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Exploring the Role of Product Ethnicity“

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Lisa Hofbauer, Bakk.phil.

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Betreut von / Supervisor:

Univ.-Prof. DDr. Adamantios Diamantopoulos

Mitbetreut von / Co-Supervisor:

Dr. Maria Gabriela Montanari

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Abstract

In a world characterized by globalization, technological progress, but also government policies favoring global trade, the crucial question for international marketers is for which consumer groups what products are more or less desirable and to what extent this desire can be monetized. The purpose of this research was to examine the impact of consumer xenocentrism (C-XEN), that is the propensity to prefer foreign products over domestic ones on consumers' willingness to pay (WTP). In particular, the interplay of C-XEN, product ethnicity, corresponding to the product-country match (mismatch), and WTP is considered. For this purpose, two experimental studies were conducted in two different product categories, i.e. watch/accessories and wine/beverages. Both studies employed a between-subjects design in which the country of origin was manipulated on the one hand and the product on the other. Specifically, participants were exposed to products from either their home country or from a "superior" foreign country. In the first study on watches, WTP was measured on the one hand for a typical foreign product from a country with a more favorable image (Switzerland), and on the other hand for an atypical domestic product from a country with a less favorable image (Austria). In the second study on wine, on the other hand, the domestic product was typical and the foreign product atypical. The results of both studies reveal that C-XEN does not lead to a higher WTP, neither through a more favorable (less favorable) country image nor through a high (low) level of product ethnicity. On the theoretical level, the present thesis was able to provide valuable implications for theory, drawing on the foundations of system justification theory (SJT) and equity theory. Furthermore, practical implications in terms of pricing, marketing and targeting strategies have been outlined. Finally, the current thesis also yields further research avenues.

Key words: *consumer xenocentrism, country image, product ethnicity, willingness to pay*

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Abbreviations

C-COSMO	Consumer cosmopolitanism
CET	Consumer ethnocentrism
CI	Country image
COO	Country of origin
C-XEN	Consumer xenocentrism
e.g.	for example (Latin: <i>exempli gratia</i>)
et al.	and others (Latin: <i>et alia</i>)
ET	Equity theory
i.e.	that is (Latin: <i>id est</i>)
PCI	Product-country image
PSM	Price Sensitivity Meter
SIT	Social identity theory
SJT	System justification theory
WTP	Willingness to pay

1. Introduction

In the following chapter, the reader is first introduced to the topic of the thesis and provided with the most important background information showing why it is in need of further investigation. Next, the practical and theoretical importance of the topic is outlined. Afterwards, the main objectives and the research question are presented. Ultimately, a brief overview of the study structure is given.

1.1 Background and research gaps

Why are some consumers satisfied with the prospect, or perhaps even attracted to buying foreign products and brands, while others appear to be resistant or hostile to them? This question is becoming increasingly important for marketers, because due to the increasing globalization, the advance of technology, but also government policies in favor of global trade, consumers can choose from a variety of products originating from all over the world.

The decision process taking part in the minds of consumers when choosing from this variety of products is complex and guided by various processes of thought, different motives, and several decision criteria. One of these decision variables, identified as essential for consumers' product evaluations, is the country-of-origin (Maheswaran, Chen & He, 2013). The country-of-origin (COO) is an extrinsic cue, i.e., a product-specific attribute and not part of the actual physical product (Olson & Jacoby, 1972), indicating the place from which the product is coming from. This cue is not only a "shortcut" to rapid product evaluation by consumers (Krupka & Arežina, 2017), but also serves as a determinant of their attitudes, behaviors and preferences (Pharr, 2005).

The mechanism behind this influence, also known as COO effect, is based on the idea that people associate different countries and their inhabitants with different attributes. These attributes are then intuitively transferred to perceptions of products from those countries (Halkias, Davvetas & Diamantopoulos, 2016). Accordingly, the COO effect is mainly explained by country image (CI) (Roth & Diamantopoulos, 2009), defined as "the overall perception consumers form of products from a particular country, based on their prior perceptions of the country's production and marketing strengths and weaknesses" (Roth & Romeo, 1992, p. 480). CI has thus emerged as a central construct in the COO literature (Carneiro & Faria, 2016).

Overall, a favorable CI results in positive consumers' responses, such as attitudes towards the country's products and brands (e.g., Han, 1989; Ger, 1991), preferences and even willingness to pay (WTP) for them (Koschate-Fischer, Diamantopoulos & Oldenkotte, 2012). It can as well be extended to a generalized more favorable rating of all products in a country (Agrawal & Kamakura, 1999).

Moreover, the importance of COO information for the decision-making process has been found to depend on various consumer traits (Samiee, 2010; Usunier, 2006), such as in-group favoritism (e.g., Shimp & Sharma, 1987; Baughn & Yaprak, 1993; Sharma, 2015), which has been extensively studied in the literature. Here, the focus is primarily on constructs which lead to a reluctance of foreign goods, such as consumer ethnocentrism (e.g., Sharma, 2015; Siamagka & Balabanis, 2015). This is formally understood as "the beliefs held by [...] consumers about the appropriateness, indeed morality, of purchasing foreign-made products" (Shimp & Sharma, 1987, p. 280).

This reluctance of foreign goods is contrasted with out-group favoritism (e.g., Peterson & Jolibert, 1995; Papadopoulos & Heslop 2003; Salomão, Moraes, Rocha & Strehlau, 2020), a comparatively neglected field of research, given the increasing supply of foreign products at competitive prices due to globalization. One characteristic that falls under this category of preferences is consumer xenocentrism (C-XEN), namely "a consumer's internalized belief of the inferiority of domestic products and a corresponding propensity to prefer foreign products for social aggrandizement purposes" (Balabanis & Diamantopoulos, 2016, p. 61). This construct expresses the preference for foreign products and considers the foreign as benchmark to access all others (Papadopoulos, Cleveland, Bartikowski & Yaprak, 2018). Moreover, it can also explain the rejection or negative stereotypical perceptions of the in-group and hence domestic products. This is one of the main attributes that differentiates this concept from other positive foreign bias constructs (Diamantopoulos, Davydova & Arslanagic-Kalajdzic, 2019), such as consumer cosmopolitanism (C-COSMO), defined as "willingness of individuals to accept things (including materials, products, and services) from other countries" (Saran & Kalliny, 2012, p. 288).

Despite the comparatively small amount of research on C-XEN (Lawrence, 2012), this idea has emerged as a significant explanatory factor not only in connection with foreign product preferences (Diamantopoulos, Davydova & Arslanagic-Kalajdzic, 2019), but also because of its ability to describe negative perceptions of domestic products (Balabanis & Diamantopoulos, 2016). And although this phenomenon seems to be more prevalent in less and medium developed countries, as shown by studies on Russia (Diamantopoulos & Davydova, 2017),

China (Mueller et al., 2016), Thailand (Scherer, 2020), Bosnia and Herzegovina (Luburic, 2020) or Brazil (Mueller, Damacena & Torres, 2020), other research has also found evidence of its existence in developed countries, i.e., Japan, France and Austria (Delanty, 2003; Kuisel, 2003; Dachs-Wiesinger, 2018), indicating that it is a universal construct. Nevertheless, research on C-XEN in developed countries is rather sparse.

In addition to the universality, the operationalization of the construct plays an important role in the comparatively recent C-XEN research. While initial studies described the construct as unidimensional and focused only on foreign preferences (e.g., Lawrence, 2012; Bartsch et al., 2016; Prince et al., 2016), recent research (e.g., Rojas-Méndez & Chapa, 2019; Balabanis & Diamantopoulos, 2016) called for a two-dimensional construct. Whilst researchers are largely in agreement on the first dimension, there is currently still disagreement about the second one (Kannan, 2020).

Furthermore, it can be noted about previous research that despite addressing other related constructs, such as personality traits, the potential role of the interplay between the construct and product characteristics, such as product ethnicity, has been largely ignored in xenocentrism literature. Yet product ethnicity, defined as “associations that consumers make between countries and generic products” (Usunier & Cestre, 2007, p. 32), or in other words the product-country-match, has been shown to be highly relevant when consumers are free to decide between products of varying origins (Usunier & Cestre, 2007).

Specifically, product ethnicity, which is a type of typicality (Usunier & Cestre, 2007), indicates the extent to which a particular product category is representative of a country (Hamzaoui-Essoussi & Merunka, 2006). Thus, a favorable match appears to have a positive impact on decision making, as individuals are known to opt for products originating from a congruent, i.e., stereotypically associated, country of the world (Park, Javalgi & Wachter, 2016). This match appears if the dimensions considered as relevant for a product category are similar to those associated with the image of the country (Roth & Romeo, 1992). Extant COO research includes a range of examples, showing that product ethnicity is positively related to various consumer responses, such as attitudes towards a good (Tseng & Balabanis, 2011; Spielmann, 2016), perceived authenticity (Park et al., 2016), evaluations of brand equity and image (Hamzaoui-Essoussi, Merunka & Bartikowski, 2011) and finally the willingness to purchase (Usunier & Cestre, 2007). However, little is known about how the constructs might be interrelated.

Contrasting the fact that consumption is primarily influenced by individual consumer traits and the assumption that if consumers had a choice, they would opt for a product with a high ethnicity produces an interesting setting. Especially, since it is known that xenocentric consumers would normally prefer the foreign product. However, if they are confronted with a foreign product for which the origin and product category do not match, their preferences might be different. Therefore, investigating which of the two sides is more dominant would be of high relevance for both academics and practitioners alike. Moreover, while COO and product ethnicity have already been extensively researched in international marketing literature, C-XEN has so far been neglected as a construct, despite of its ability to explain foreign preferences (Lawrence, 2012) and its potential interplay with product ethnicity, which has not been examined and is further explored in this study.

In addition, to explain consumer behavior in this contrasting scenario, product country-image will be considered. This has been shown to be related to the C-XEN construct (Diamantopoulos et al., 2019), in a way that xenocentric consumers tend to underestimate home country PCI and display not only negative attitudes but also negative purchase intentions toward domestic brands. Yet PCI has been largely ignored in previous C-XEN research.

