlations			Collinearity	
		Coefficients		Coefficients			Interval for B		Zero-order	Partial	Part	Tolerance	VIF
		B	Std. Error	Beta			Lower Bound	Upper Bound					
1	(Constant)	,003	,077		,042	,966	-,148	,155					
	COMP_c	,400	,056	,350	7,095	,000	,289	,511	,353	,346	,345	,974	1,027
	WARM_c	,018	,059	,015	,311	,756	-,098	,135	,069	,016	,015	,977	1,023
	COMPxWARM_c	-,012	,035	-,017	-,347	,729	-,080	,056	-,037	-,018	-,017	,997	1,003

a. Dependent Variable: BA_c

Collinearity Diagnostics ^a								
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	COMP_c	WARM_c	COMPxWARM_c	
1	1	1,177	1,000	,08	,32	,26		,17
	2	1,101	1,034	,38	,10	,16		,26
	3	,886	1,153	,45	,08	,19		,39
	4	,835	1,187	,10	,51	,39		,18

a. Dependent Variable: BA_c



Switching intention:

Descriptive Statistics

	Mean	Std. Deviation	N
SI_c	,0000	1,29639	373
COMP_c	,0000	1,37688	373
WARM_c	,0000	1,30621	373
COMPxWARM_c	,2714	2,22249	373

Correlations

		SI_c	COMP_c	WARM_c	COMPxWARM_c
Pearson Correlation	SI_c	1,000	-,061	,028	,041
	COMP_c	-,061	1,000	,151	-,056
	WARM_c	,028	,151	1,000	-,013
	COMPxWARM_c	,041	-,056	-,013	1,000
Sig. (1-tailed)	SI_c	.	,120	,293	,217
	COMP_c	,120	.	,002	,139
	WARM_c	,293	,002	.	,402
	COMPxWARM_c	,217	,139	,402	.
N	SI_c	373	373	373	373
	COMP_c	373	373	373	373
	WARM_c	373	373	373	373
	COMPxWARM_c	373	373	373	373

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,081 ^a	,007	-,002	1,29736	1,794

a. Predictors: (Constant), COMPxWARM_c, WARM_c, COMP_c

b. Dependent Variable: SI_c

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,109	3	1,370	,814	,487 ^b
	Residual	621,083	369	1,683		
	Total	625,192	372			

a. Dependent Variable: SI_c

b. Predictors: (Constant), COMPxWARM_c, WARM_c, COMP_c

Coefficients^a

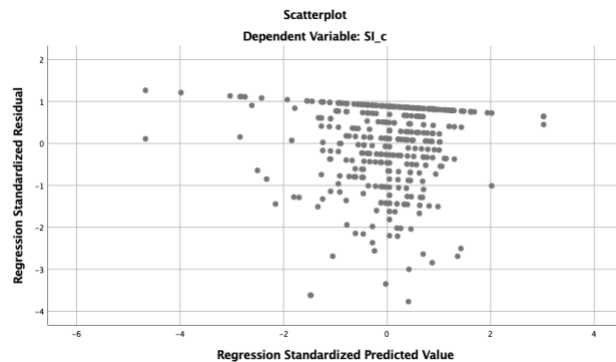
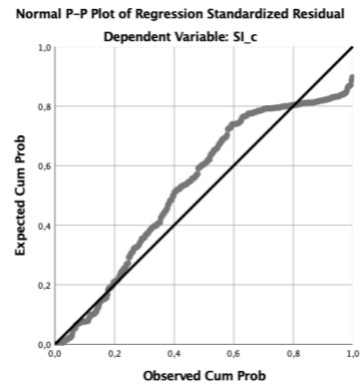
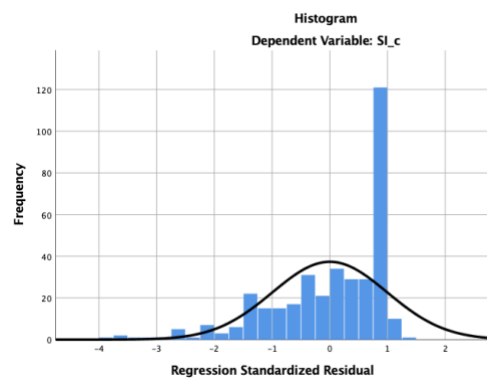
Model		Unstandardized		Standardized	t	Sig.	95.0% Confidence Interval		Correlations			Collinearity Statistics	
		Coefficients		Coefficients			for B		Zero-order	Partial	Part	Tolerance	VIF
		B	Std. Error	Beta			Lower Bound	Upper Bound					
1	(Constant)	-.006	,068		-.088	,930	-.139	,127					
	COMP_c	-.061	,049	-.065	-1,233	,218	-.158	,036	-.061	-.064	-.064	,974	1,027
	WARM_c	,038	,052	,039	,734	,463	-.064	,141	,028	,038	,038	,977	1,023
	COMPxWARM_c	,022	,030	,037	,721	,471	-.038	,081	,041	,038	,037	,997	1,003

a. Dependent Variable: SI_c

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	COMP_c	WARM_c	COMPxWARM_c
1	1	1,177	1,000	,08	,32	,26	,17
	2	1,101	1,034	,38	,10	,16	,26
	3	,886	1,153	,45	,08	,19	,39
	4	,835	1,187	,10	,51	,39	,18

a. Dependent Variable: SI_c



Appendix D – Abstract (German)

Dreh- und Angelpunkt der hier vorliegenden Arbeit ist die Frage, welche Auswirkung die Information über das Herkunftsland eines Produktes auf das Konsumverhalten von Menschen hat und in welchem Bezug dazu stereotype Wahrnehmungen stehen.

Um den Country-of-Origin-Effekt herauszuarbeiten, wird als Methode das Stereotype Content Model und die BIAS Map herangezogen. Erforscht wird, inwieweit länderspezifische Stereotypisierungen Konsumverhalten und Reaktionen auf Marken beeinflussen und wie länderbezogene Emotionen die Beziehung von Vorurteilen und Einkaufsverhalten verändern können. Die webbasierte Studie wurde auf drei chinesischen Social-Media-Plattformen durchgeführt mit insgesamt 373 chinesischen TeilnehmerInnen, deren stereotypische Wahrnehmungen, länderbezogene Emotionen und Verhaltenstendenzen mithilfe von SPSS evaluiert wurden.

Die Ergebnisse der Studie zeigen, dass die Competence Dimension sehr deutlich die Formation von länderbezogenen Emotionen beeinflusst, während die Warmth Dimension nur geringe Wirkung zeigt. Die länderbezogenen Emotionen, wie contempt, admiration und envy, haben auf die Reaktionen der Konsumenten auf Marken keine statistisch interessante Auswirkung. Diese Tatsache muss aber nicht bedeuten, dass Emotionen die Konsumtendenzen nicht beeinflussen, vermutlich stehen sie unter dem Schatten anderer Variablen. Die Ergebnisse der hier vorliegenden Studie zeigen theoretische und praktische Implikationen, die durch die Beschränkungen stereotyp-verursachter Emotionen hervorgerufen werden.