Finally, despite the recent call in COO literature to address outcome variables that capture actual behavior, such as price or WTP (Koschate-Fischer et al., 2012; Lu, Heslop, Thomas & Kwan, 2016), which offer a stricter test of COO effects (Koschate-Fischer et al., 2012) by allowing a “monetization” of these effects (Jaffe & Nebenzahl, 2006), studies investigating C-XEN and product ethnicity still employ “softer” measures. These include attitudes towards foreign products and brands (Lawrence, 2012; Balabanis, Stathopoulou & Qiao, 2019), foreign brand preferences (Balabanis & Diamantopoulos, 2016; Rojas-Méndez & Chapa, 2019; Scherer, 2020), foreign brand loyalty (Balabanis et al., 2019), foreign brand excitement (Kang, Son & Koo, 2019) and purchase intentions related to foreign brands and products (Gaur et al., 2015; Dachs-Wiesinger, 2018; Diamantopoulos et al., 2019; Camacho, Salazar-Concha & Ramírez-Correa, 2020; Mueller et al., 2020; Luburic, 2020; Nguyen & Pham, 2021; Mahmoud, Mallen-Ntiador, Andoh, Iddrisu & Kastner, 2021). However, such measures are not precisely reproducing real consumer behavior (Yang, Wang & Zhong, 2015), as, for example, xenocentric consumers might have a positive attitude towards goods from a foreign country, but still be unwilling to pay more for them. This could also apply to product ethnicity and the impact on perceived authenticity (Park et al., 2016), which might not be reflected in a higher amount of money a consumer is willing to give away for the product. Therefore, WTP, defined as "the maximum amount of money a customer is willing to spend

on a product or service" (Homburg, Koschate & Hoyer, 2005, p. 85), will be included in this study.

Thus, the present research links xenocentrism to consumers WTP through PCI as a mediator and additionally investigates whether and to which extent the impact of PCI on WTP is moderated by product ethnicity. This work thus builds on recent empirical evidence on the link between C-XEN the WTP (see Petrychenko, 2020), by considering the role of PCI and product ethnicity in this relationship.

From a theoretical point of view, this study could contribute to a deeper understanding of consumer preferences in connection with foreign products. Specifically, while considering whether and how C-XEN might impact WTP when mediated by PCI and what role product ethnicity might play in this context.

On the managerial front, companies could benefit from insights into the interplay of C-XEN, PCI and the WTP, as that xenocentric consumers could be a profitable and heretofore ignored niche in the market. Targeting this niche, would make establishing a foothold easier, even in markets that are showing high ethnocentric tendencies (Balabanis & Diamantopoulos, 2016). Furthermore, xenocentric consumers are known to opt for foreign products despite their lower quality and functionality (Balabanis & Diamantopoulos, 2016; Dachs-Wiesinger, 2018; Scherer, 2020). Therefore, they might even favor them if they are lower in product ethnicity than domestic alternatives. An investigation of how changes in these constructs could impact WTP would further assist managers in implementing pricing instruments, like bundle or value-based pricing and even price differentiation (Koschate-Fischer et al., 2012) when targeting xenocentric consumers depending on the level of product ethnicity.

In addition, findings can also be used for communication strategies, as those in charge of marketing can usually control which countries a product is associated with (Hamzaoui-Essoussi & Merunka, 2006). For instance, if product ethnicity influences the relationship between C-XEN and WTP, then in the case of a product-country mismatch, companies would be well advised to place the focus on important cues other than the COO of the product (Roth & Romeo, 1992). Whereas foreign firms with a product-country match should capitalize on xenocentric tendencies of consumers by emphasizing COO information as well as the social and symbolic brand value. Domestic companies can benefit from this knowledge, by highlighting or omitting COO related information depending on the favorability of the product-country match. Bearing the above points in mind, the research question and main objectives of this thesis are presented next.

1.2 Research question and objectives

The current study aims to answer the following research question:

To what extent does consumer xenocentrism influence consumers' willingness to pay for domestic and foreign products, taking into account the potential role of product ethnicity?

Based on this question, the main objectives are introduced:

The present thesis aims at:

- Examining the relationship between C-XEN and WTP, considering the role of PCI as a mediator.
- Investigating to which extent product ethnicity moderates the relationship between PCI and WTP.

Thus, the research at hand provides an initial piece of research on the interplay of C-XEN and the WTP, through PCI as potential mediator, while also exploring the role of product ethnicity. In doing so, it sheds a light on a heretofore unexplored area of COO research.

An experimental approach is used to contrast product ethnicity, specifically a product-country match or mismatch, with foreign and domestic products.

1.3 Structure of the thesis

The thesis is structured in 6 chapters: **chapter 1**, which has already been developed and hereby concluded, introduced the theoretical background, outlining the main research goals as well as the theoretical and managerial gaps.

Chapter 2 provides a review of the most relevant literature on country of origin (COO) and country image (CI), consumer xenocentrism (C-XEN), product ethnicity and willingness to pay (WTP). In addition, the underlying theoretical frameworks of this study, i.e., system justification theory (SJT) as theoretical underpinning of C-XEN and equity theory (ET) with regard to WTP are introduced.

Chapter 3 is divided in two parts: (i) the conceptual model of the study and (ii) development of hypotheses.

Chapter 4 specifies the research method, i.e., how the hypotheses are empirically tested. It is further divided into the following sections: research design, variables and corresponding measures, stimuli, pretest, data collection and sampling procedure.

Chapter 5 presents the most important findings as well as a detailed analysis, discussion, and check of the research hypotheses.

Finally, **chapter 6** highlights the main conclusions of the study as well as the theoretical and practical implications of the results. The thesis then concludes with the limitations and suggestions for future research.

2. Literature review

In this section, a review of the relevant literature on the main constructs of the thesis, is presented. This should serve as a consistent theoretical underpinning and support for the empirical part of the study.

The chapter is further divided into four parts: the first focuses on previous COO research as well as literature on country image (CI) in particular. The second and most important chapter addresses previous findings on consumer xenocentrism (C-XEN), followed by a third part on product ethnicity and concluding with the final section on the willingness to pay (WTP).

2.1 Country of origin (COO) and country image

COO has been a widely investigated construct in international marketing, with around 600 articles published over the last 50 years (Lu et al., 2016). Overall, research aimed to determine whether a product's COO influences consumers' evaluations and decisions (Diamantopoulos & Zeugner-Roth, 2010; Koschate-Fischer et al., 2012), i.e., the so-called country-of-origin (COO) effect: "any influence or bias resulting from COO information" (Del Mar & Arcos, 2021, p. 91).

Despite the extensive research on the topic, COO is more complex and difficult to define than one might assume at first glance. At first, COO was considered an informational cue associated with the "Made in" label, which referred to the country where the product was manufactured (Usunier, 2006; Usunier & Cestre, 2007). One of the pioneer studies to empirically examine the effect of this "Made in" label on consumer behavior was conducted by Schooler (1965). This author identified significant differences in product evaluations on account of varying country names appearing on their labels. In this investigation, the COO was the only information available to participants, which was later referred to as single cue study (Maheswaran et al, 2013). However, his approach has been criticized for not corresponding to the conditions of reality, as consumers usually have access to several cues, leading to an overestimation of the impact of COO (Bilkey & Nes, 1982; Usunier, 2006). To overcome this limitation, which was prevailing until the 1990s (Srinivasan et al., 2004), the literature turned to multi-cue studies (Usunier, 2006), including information such as brand, price, design and quality in order to better understand consumers' product preferences (Lu et al., 2016).

In addition to the use of multi-cues, focused on breaking down the COO construct into several components (Magnusson, Westjohn & Zdravkovic, 2011). The decisive factor for this was globalization, which meant that the country of manufacture rarely coincided with the country of the brand, defined as “the country which a consumer associates a certain product or brand as being its source, regardless of where the product is actually produced” (Jaffe & Nebenzahl, 2006, p. 29) as well as “the country where the corporate headquarters of the company marketing the product or brand is located” (Johansson, Douglas & Nonaka, 1985, p. 389). For instance, Apple’s products are being produced in number of Asian countries, such as like China and Vietnam, yet Apple is perceived by consumers as an American brand. Although products are being manufactured in various countries, the brand usually is attached to a single country, often based on the location of its headquarters, i.e., its brand origin (Samiee, 2010). Other variations of the concept referring to the different countries having a relationship with the good (Coskun & Burnaz, 2016) also appeared. These include country of design or engineering (COD), country of parts (COP), country of assembly (COA) (Insch & McBride, 2004) and country of corporate ownership (Thakor & Lavack, 2003).

Despite the complexity of the construct or the number of COO cues addressed, researchers mostly used the concept of CI to explain COO effects. The reason for this is in the case of a CI presence, it is at all times diagnostic and has been shown to impact product evaluations (Maheswaran et al., 2013), regardless of whether these products are new or already known on the market (Hamzaoui-Essoussi & Merunka, 2006), if the COO is the only cue available to consumers or not (e.g., Brijs, Bloemer & Kasper, 2011; Cheng, Chen, Lai & Li, 2014; Martinelli & De Canio, 2019), or if this information is associated with the brand location or the manufacturing place (e.g., Leclerc, Schmitt & Dubé, 1994; Balabanis & Diamantopoulos, 2011; Koschate-Fischer et al., 2012). Specifically, a favorable CI has a significant positive impact on consumers’ behavior. For instance, consumers not only show more positive attitudes towards the country’s products (Tseng & Balabanis, 2011), but also preferences for them and even a higher WTP (Koschate-Fischer et al., 2012). Conversely, it has been revealed that the lower the CI the higher are customer expectations in connection with price discounts (Nebenzahl & Jaffe, 1996).

To better understand such CI influences on consumer behavior, one needs to consider the conceptual composition of the construct, which can be understood using three sets of definitions: product image (PI), country of origin image (COI) and PCI. The first (product image), refers to “the picture, the reputation, the stereotype that businessmen and consumers

attach to products of a specific country” (Nagashima, 1970, p. 68), which translates into different products’ attributes, such as the reliability and durability of German products or the attractive design of Italian products. These attributes enable comparisons between countries.

The second group of definitions corresponds to the general image of countries, i.e., COI, defined as the “sum of beliefs and impressions people hold about places” (Kotler et al, 1993, p. 141), which is independent of the product category (Pucci, Casprini, Guercini & Zanni, 2017). For that reason, COI reflects dimensions such as the country’s technological and economic stages of development as well as its political and social systems (Wang, Li, Barnes & Ahn, 2012). These in turn are composed of factors such as infrastructure or per capita income (Aruan, Crouch & Quester, 2018).

Finally, literature introduced PCI which refers to the CI in terms of the role played by a country as origin of certain products (Roth & Diamantopoulos, 2009). Thus, image describes the way consumers perceive different countries and the products produced in different countries (Li et al., 1997). It is understood as “overall perception consumers form of products from a particular country, based on their prior perceptions of the country’s production and marketing strengths and weaknesses” (Roth & Romeo 1992, p. 480).

More precisely, the image of the country and the image of the products are different but nevertheless interrelated concepts, since the CI can also be transferred to product categories and thus possibly influence consumers’ purchasing decisions in an indirect way, i.e., through product image (Wang et al, 2012). Hence, in case of a more (less) favorable PCI by consumers, this image can consequently be extended to a generally higher (lower) favorable evaluation of all products from this country (Agrawal & Kamakura, 1999). An example of this would be the innovativeness of Japanese products.

These different conceptual groups lead to considerable confusion (Roth & Diamantopoulos, 2009). Additionally, there is criticism that in COO research it is never entirely clear what is being measured in the first place, given that the origin image construct simultaneously encompasses countries, products and consumers (Usunier, 2011).

This implies that CI can never be entirely separated from the product, and the influence on consumers’ responses is primarily canalized by their perceptions of the attributes of a particular product (Wang et al., 2012). Thus, COO effects are determined by the performance of products from a particular country (Maheswaran et al., 2013).

Nonetheless, in today's globalized world, consumers are faced with the attributes and performance of not just one, but a variety of domestic and foreign products (Balabanis & Diamantopoulos, 2016). Thus, a widespread view in the international marketing literature is that these choices and associated purchasing behaviors are also primarily due to consumer predispositions (Balabanis & Diamantopoulos, 2016; Bartsch, Riefler & Diamantopoulos, 2016). One of these predispositions is C-XEN, a construct that has been shown to reliably explain underlying preferences related to foreign products.

Since the purpose of this thesis is to investigate this previously neglected influence of preferences for foreignness on WTP in the context of specific product categories at the brand level. And taking into consideration, that previous research has already demonstrated a C-XEN and PCI to be related (Diamantopoulos et al., 2019), PCI is used as additional variable for the present research.

Having described the main findings of COO research in this session, the next will present the current state of research on the C-XEN construct in more detail.

2.2 Consumer xenocentrism

The majority of definitions on consumer xenocentrism (C-XEN) introduced by the literature (e.g., Lawrence, 2012; Kisawike, 2015; Mueller et al., 2016; Balabanis & Diamantopoulos, 2016; Bartsch et al., 2016; Mueller et al., 2020; Salomão et al., 2020; Nguyen & Pham, 2021) are based on Kent and Burnight's (1951) pioneering work on the socio-psychological phenomenon of xenocentrism, defined as "a view of things in which a group other than one's own is the center of everything, and all others, including one's own group, are scaled and rated with reference to it" (Kent & Burnight, 1951, p. 256). Thus, xenocentric people "prefer a society other than their own and who rate and scale everything in reference to it" (Kent & Burnight, 1951, p. 256), i.e., they strongly identify with an out-group. Which leads to an overestimation of this group and a negative bias towards the in-group. Similarly, xenocentrism in relation to consumption behavior, i.e., C-XEN, implies that products from one's own country, i.e., the in-group, have a negative connotation. Products from abroad, i.e., the out-group, are in turn preferred.

Building on Kent and Burnight (1951), the reasons behind both xenocentrism and consequently C-XEN lie in the natural development in certain segments of the population, e.g., within second and third generations of immigrants (Cleveland & Balakrishnan, 2019). These tend to idealize their country of origin or in postcolonial societies (Wallach, 2002; Cleveland & McCutcheon, 2021) and/or show low levels of acculturation (Prince & Kwak, 2020). Personal frustration projected onto one's own society is also seen as a possible reason, as are antipathic feelings toward political, economic, religious, or family institutions in one's own country. Finally, turning to a foreign country is seen as a form of revenge (Kent & Burnight, 1951).

Alternative explanations indicate that the quality of foreign products plays a significant role, especially in developing countries (Mueller et al., 2016) and that the purchase of foreign products is associated with a high status (e.g., Prince, Davies, Cleveland & Palihawadana, 2016; Rojas-Méndez & Chapa, 2019). At the same time, this status-enhancing function can be observed far beyond conventional consumer goods. For example, in some developing countries, the use of a foreign language (e.g., English), is considered a "status symbol" (Waithaka, 2017). Finally, the construct might be understood by the sheer dominance of certain cultures, which leads to them being more represented compared to other cultures (Agbonifoh & Elimimian, 1999).

It is also important to highlight that C-XEN is different from other foreign bias, such as C-COSMO and consumer affinity (CA). C-COSMO refers to “the extent to which a consumer (1) exhibits an open-mindedness towards foreign countries and cultures, (2) appreciates the diversity brought about by the availability of products from different national and cultural origins, and (3) is positively disposed towards consuming products from foreign countries” (Riefler, Diamantopoulos & Siguaw, 2012, p. 287). However, different from C-XEN, this is not necessarily accompanied by a rejection of domestic products. CA, on the other hand, is characterized as “a feeling of liking, sympathy, and even attachment toward a specific foreign country” (Oberecker, Riefler & Diamantopoulos, 2008, p. 26). It is therefore associated with a positive emotional connection to a particular country. Yet, affinity is not considered a universal positive propensity towards foreign goods, as C-XEN, since it is considered exclusively a country-specific attitude (Oberecker et al., 2008).

In short, both C-COSMO and CA have generated essential insights into the underlying reasons for domestic and foreign product preferences. Yet, they have been unable to provide a justification for the fact that some consumers prefer foreign products despite their similar or inferior quality and/or functionality (Mueller et al., 2016). In contrast, C-XEN provides an explanation for this preference for foreign products, which, indicated by Balabanis and Diamantopoulos (2016), includes negative perceptions of the in-group, i.e., domestic products as well.

Given these characteristics, even though C-XEN was originally seen as counterpart to the concept of consumer ethnocentrism (CET), “the beliefs held by [...] consumers about the appropriateness, indeed morality, of purchasing foreign-made products” (Shimp & Sharma, 1987, p. 280), recent research has shown that they are in fact distinct constructs rather than opposites. This distinction can be primarily attributed to the conceptual roots of the two constructs: CET is grounded in social identity theory (Tajfel & Turner 1986), which stresses the in-group favoritism and fails to explain the negative stereotypical perceptions of “oneself” which are a key characteristic of C-XEN (e.g., Lawrence, 2012; Balabanis & Diamantopoulos, 2016) as well as out-group preferences. On the other hand, C-XEN is rooted in system justification theory (Jost & Banaji, 1994), which aims to explain both, the out-group favoritism but more importantly the negative bias when it comes to the in-group, especially among individuals belonging to low-status groups.

The need for a separation of the constructs is additionally supported by the identification of a co-existence of consumer ethno- and xenocentrism in a study conducted by

Klein, Ettenson and Krishnan (2006). The findings showed that CET even exists in countries with high preferences for foreign products. Moreover, they were the first to apply the socio-psychological concept of xenocentrism to the consumer sphere.

One of the first studies to address C-XEN as its focus construct instead of the opposite of CET is the one by Mueller and Broderick (2009). The authors developed a suitable conceptual framework for C-XEN. Different from extant literature which extensively focused on the cognitive aspects of foreign product preferences and ignored the role of affect, this study concentrates on the underlying emotions of C-XEN. Mainly focusing on affection-based biases, as they provide a greater explanatory power for consumer purchasing decisions. According to Mueller and Broderick (2009) one of these biases tapping mostly the affective component, called C-XEN, apparently results in a preference for foreign products even if domestic alternatives of similar or better quality or functionality exist. Finally, a typical xenocentric consumer is described by them as “a person who prefers products from a country (or region) other than their own and who rates and scales products in reference to the foreign country and not their own” (Mueller & Broderick, 2009, p. 6).

As a possible reason for C-XEN, the authors mention a low self-esteem and feelings of frustration. These are mainly attributed to the affective component and can lead to an attempt to overcome these feelings and a simultaneous obsession with status and power. Therefore, when the status of one's own group is low, members try to leave their in-group due to frustration and join a higher-status out-group. The purchase of foreign products is hence seen as a way joining a higher status group and gaining prestige (Mueller & Broderick, 2009). This desire can often be observed in emerging market economies, where, according to Mueller and Broderick, the number of xenocentric consumers seems to be proportionally larger than in advanced economies. However, evidence from various national settings showed that, even developed countries are not exempt from this type of out-group favoritism (e.g., Batra, Venkatraman, Alden, Steenkamp & Ramachander, 2000; Hui & Zhou, 2003). And although Mueller and Broderick (2009) used social identity theory (SIT) as a theoretical representation for understanding the underlying mechanisms of C-XEN, which was later acknowledged insufficient, their understanding of xenocentrism as preference for foreign products for reasons of status and desirable values conveyed through their foreignness, has been continuously supported by subsequent studies (e.g., Balabanis & Diamantopoulos, 2016; Mueller et al., 2016; Mueller et al., Arora, Arora & Taras, 2019; 2020; Luburic, 2020; Scherer, 2020; Nguyen & Pham, 2021; Maack, 2021).

Three years after the publication of Mueller and Broderick's study, Lawrence (2012) was the first to empirically investigate the phenomenon of C-XEN, with an initial attempt to establish a scale for measuring the construct. Building on the basic idea of xenocentrism by Kent and Burnight (1951), the authors construe C-XEN as "an individual's preference for the products or services of a society other than their own" (Lawrence, 2012, p. 18). However, this conceptualization makes C-XEN seem only a preference for goods or services from a specific foreign country (Diamantopoulos et al., 2019; Kannan, 2020). In this way, however, it would be similar to the concept consumer affinity, rather than a general attraction by the foreignness. Despite of the conceptual problem, their CXENO scale measured the preference for all foreign products and services instead of those originating from a particular country (Kannan, 2020), differing from the idea of affinity. On the other hand, the conceptualization generated a main criticism of this operationalization: as CXENO is a unidimensional scale, it merely focuses on foreign product bias without further considering the dimension of domestic rejection, which is known to be equally important to the construct of C-XEN (Kannan, 2020). Thus, the need for a closer investigation, also including the negative bias towards domestic, persisted.

Further insights into C-XEN were offered by a study from Mueller et al. (2016). This study was based on Tajfel and Turner's SIT (1986) and focused on the formation of Chinese attitudes towards foreign products. The objective was to explore potential motives for C-XEN as well as the background of xenocentric consumers' preferences for products from other countries. Which prevails even if they are of equal or inferior quality compared to domestic alternatives. Thus, the authors conducted pioneering work, because although the notion on irrational behavior as a result of C-XEN has already been assumed by researchers in the past (e.g., Mueller & Broderick, 2009), it has up to this point never been empirically investigated. Based on evidence generated by focus groups, the paper shows that the range of preferred foreign products was extensive, including conspicuous as well as non-conspicuous goods. With these findings, the authors challenge the hitherto prevailing view that C-XEN merely corresponds to a traditional prestige-consumer behavior.

Apart from this fact, Mueller et al. (2016) found that only products produced in developed economies such as the US, Western European countries or Japan were able to fulfil a status-enhancing purpose, since they are perceived as superior. This hence highlights that social pressure plays a major role in influencing xenocentric consumers' preferences. As in situations of social competition or rivalry, foreign products are used to prove their status, and this further adds to foreign product bias. Additionally, participants stated that if they cannot

afford foreign products, they make use of counterfeits. They also demonstrated that C-XEN appears to be more common among the newly emerging wealthy classes and with younger consumers and is not limited to developing countries but being a universal construct.

In the same year, Balabanis and Diamantopoulos (2016) refined C-XEN conceptualization and operationalization drawing from system justification theory (SJT), (Jost & Banaji, 1994). In a first step, they defined it as “a consumer’s internalized belief of the inferiority of domestic products and a corresponding propensity to prefer foreign products for social aggrandizement purposes” (Balabanis & Diamantopoulos, 2016, p. 61). Next, they developed a new C-XENSCALE and validated the scales’ ability to reliably measure the construct by using survey data from five complementary studies. In this scale, C-XEN was a construct of second order consisting of two dimensions, i.e., perceived inferiority of the in-group and social aggrandizement.

The first dimension reflects the negative self-stereotyping facet of SJT and is characterized as “a tendency to denigrate, undervalue, and fail to appreciate domestic products and brands” (Balabanis & Diamantopoulos, 2016, p. 61). Basically, consumers who perceive themselves as part of an inferior society believe that the products coming from their country are flawed. This subsequently leads to the desire of products originating from superior, i.e. economically advanced, countries over domestic goods. Although the perception of inferiority may be subjective, there are also official rankings which allow a more objective assessment of countries by development status (Balabanis & Diamantopoulos, 2016).

The second dimension, i.e., social aggrandizement, captures the out-group favoritism aspect of SJT and represents “the emphasis placed on the symbolic value of foreign products as a way of enhancing perceived social status” (Balabanis & Diamantopoulos, 2016, p. 62). In this context, literature provides examples of how consumers turn to foreign products because of their status-giving properties. For instance, Batra et al. (2000) noted that, consumers from developing countries primarily prefer foreign goods for associations of high quality as well as status. Therefore, lower class members who move upward the social ladder frequently use foreign products for signaling their advancement in society. Most importantly, according to Mueller et al. (2016), traditional prestige seeking cannot fully explain this dimension of C-XEN, as this kind of behavior goes beyond conspicuous consumption or product exclusivity.

Balabanis and Diamantopoulos’ (2016) findings reveal that xenocentric consumers opt for foreign products without limitation to a specific product class and that this proclivity

extends even beyond products that are consumed conspicuously. This is consistent with the conclusions of Mueller et al. (2016). They also show that xenocentric consumers favor foreign products not only due to their supposedly better quality. They also prefer them despite higher prices and even if they are of lower quality. This was further confirmed by later studies (Dachs-Wiesinger, 2018; Scherer, 2020). Finally, they also demonstrate that consumers showing xenocentric tendencies are more likely to buy products coming from countries which they perceive as superior compared to their home country.

These authors were among the first to use system justification theory (SJT) as theoretical underpinning of C-XEN and to introduce a social aggrandizement dimension of C-XEN. SJT is a more suitable conceptual foundation than the hitherto used social identity theory (SIT) by Tajfel and Turner (1986), because it aims at explaining both, the out-group favoritism as well as the negative stereotyping of one's own group. In contrast, SIT stresses in-group rather than out-group favoritism and thereby disregards the fact that some consumers are drawn to the "foreignness" of a product (Balabanis & Diamantopoulos, 2016). The social aggrandizement dimension of C-XEN outlines that the xenocentrism construct is associated with status (Balabanis & Diamantopoulos, 2016). While the link of C-XEN to status has also been noted by previous literature (e.g., Mueller & Broderick, 2009), they were the first to include this as a dimension in their construct of C-XEN as well as in the C-XENSCALE. Finally, this study was one of the pioneer studies to take up on the relation of C-XEN and relevant characteristics connected to consumption behavior. Including include self-vanity, proneness to interpersonal influence, collective self-esteem, self-confidence, materialism, and a social domination orientation, which give further insights to explain xenocentric behavior. Given that previous studies mainly focused on the explanation by historical events such as immigration and aversions to public policies of one's government (e.g., Kent & Burnight, 1951; Mueller & Broderick, 2009). Their findings revealed that a typical xenocentric consumer can be characterized as being more materialistic, vain, and showing a higher social dominance orientation. Whereas the collective self-esteem and self-confidence are lower compared to non-xenocentric consumers (Balabanis & Diamantopoulos, 2016).

Additionally, Prince et al. (2016) also contributed to extant research in xenocentrism by looking at the relationship of C-XEN and other two sociopsychological constructs mentioned before: CET, and C-COSMO. Specifically, the relations between these three constructs were developed on the basis of four distinct orientations, i.e., consciousness-of-kind, global consumerism, materialism, and concern for the natural environment.

While CET and C-XEN have initially been regarded as opposing or even conflicting phenomena in previous literature (Kent & Burnight, 1951), the results of Prince et al. (2016) suggest them to be negatively related, which was additionally confirmed by later studies (Luburic, 2020). However, compared to the negative relationship CET and C-COSMO, this was of a significant lower magnitude, indicating that C-XEN is not as conflicting to CET as previously assumed. In contrast, a positive association of C-XEN and C-COSMO was discovered, which was later also confirmed by Cleveland & Balakrishnan (2019).

More recently, Diamantopoulos et al. (2019) extend their previous findings based on SJT by showing that xenocentric consumers tend to underestimate the PCI of the home country. As a result, they display not only negative attitudes but also negative purchase intentions when it comes to domestic brands. Conversely, they seem to overvalue the PCI of the foreign country when this country is perceived as superior compared to the home country. This in turn is generating positive attitudes towards genuine non-domestic brands, but not counterfeit ones. This might be due to the fact that the counterfeit products are mainly originating from China, which in terms of PCI is rated less favorably than the home country (i.e., inferior). Furthermore, their findings are consistent with the assumptions of SJT, as xenocentric consumers are expected to merely assess images of “superior” countries as more favorably, but not those of “inferior” countries. According to them, the descending (ascending) bias regarding domestic (foreign) CI evaluations acts as a kind of trigger in terms of unfavorable (favorable) attitudes towards brands and therefore also for purchase intentions.

Finally, one of the latest attempts to measure C-XEN by Rojas-Méndez and Chapa (2019) should be highlighted. The authors’ main criticism is related to face validity and cross-cultural replication of the existing scales (e.g., Lawrence, 2012; Balabanis & Diamantopoulos, 2016). According to them, especially the underlying social and normative influences of C-XEN might differ between developed and developing countries. Therefore, they created a new scale, i.e., the X-Scale, to measure the construct in developing countries. Both in terms of the C-XEN definition and in terms of their scale, the authors echo the prevailing view of C-XEN as a two-dimensional construct but criticize the use of “social aggrandizement” in conceptualizing and measuring C-XEN by other authors (e.g., Diamantopoulos et al., 2019). In their view, this dimension is more of a motive or need, but not part of the construct as such. However, they do not provide empirical evidence to support this. Finally, their main argument for developing a new scale was that the concept of xenocentrism should be understood more broadly than just in relation to consumption behavior, i.e., in a more general social context. Yet, this does not

manifest in their X-Scale, for which almost all items are related to consumption behavior and not general xenocentric tendencies, suggesting further inconsistencies in the argument.

In the same year, a further attempt was made to develop a new scale for measuring C-XEN (see Cleveland & Balakrishnan, 2019). In contrast to Rojas-Méndez and Chapa (2019), they criticized previous scales reflecting various other concepts but not a person's global-level xenocentric tendencies. Therefore, they developed the "XEN" scale, consisting of the three factors: XEN1 - Group Identification, XEN2 - Group Comparison and XEN3 Group Comparison. Specifically, their newly developed scale was intended to measure C-XEN at a more general level, i.e., general preference for certain cultural groups. Consequently, only one of the three factors mentioned above explicitly relates xenocentrism to consumption behavior. In addition, it should be emphasized that while the authors assume that status elevation is an important component of the C-XEN construct, along with perceived inferiority of one's group. Nonetheless, the status enhancement component is not reflected in the final scale. Thus, similar to the paper by Rojas-Méndez and Chapa (2019), there are inconsistencies in the reasoning and actual development of the scale.

Drawing from the abovementioned studies, it is possible to observe that overall, previous literature has found C-XEN to be positively related to a range of consumer responses. These include attitudes towards global products (Lawrence, 2012) and foreign brands (Balabanis, Stathopoulou & Qiao, 2019); foreign brand and product preferences (Balabanis & Diamantopoulos, 2016; Rojas-Méndez & Chapa, 2019; Scherer, 2020), foreign brand loyalty (Balabanis et al., 2019), foreign brand excitement (Kang, Son & Koo, 2019), purchase intentions of foreign products and brands (Gaur et al., 2015; Dachs-Wiesinger, 2018; Milivojevic, 2018; Diamantopoulos et al., 2019; Camacho, Salazar-Concha & Ramírez-Correa, 2020; Mueller et al., 2020; Luburic, 2020; Nguyen & Pham, 2021; Mahmoud et al., 2021) as well as related dysfunctional behaviors such as brand addiction and compulsive buying (Maack, 2021). Furthermore, recent C-XEN research has begun to include other explanatory factors such as PCI (Diamantopoulos et al., 2019). Nevertheless, research in this context is still limited.

In addition, a change in the conceptualization of C-XEN, i.e., from being the opposite of ethnocentrism to an independent construct, has also emerged over the course of research. This is mainly related to changes in the theoretical foundation. While C-XEN was initially based on SIT (e.g., Mueller & Broderick, 2009; Mueller et al., 2016; Cleveland & Balakrishnan, 2019; Prince & Kwak, 2020), which stressed in-group rather than out-group

favoritism, more recent research has turned to using SJT as more appropriate theoretical underpinning (e.g., Balabanis & Diamantopoulos, 2016; Diamantopoulos et al., 2019; Kang et al., 2019; Arora et al., 2019; Chen, Wang & Huang, 2020; Maak, 2021; Mahmoud et al., 2021). In contrast to SIT, SJT strives to explain both the negative bias of the in-group and the perceived superiority of the out-group.

Several reasons for xenocentric tendencies evolved over time as well, ranging from historically based explanations of second or third generation immigrants and either their love of the country of origin (Kent & Burnight, 1951; Cleveland & Balakrishnan, 2019) or their lack of acculturation (Prince & Kwak, 2020), up to a more current explanation by individual characteristics such as vanity, susceptibility to interpersonal influence, collective self-esteem, self-confidence, materialism, neuroticism and a social dominance orientation (Balabanis & Diamantopoulos, 2016; Cleveland & Balakrishnan, 2019; Nguyen & Pham, 2021).

Likewise, an evolution in terms of measurement could be noticed, with the focus moving from the use one-dimensional scales, such as CXENO scale (Lawrence, 2012; Bartsch et al., 2016; Nguyen & Pham, 2021) or the reversed CETSCALE (Prince et al., 2016), to the usage of bi-/multidimensional scales, like the X-Scale (Rojas-Méndez & Chapa, 2019; Kannan, 2020; Rojas-Méndez & Kolotylo, 2021), the XEN Scale (Cleveland & Balakrishnan, 2019; Cleveland & McCutcheon, 2021) and the C-XENSCALE (Balabanis & Diamantopoulos, 2016; Balabanis et al., 2019; Diamantopoulos et al., 2019). In total, there are currently five different types of scales for measuring C-XEN, which primarily differ in terms of their dimensions, both in number and definition. While many scales use a dimension based on perceived inferiority, there is still disagreement about the second dimension (e.g., Rojas-Méndez & Chapa, 2019; Balabanis & Diamantopoulos, 2016). Nevertheless, and as already mentioned, the criticism of the C-XENSCALE voiced by Rojas-Méndez and Chapa (2019) or Cleveland and Balakrishnan (2019) cannot be considered comprehensibly justified.

Therefore, this thesis builds on the C-XEN construct as addressed by Balabanis and Diamantopoulos (2016). This choice was based in two reasons: first, the study employs using the SJT, which is able to simultaneously capture out-group preference and negative bias towards the in-group. Second, the two-dimensional C-XENSCALE developed by the authors has been validated in multiple studies (Milivojevic, 2018; Dachs-Wiesinger, 2018; Balabanis et al., 2019; Diamantopoulos et al., 2019; Arora et al., 2019; Mueller et al., 2020; Chen et al., 2020; Scherer, 2020; Petrychenko, 2020; Luburic, 2020; Mahmoud et al., 2021; Maack, 2021) and is further characterized by a stable dimensionality, high reliability as well as construct

validity. Moreover, PCI will be used as mediator because, as briefly mentioned, it has shown to relate to both perceived inferiority and social aggrandizement dimension of Balabanis and Diamantopoulos' (2016) C-XEN construct. For instance, the perceived inferiority of one's own country, i.e., the in-group, translates into negative evaluations of the home country's PCI and vice versa.

Next, product ethnicity is introduced, as this product-related characteristic has been shown to be of great importance in consumers' decisions between products of different origin.

2.3 Product ethnicity

In international marketing literature, a well-known construct is product ethnicity (Roth & Romeo, 1992; Usunier & Cestre, 2007). Product ethnicity relates to product-country matches. This means that there exist “stereotypical associations between products and countries based on their perceptions of a country’s knowhow and reputation relative to the design, manufacturing, or branding of particular generic goods” (Usunier & Cestre, 2007, p. 32). Such associations arise when relevant dimensions of a particular product category are equally associated with a country’s image (Roth & Romeo, 1992). For instance, Germany is known for its comprehensive expertise in engineering and manufacturing almost everywhere in the world. Thus, a car manufactured in Germany would be considered by consumers as favorable product-country match, given that these aspects seem to be particularly relevant for a vehicle. In contrast, if no linkage between these stereotypical associations of products and a country’s image exists, a so-called mismatch occurs, as with the example of a car from South Africa.

Furthermore, product ethnicity can conceptually be understood as a form of typicality (Tseng & Balabanis, 2011). The latter constitutes the degree as to which an object is perceived as a representative of a category (Loken & Ward, 1990). Thus, in the COO context, typicality indicates the extent to which a specific product category is characteristic of, or strongly associated with a certain country (Hamzaoui-Essoussi & Merunka, 2006). Consequently, some products, such as German cars and French perfume, are considered to be more typical than other products (Papadopoulos & Heslop 1993), such as Japanese perfume or Hungarian cars.

Indeed, beneficial matches between products and countries have been shown to positively influence consumer behavior: willingness to buy (Roth & Romeo, 1992), attitudes (Tseng & Balabanis, 2011; Spielmann, 2016), perceived authenticity (Park et al., 2016), consumers evaluative judgments of product quality (Loureiro & Kaufmann, 2017), assessment of brand equity and image (Hamzaoui-Essoussi et al., 2011).

Precisely, Roth and Romeo (1992) were among the first to explore the association between products and countries in a large-scale study with consumers from Ireland, Mexico, and the USA. In this investigation, the authors developed a framework, matching important product category characteristics with the image of the country, operationalized along four dimensions, including the degree of innovation, design aspects, prestige and workmanship. They used the idea of PCI as the overall image of is extended to the image of the products of the country in terms of these four dimensions. For instance, Italian products are often

considered by consumers as appealingly designed, whereas German products are perceived as high-quality and reliable. According to the results of their study, a consumers' purchase intentions are high when a strong, favorable match between the CI and product category characteristics exists. They have thus created an important milestone by demonstrating the significance of product ethnicity (i.e., product-country matches) in COO research.

Later, Usunier and Cestre (2007) investigated product ethnicity in an explorative study, by conducting surveys in both collectivistic and individualistic countries. This research was also ground-breaking as it linked CI to product categories, i.e., used categorization as base to product ethnicity. Specifically, product ethnicity can be understood in two forms. Regarding the first one, a product is seen as typical of a country. For instance, France is known for its expertise when it comes to fragrances and fashion design. Therefore, an association of France and perfume or luxury clothing seems more suitable than the association of France and electronics. In contrast, associating electronics and Japan would be coherent and more realistic than an association of this country with perfume. Concerning the second form, a specific country is considered as typical origin of the good, e.g., if it is the place of invention of the product. This was the case of the United States and the scooter. Likewise, the scooter can be seen as typical product of the US. Based on the findings, a high level of product ethnicity positively relates to a higher willingness to buy, which is in line with Roth and Romeo (1992) study. According to this paper, the reason behind the link between a product and a country might be its location, climate or manufacturing know-how but also that the country became known as place of invention. Moreover, product ethnicity might serve as identity cue, from which conclusions about the product quality, its function as status symbol, and so forth are drawn (Usunier & Cestre, 2007).

Further insights were revealed by Tseng and Balabanis (2011), which stated that typical products commonly obtain more favorable consumer attitudes compared to atypical products from the same origin. Thus, different levels of "country typicality" of a product lead to variations in the COO effect because there is a match between the CI and product category characteristics. This means that products perceived as typical from a country have a more favorable image than atypical products from this country (Tseng & Balabanis, 2011). This assumption might also help explain varying consumer responses regarding products from different countries.

Hamzaoui-Essoussi et al. (2011) also added to extant literature by exploring how CI influences two dimensions of brand equity: brand image and brand quality. CI was divided in

macro image and micro image. The former is a global-level variable which targets a broad spectrum of country associations including national symbols, cultural values, economic and political situations and levels of industrialization. The latter relates to a specific product category, e.g., shoes and Italy, and reflects consumers' assumptions on the relationship between the country and the product category, i.e., product ethnicity. Regarding product ethnicity, this study strengthened the view that consumers indeed derive brand meaning from COO signals e.g., an exquisite design in Italian shoes or a good quality in German cars. This further reinforces that product-country matches are important to their decisions, improving brand equity evaluations.

More recently, Spielmann (2016) also added to product ethnicity research by examining how typicality interacts with origin-typical brand cues on products. For this purpose, the author drew on the schema congruence framework (Mandler, 1982; Meyers-Levy & Tybout, 1989). Different from previous studies, which often only contrasted the different effects of typical and atypical products on consumer perceptions (e.g., Tseng & Balabanis, 2011), Spielmann (2016) focuses more on the relationship between language and symbols in the case of brands regarding the reinforcement of origin stereotypes. At the same time, however, the study also examines the different effects of typical and atypical products in this regard. The results show that companies are best advised to integrate brand-origin cues in such a way that they are not only congruent but also well adapted to the origin of the products (Spielmann, 2016).

In the same year, Fischer and Zeugner-Roth (2016) first investigated the relationship between product ethnicity and certain consumer traits, i.e., national identity and CET. While no significant association was found for CET, consumers with a low level of national identity, namely a low "inner attachment to the nation" (Blank & Schmidt, 2003, p. 296), tended to be positively influenced by a high product ethnicity of foreign products. Despite these promising findings on the positive influence of product ethnicity in the case of a low national identity, no other study has yet gone so far as to investigate the possible relationship between the preference for foreignness, such as C-XEN, and product ethnicity.

Finally, the most recent study by Tseng (2020) on country typicality, which corresponds to "the degree to which a product category is considered representative of a COO" (Tseng, 2020, p. 30), examined the extent to which this country typicality affects the purchase intentions depending on the consumers need for uniqueness. The findings suggest that high product ethnicity not only entails more favorable product evaluation but also positively influence purchase intentions. Yet, an exception exists in the case of a high need for uniqueness,

where the opposite is the case. In this context, however, it should be noted that the need for uniqueness differs from C-XEN in the sense that xenocentric consumers do not want to distinguish themselves from the general mass. Instead, they merely identify with a group other than their in-group, i.e., the out-group, which is then reflected in the consumption of foreign products (Mueller & Broderick, 2009).

In summary, several studies report a positive relationship between product ethnicity and a variety of consumer responses. Which include attitudes towards a good (Tseng & Balabanis, 2011; Spielmann, 2016), perceived authenticity (Park et al., 2016), evaluations of brand equity and image (Hamzaoui-Essoussi, Merunka & Bartikowski, 2011), purchase intentions (Tseng, 2020) and finally the willingness to purchase (Usunier & Cestre, 2007). What has been neglected by researchers so far are studies on product ethnicity and consumer-related characteristics such as C-XEN, which would shed additional light on this area of research.

In the next section, WTP is further elaborated.

2.4 Willingness to pay

Willingness to pay (WTP) is a measure of price, which is “the amount of money we must sacrifice to acquire something we desire” (Monroe, 2003, p. 5).

Price responses, compared to “softer” outcomes such as product evaluations or purchase intentions, provide a stricter test of consumer behavior. The reason for this is, that consumers might evaluate a product more positively than another or even show high purchase intentions, but still refuse to buy it as they do not consider its price to be appropriate (Koschate-Fischer et al., 2012). Furthermore, it seems to be a promising outcome as it allows a monetization (Jaffe & Nebenzahl, 2006; Lu et al., 2016) and focus on the constraints or sacrifices a consumer must make to acquire a product (Zeithaml, 1988; Meshreki, Ennew & Mourad, 2018).

In this context, WTP is often used as a price measure and can be defined as “the maximum amount of money a customer is willing to spend for a product or service” (Homburg et al., 2005, p. 85). Economists further declare WTP as reservation price (Monroe, 2003). Hence it is used to measure the value assigned by consumers to a specific consumption or user experience in financial units (Homburg et al., 2005).

However, despite of the importance of measures closer to actual consumer behavior, such as the WTP, existing studies on C-XEN and product ethnicity still employ “softer” outcome measures.

Only a single, recently published master’s thesis made the first attempt to measure the impact of C-XEN on WTP by also taking consumer disidentification into account. Contrary to expectations, C-XEN was found to have neither a negative impact on WTP for home country brands nor a positive impact on WTP for those from superior foreign countries. It only had a negative impact on the WTP for brands from countries that were perceived as inferior by consumers. Which, in turn, has proven to trace back to C-XENs social aggrandizement dimension (Petrychenko, 2020). The latter is also in line with the findings from Balabanis and Diamantopoulos (2016), who observed that consumers showing xenocentric tendencies are more likely to buy products coming from countries, perceived as superior to their home country. Yet, this is not the case for products from inferior countries.

However, the role of product ethnicity remains unexplored even with the recent growing number of COO studies with price perceptions as the outcome variable (Johansson & Nebenzahl 1986; Drozdenko & Jensen, 2009; Hu & Wang, 2010; Koschate-Fischer et al., 2012; Pucci et al., 2017; Hu & Baldin, 2018; Lee, Gartner, Song, Marlowe, Choi & Jamiyansuren,

2018; Siew, Minor & Felix, 2018; Aichner, Forza & Trentin, 2016; Diamantopoulos, Matarazzo, Montanari & Petrychenko, 2021). Research focused on product ethnicity still employ measures such as willingness to buy (Roth & Romeo, 1992), attitudes (Tseng & Balabanis, 2011; Spielmann, 2016), perceived authenticity (Park et al., 2016), evaluations of quality (Hamzaoui-Essoussi & Merunka, 2006; Loureiro & Kaufmann, 2017) as well as assessment of brand equity and image (Hamzaoui-Essoussi et al., 2011).

At this point, it is important to highlight that COO literature has found that a favorable CI leads to a positive price response by consumers. For instance, consumers are willing to spend more on products originating from countries with a favorable image (Drozdenko & Jensen, 2009; Hu & Wang, 2010; Koschate-Fischer et al., 2012; Pucci et al., 2017; Hu & Baldin, 2018). These price responses have been measured in two different ways: (i) by using observed market data, such as sales prices (e.g., Agrawal & Kamakura 1999) and retail prices (e.g., Ha-Brookshire & Yoon, 2012) or (ii) by focusing on WTP (e.g., Drozdenko & Jensen, 2009; Koschate-Fischer et al., 2012). In particular, the former ones usually employ hedonic price models, which on the one hand have the advantage of being based on real purchases (Wertenbroch & Skiera, 2002; Breidert, Hahsler & Reutterer, 2006). On the other hand, however, they are limited by the fact that price variations in the data are usually narrow (Breidert et al., 2006) and that there is only post-purchase data available. Which in turn makes them unsuitable for the application to new or widely unknown products (Le Gall-Ely, 2009). On the other hand, the latter ones predominantly measure WTP through direct surveys, i.e., the consumer is explicitly asked. In doing so, these studies often use an open-ended single question, to state a price maximum the individual would be willing to pay (Monroe, 2003). This approach has the advantage of getting individual level estimations, as well as being cost-effective and time efficient. However, it has been observed that participants often overestimate their sensitivity to prices in direct questioning (Lipovetsky, Magnan & Zanetti Polzi, 2011). In addition, such questions are considered a high cognitive effort since respondents need to come up with the prices on their own without any point of reference (Hofstetter & Miller, 2009).

The exception of this type WTP measures are the studies from Hu and Wang (2010) and Koschate-Fischer et al. (2012), who used price bids or auction methods. The study by Koschate-Fischer et al. (2012) applied the so-called Becker-DeGroot-Marschak method (BDM) by the authors of the same name from 1964. With this method, participants in a first step state their individual WTP, after which a prize is drawn at random. If the given WTP is equal to or higher than the drawn price, the respective participant has to

purchase the product at the drawn price. Whereas, if it is lower, the participant may not buy the product. However, although the BDM demands a real purchase from consumers, which helps to elicit their actual WTP (Voelckner, 2006), the method is restricted to certain market situations. Especially because under normal circumstances or when buying goods in a store, there is enough choice available and consumers therefore do not have to compete with each other (Le Gall-Ely, 2009). The study by Hu and Wang (2010) used a method based on an auction mechanism that is similar to the BDM approach, yet consumers have the possibility to adjust their WTP. Like BDM, this method is considered an incentive-based, real and direct method for estimating the WTP (Voelckner, 2006). Yet, the main criticism is also similar, as it is not representative of an actual purchase situation. Moreover, these methods are not considered convenient and pose certain operational problems as bidders have to meet in a research facility, usually involving significant set-up costs (Wertenbroch & Skiera, 2002).

Bearing this in mind, this study is based on a survey technique and uses a direct approach grounded in more than a single question. WTP is measured using the Price Sensitivity Meter (PSM) by Van Westendorp (1976). The PSM is often referred to as psychological price modelling, based on the principle that consumers are not able to express a single price for a certain product or service. However, they can reveal acceptable lower and upper limits of price elasticity, i.e., thresholds (Lipovetsky et al., 2011). Hence, it is understood as a proxy at the basis of four open-ended questions, which are meant to cover both, the price acceptance of consumers and their price judgments in terms of product prices that are either (i) too expensive, (ii) too cheap, (iii) expensive and (iv) cheap (a bargain).

From a theoretical perspective, although the PSM approach has been applied recently in COO research (e.g., Diamantopoulos et al., 2021), it should be emphasized that the four prices have been studied separately. Nevertheless, in this paper, unlike the study by Diamantopoulos et al. (2021), the WTP is calculated based on these prices, which adds to the body of knowledge in the literature. Further details on this method are discussed in the empirical part of the study.

In the following, the conceptual model and hypotheses are outlined.

3. Conceptual framework and hypotheses development

In this chapter, the conceptual model is introduced, and the research hypotheses are presented.

3.1 Conceptual model

After reviewing the main literature and identifying the existing research gaps, the conceptual framework of the thesis is presented (see Figure 1):



Figure 1: Conceptual model

Thus, this model is used to investigate the impact of C-XEN as the on WTP a through PCI as a mediator. Besides, product ethnicity is included as a moderator of the relationship between PCI and WTP. Consequently, the research model aims to find out whether the influence of C-XEN on WTP occurs and it is mediated by PCI on the one hand, and to check if the influence of PCI on WTP is in turn moderated by product ethnicity.

To test the relationship between the variables in the above model, the corresponding hypotheses as well as their underlying theoretical rationale are introduced next.

3.2 Hypotheses development

In the following section, system justification theory (SJT) is used to theoretically support the link between C-XEN and WTP through PCI as mediator. Additionally, equity theory (ET) underpins the theoretical development of the relation between PCI and WTP, and the possible moderation of product ethnicity. Both theories are further discussed along with the existing relevant research to reinforce the research hypotheses and hence answer the research question of this study.

3.2.1 *System justification theory and consumer xenocentrism*

Similar to Balabanis and Diamantopoulos (2016), this study draws on system justification theory (SJT), originally developed Jost and Banaji (1994). This theory originates from social psychology, and it is often used to explain C-XEN (Rojas-Méndez & Chapa, 2019; Balabanis & Diamantopoulos, 2016), as it strives to simultaneously clarify the perceived inferiority of the in-group, i.e., one's own country, and the superiority of the out-group, i.e. the foreign country.

System justification, which forms the basis for the SJT, is described as “the psychological process by which existing social arrangements are legitimized, even at the expense of personal and group interest” (Jost & Banaji, 1994, p. 2). Such arrangements can, for example, be related to the respective position of various countries, stated by ranking tables from international organizations (e.g., United Nations, the World Bank) or rating agencies. The respective ranking is based on various socioeconomic criteria, which are indicative of the country's status. Depending on their degree of economic development, the countries are either classified as “emerging”, “developing”, “developed”, etc.

These social arrangements also relate to consumers and their behavior, as they ultimately tend to internalise and accept these disparities, whether in economic, social, or technological development, among countries, for the sake of their sheer existence (Jost & Banaji, 1994). Thus, consumers from low-status countries, have no choice but to “internalise society's unfavorable images of them” (Jost & Burgess 2000, p. 303). Consequently, they tend to show strong xenocentric tendencies (Rojas-Méndez & Chapa, 2019), as the preference for foreign countries is often used by them to rationalise and maintain this internalised system hierarchy (Jost & Banaji, 1994).

Based on this internalization mechanisms, xenocentric consumers consider their home country products and brands as inferior compared to those originating from higher-status countries, i.e., “superior” foreign countries (Balabanis & Diamantopoulos, 2016). Such beliefs, which manifest the perceived inferiority side of C-XEN, are based on the perceived deficit of the home country with regard to its industry, i.e., in terms of technology, human capital, and also infrastructure (Diamantopoulos et al., 2019). This, in turn leads to a negative perception of the home country image and its products (i.e., PCI). Therefore, when confronted with domestic products and brands, xenocentric consumers can be expected not only to undervalue the PCI (Diamantopoulos et al., 2019) of their home country, but also show a lower willingness to buy and pay. Mainly because the image of the inferior country is likely to be transmitted to the evaluation of its products and general behavior.

Furthermore, consumers also develop a preference for the out-group, which influences their behavior in, yet another way and it is associated with the social aggrandizement facet of xenocentrism. For instance, xenocentric consumers believe that the symbolic value possessed by products from superior foreign countries enables them to increase their status (Balabanis & Diamantopoulos, 2016) and to “compensate for social imbalance” (Bar-Haïm, 1987, p. 211). Several researchers agree with this assumption that consumption is primarily used to improve status and increase self-esteem (e.g., Eastman et al., 1999; Batra et al., 2000). Based on their desire for social enhancement, xenocentric consumers might overestimate the PCI of the foreign country (Diamantopoulos et al., 2019). As a result, they probably also display a higher willingness to buy and, more importantly, a higher WTP for the products and brands originating from the latter.

Moreover, it has also been shown that materialism, characterized as “centrally held beliefs about the importance of possessions in one’s life” (Richins & Dawson 1992, p. 308), is not only positively related to C-XEN, suggesting that xenocentric consumers usually also display higher levels of materialism (Balabanis & Diamantopoulos, 2016; Prince et al., 2016), but has also a positive relation to the PCI of the foreign country (Bushra & Zafar, 2017). Thus, consumers showing high levels of materialism, which is often the case with xenocentric consumers, tend to overvalue the foreign countries PCI and as a result even show a higher willingness to buy the foreign products (Bushra & Zafar, 2017).

Finally, bearing in mind that the results of Petrychenko (2020) have shown that C-XEN is not directly related to WTP for domestic products or products from superior foreign countries, and considering the findings from Diamantopoulos et al.’s (2019) study, which has

proven that C-XEN does not directly influence consumers' responses, the following is hypothesized:

H1: *The impact of C-XEN on consumers' WTP will be (a) negatively mediated by the PCI of the home country and (b) positively mediated by the PCI of the ("superior") foreign country.*

3.2.2 Equity theory, PCI and product ethnicity

Equity theory (ET) is especially appealing for the purposes of the present study. On the one hand, this theory considers the outcome that a xenocentric consumer is likely to obtain by purchasing or owning a particular product, mainly depending on its characteristics, e.g., a product with a more favorable (less favorable) PCI and a certain degree of product ethnicity might offer higher status-conferring characteristics.

Precisely, this theory addresses exchange relationships during which the parties compare their received outcomes to their provided inputs. The received outcome is then understood as the expected consequences, both positive and negative ones, while the provided input displays the contribution one has to make throughout the exchange to earn certain benefits (Walster, Berscheid & Walster, 1973). As stated by Homans (1962), the positive consequences are referred as "rewards", while the negative ones correspond to "costs".

Following this rationality, both inputs and outcomes form a ratio, and finally, according to their perceived importance, they are weighted. In fact, people tend to either unconsciously or consciously compare their overall ratio value to those of others (Pritchard, 1969). Consequently, equity occurs when a person perceives an exchange situation as fair, i.e., his or her outcome-to-input ratio is equal compared to that of another person (Homans, 1961). In a consumption context, the buyer offers a certain input, such as money or effort, to obtain a specific outcome, referring to the benefit provided by the product or service (Oliver & Swan 1989; Koschate-Fischer et al., 2012). To achieve an equitable deal, consumers strive to adjust the input to their expected output (Walster et al., 1973). If they then assume to receive a relatively high outcome, i.e., a great benefit from the product, consumers should most likely be willing to provide a comparably higher input, e.g., in terms of money, and vice versa.

From the consumer's perspective, it can be assumed that both a favorable CI and a high level of product ethnicity are more commonly associated with a greater benefit than a good

originating from a country with a less favorable image or a low level of product ethnicity. First, consumers are likely to display a higher WTP when they in exchange receive a greater benefit, i.e., product with a more favorable PCI, rather than a good with a less favorable PCI. Second, this increased benefit, as mentioned above, should consequently lead to a higher input on the part of the consumer. This is in line with previous COO research highlighting the positive link between country image and consumers' WTP (e.g., Nebenzahl & Jaffe, 1996; Koschate-Fischer et al., 2012; Cappelli, D'Ascenzo, Natale, Rossetti, Ruggieri & Vistocco, 2017). Thus:

H2: A favorable PCI positively impacts consumers' WTP.

Similarly, and grounded on equity theory, products with a high level of ethnicity also promise a greater benefit than atypical products, which should again lead to a higher WTP on the part of the consumer. This is also supported by past research results on the importance of product ethnicity to generate more favorable consumers' attitudes (Roth & Romeo, 1992; Tseng & Balabanis, 2011; Spielmann, 2016) as well as product evaluations (Hamzaoui-Essoussi & Merunka, 2006; Loureiro & Kaufmann, 2017), and also willingness to purchase these goods (Usunier & Cestre, 2007; Dagger & Raciti, 2011) from a certain country. Consequently, if one then also takes the premises of ET into account, which, as mentioned above, states that consumers should be willing to provide a higher input, if they in return expect a higher output, it seems logical to assume that xenocentric consumers would not only show a higher willingness to purchase but also a higher WTP for products with a favorable PCI. And that this WTP might become even higher with increasing levels of product ethnicity, i.e., the strength of the PCI effect might depend on the level of product ethnicity. Thus, product ethnicity might act as a moderator of the PCI and WTP relationship.

Furthermore, Fischer and Zeugner-Roth (2016) found out that product ethnicity positively moderates the influence of national identity, labelled as "the importance of national belonging as well as the subjective significance of an inner attachment to the nation" (Blank & Schmidt, 2003, p. 296) on foreign product preferences. Meaning that consumers with a high national identity, who would normally prefer domestic products, suddenly favor foreign products due to their high levels of product ethnicity. Consequently, one could also assume for C-XEN that product ethnicity might have an impact on their preferences for foreign, but more interestingly also for domestic products. After all, C-XEN is characterized by foreign

preferences, making it distinct from national identity, but at the same time both are considered affective consumer traits. Hence:

H3: The impact of PCI on consumers' WTP will be positively moderated by product ethnicity.

Nevertheless, the question remains whether a favorable PCI and high product ethnicity would ultimately lead to xenocentric consumers even preferring domestic products over foreign ones. This will be answered together with the research question in the subsequent empirical part.

4. Method

In the following, the research design, followed by the stimuli, variables and corresponding measures as well as the questionnaire and data collection is described in more detail.

4.1 Methodological approach

In this thesis, two experimental studies were conducted. The choice was based on the existence of a cause-effect-relationship between two variables (Field, 2018): *consumer xenocentrism and consumers' willingness to pay (for domestic and foreign products)*.

Overall, experimental designs have been widely used in COO research (e.g., Johansson & Nebenzahl, 1986; Hamzaoui-Essoussi & Merunka, 2006; Tseng & Balabanis, 2011; Hamzaoui-Essoussi et al., 2011; Koschate-Fischer et al., 2012; Drozdenko & Jensen, 2009; Costa et al., 2016), as well as with xenocentrism (e.g., Kent & Burnight, 1951; Wallach, 2002).

4.2 Research design

To find out the extent to which a more favorable (less favorable) PCI and high (low) product ethnicity would affect the WTP of xenocentric consumers for foreign (domestic) products, this thesis conducted two separate studies in two different product categories, i.e., accessories/watches and beverages/wine.

Study 1	Study 2
Austrian wine (domestic, high ethnicity)	Swiss watch (foreign, high ethnicity)
Swiss wine (foreign, low ethnicity)	Austrian watch (domestic, low ethnicity)

Table 1: Research design

Both studies employed a between-subjects design which on the one hand manipulated the COO and on the other hand the respective product category. In study 1, for the main survey subjects were randomly exposed to one of the two different advertisements: (i) a domestic

(Austrian) wine and a foreign (Swiss) wine, differing only in the COO (see Appendix A). In study 2, participants received either a domestic (Austrian) watch or a foreign (Swiss) watch ad. Once again, the only difference was the COO of the brand (see Appendix A).

4.3 Stimuli

4.3.1. Countries

The research was conducted in Austria (this was the domestic country manipulated). From an economic perspective, with exports in 2019 of US \$ 171.5 billion and imports of US \$ 176.6 billion, Austria is strongly involved in international trading and ranks 29th out of 127 in terms of exports and 28th when it comes to imports (globalEDGE, 2019). Indicating not only that both domestic and foreign products are available on the Austrian market, but also that Austrian consumers are constantly confronted with a wide range of products from different origins and within various product categories. Moreover, Austria offers excellent research conditions due to its central geographical position within Europe and ranks 7th in the KOF globalization index (2020), which addresses economic, social and political aspects of globalization, and 18th on the Human Development Index (UNDP, 2020), and hence shows the development of a country based on the health care and educational opportunities available to the population. Nonetheless, such a high ranking and the classification as developed country with great economic potential means that there exists only a limited number of more advanced or developed countries with a higher ranking than Austria, which could therefore be perceived as “superior” by xenocentric consumers (Balabanis & Diamantopoulos, 2016).

The ultimate selection of the foreign superior country (i.e., the country with a more favorable image) was based on a pretest among Austrian citizens (N = 40), which was conducted prior to the main survey. The main purpose was to ensure, that there is a significant difference in PCI between Austria and the foreign comparison country. A pre-selection of potential countries was made on the basis of the above-mentioned indices and several assessments by friends and acquaintances, including the following countries: Belgium, Austria, Sweden, Norway and Switzerland. Of these, Switzerland was selected as supposedly “superior” foreign country, as it was mentioned most frequently by the respondents. Finally, to determine whether the PCI of Austria and Switzerland was significantly different, a paired-sample t-test was performed with a composite measure of PCI based in Roth and Romeo (1992) scale.

Before creating the composite, the reliability of the scales was assessed by calculating the coefficient alpha ($\alpha_{\text{Austria}} = 0.77$, $\alpha_{\text{Switzerland}} = 0.72$) (Cronbach, 1951). In accordance with the expectations, a significant difference ($t(39) = 3.748$, $p < 0.05$) was found and the PCI of Switzerland ($M = 5.72$, $SD = 0.79$) was more favorable than the PCI of Austria ($M = 5.05$, $SD = 0.89$). The mean values for each item of the scale can be found in Table 2 below.

Country item	Mean	Standard deviation
Austria innovativeness	4.90	1.22
Switzerland innovativeness	5.05	1.32
Austria design	4.78	1.19
Switzerland design	5.33	1.02
Austria prestige	4.95	1.20
Switzerland prestige	6.15	1.03
Austria workmanship	5.58	1.06
Switzerland workmanship	6.35	.86

Table 2: Pretest - Mean and standard deviation of PCI items

Overall, the country manipulation was particularly important for the present study since C-XEN as a personality trait itself cannot be directly manipulated. By choosing an “inferior” domestic country with, i.e., one with a less favorable PCI, and a “superior” foreign country, i.e., one with a more favorable PCI, C-XEN was expected to manifest accordingly in the main study.

Next, the choice of product category will be explained in more detail.

4.3.2. Product category

The choice of the product category watches for study 1 was underpinned by the following arguments. On the one hand, watches are regarded as high-involvement products (Martin, 1998), which also have a wide range of prices on the Austrian market. Overall, the Austrian market for jewelry, watches, art, antiques, and stamps generated sales of approximately 1,960 million euros in 2018 (Österreichische Wirtschaftskammer, 2021).

Worldwide, the watch trade is part of a global industry consisting of well-known manufacturers from various countries such as Switzerland, Hong Kong, China, Germany, France, Singapore, Italy, Japan, the United States, and the United Kingdom, which account for over 90% of global exports of watches. Although there are Austrian watch brands on the market, such as Jacques Lemans, Carl Suchy & Söhne, Habring and others, watches are not necessarily considered typical products for Austria, unlike Switzerland, with worldwide known brands like such as Rolex, Panerai, Piaget or Tissot also available in the Austrian market.

Furthermore, the product-country association of watches and Switzerland was supported by the results of the pretest. With an open association question, the respondents could name up to 10 countries that they associate with watches. In a next step, they were asked to rate on a seven-point Likert scale (1 = “strongly disagree” and 7 = “strongly agree”) whether they associate watches with the respective countries of the pre-selection, i.e., Belgium, Austria, Sweden, Norway and Switzerland. In total, Switzerland was mentioned 33 times in connection with watches, while Austria was mentioned only 3 times. When asked to what extent they agree with the association of the country with watches, Switzerland scored significantly higher than Austria.

Country product category	Mean	Standard deviation
Austria watches	2.88	1.54
Switzerland watches	6.50	1.36

Table 3: Pretest - Mean and standard deviation of product category-country association (watches)

Similar arguments can be made regarding the choice of wine for study 2. First, wine is typically considered a medium to high involvement product (Charters & Pettigrew, 2006) with a wide range in market prices, which is crucial to capture variations in the WTP of consumers. According to Gastro Data, foreign wines had a market share of around 10% in Austria in 2019, with domestic producers accounting for the remainder. Moreover, wine is part of a global industry consisting of producers from various countries, including France, Italy, and Spain as the world’s three largest wine producers (Forbes, 2020). Besides, the wine industry is also an essential economic factor in Austria, which experienced a 10% increase in 2019 (Forbes, 2020). Wine is considered a typical product of Austria. Among the best-known Austrian wine brands are F. X. Pichler, Weingut Gerhard Markowitsch or Wein-Gut Nigl. However, considering Switzerland, wine is a rather an atypical product. This is mainly due to the fact that, although

Switzerland produces wine, only a very small percentage of it is exported abroad, most frequently to Germany, followed by other European countries such as Austria (Schweizerische Eidgenossenschaft, 2019). Well-known Swiss wine producers are, for example, Gantenbein or Cortis, which are available in Austria in some wine shops.

The product-country association of wine and Austria was again supported by the results of the pretest. While Austria was nominated a total of 30 times in the open association with wine, Switzerland was not mentioned at all. Austria also performed significantly better than Switzerland when respondents were asked to what extent they agreed with the association of the respective country with wine.

Country product category	Mean	Standard deviation
Austria wine	6.15	1.29
Switzerland wine	2.65	1.61

Table 4: Pretest - Mean and standard deviation of product category-country association (wine)

In addition, in order to stimulate xenocentric tendencies for the purposes of the research at hand, the choice of product category had to be based on both a high signaling value and a high consumption visibility (Mueller et al., 2016). The reason is that one aspect for xenocentric consumers to choose products from foreign countries is social aggrandizement (Diamantopoulos et al., 2016). The signaling value of watches as a conspicuously consumed good is very high (Balabanis et al., 2019). Furthermore, watches, as a conspicuous part of the appearance, have a high signal value and visibility for the consumer and, as well as other pieces of clothing and accessories, play a significant role when it comes to the social construction of identity (Crane, 2000).

In the case of wine, the signaling value, consumption visibility and also its status signaling function certainly depend on various factors such as the consumption occasion, i.e., public or private consumption and formal or informal occasion (Demossier, 2004). While in some countries the consumption of alcohol and thus also wine in public is prohibited, it is allowed in Austria. Moreover, in his description of culture, Bourdieu (1977) refers, among other things, to the value of good wine, which is representative of the cultural code that attaches a symbolic value to certain cultural practices of social groups. Hence, wine is used to

demonstrate and reinforce social capital and status in society. This is especially the case in countries like Austria, where wine is frequently consumed on social occasions.

In both product categories, fictitious brand names were used in order to avoid potential confounding effects due to brand equity and familiarity (Dimofte et al., 2008). Again, the choice of fictitious names for the main study was based on a pre-selection and, more importantly, on the results of the pretest. It was important to ensure that none of the fictitious brand names generated for the pretest, i.e., Impulse and Augenblick (watch) or Summer Breeze and March Violet (wine), were associated with a specific country.

Concerning the fictitious brand names for watches, with “Impuls” 12 respondents (30%) stated that the brand name reminded them of a certain country, while 28 people (70%) answered “no” to this question. Among the countries listed were Norway, Italy, Switzerland, Belgium, Japan, Germany and Austria. On the other hand, for “Augenblick” 12 respondents (30%) stated that the name of the brand reminded them of a certain country, e.g., Austria, France, Portugal, Greece, Switzerland, while 28 people (70%) could not relate to any country. Thus, “Impuls” was chosen as fictitious brand name for the watch as the countries mentioned were more diverse and no country associations could be drawn.

For the wine study, with “Sommerbrise” a total of 14 respondents (35%) stated that the brand name reminded them of a certain country, while 26 people (65%) answered “no” to this question. The countries mentioned included France, Greece, Italy, Germany and Croatia. For “Märzveilchen” on the other hand, only 7 respondents (17.5%) declared that the fictitious name reminded them of a certain country, e.g., Sweden, Switzerland and Austria, while 33 people (82.5%) made no country association. Despite the lower number of total mentions for “Märzveilchen”, “Sommerbrise” was ultimately chosen as the fictitious brand name for the main study, as neither Austria nor Switzerland were mentioned in connection with this name.

The following chapter outlines the constructs used in the main study as well as the associated measurements.

4.4 Variables and measures

4.4.1. Dependent variable

The dependent variable, i.e., consumers' WTP, corresponds to the highest amount of money a consumer would be willing to give away for a certain product or service (Homburg et al., 2005).

For eliciting WTP this thesis used Van Westendorp's PSM (1976). This method was chosen as offers several advantages such as its reliability when it comes to delivering highly acceptable results at comparatively low costs (Reinecke, Mühlmeier & Fischer, 2009). Furthermore, it allows for more realistic conclusions for pricing strategies by integrating multiple questions (Desmet, 2016). Following this procedure, consumers state four prices: (1) too cheap, (2) cheap (a bargain), (3) expensive or (4) too expensive for a specific product – see Table 5. The reason for this is that consumers have multiple price perceptions (Diamantopoulos et al., 2021). These perceptions include consumer concerns about prices that are too low as a potential indicator of low quality, but at the same time also prices that are too high and therefore considered unacceptable by consumers (Lipovetsky et al., 2011).

Variable	Measurement
Willingness to pay “the maximum amount of money a customer is willing to spend on a product or service” (Homburg et al., 2005, p. 85)	Four items, in open-ended questions according to the Van Westendorp PSM: • At what price would you consider this product to be so inexpensive that you would have doubts about its quality? (= “too cheap”) • At which price would you consider the product to be a bargain - good value for money? (= “cheap / bargain”) • At what price would you begin to feel this product is expensive but still worth buying because of its quality? (= “expensive”) • At what price would you feel that the product is so expensive that regardless of its quality it is not worth buying? (= “too expensive”)

	Source: adapted from Ceylana, Koseb & Aydin (2014)
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Table 5: *Dependent variable*

To estimate the WTP of each consumer, this thesis uses the average between the expensive and the too expensive prices. Despite extant literature (Roll, Achterberg & Herbert, 2010) has shown, that the price perceived by consumers as “expensive” is the one that conceptually comes closest to consumers’ reservation price, i.e. “the maximum price he or she is willing to pay for one unit of a good or service” (Wang et al., 2007) this does not yet correspond to the actual WTP. Thus, the “too expensive” price should also be considered, as above this price consumers would not buy the good or service and the average of the two prices is therefore closer to the actual WTP of consumers. Consequently:

$$WTP_i = (WTP_{\text{expensive}_i} + WTP_{\text{too expensive}_i}) / 2$$

Whereby the indices are the following:

WTP_i = individual willingness to pay

$WTP_{\text{expensive}_i}$ = individual expensive price

$WTP_{\text{too expensive}_i}$ = individual too expensive price

Despite the use of the “expensive” and “too expensive” mean, all four PSM questions are included in the final questionnaire, allowing for more realistic conclusions for pricing strategies (Desmet, 2016), than, using only one or two of them. The use of all four questions causes respondents to think longer about the respective prices and to indicate them also considering the other price gradations, whether too cheap or too expensive.

This WTP calculation takes a step further from existing COO studies, which used PSM approach but examined the four prices only separately (e.g., Diamantopoulos et al., 2021).

4.4.2. Independent variable

Since C-XEN as a personality trait itself cannot be directly manipulated, both the countries of origin and the products were manipulated in the present thesis. In this way, stimuli were created with products from countries with more (less) favorable images as well as high (low) ethnicity, which aimed to sufficiently stimulate the respective xenocentric tendencies. However, C-XEN was defined and measured across all experimental conditions.

Conceptually, C-XEN is defined as “a consumer’s internalized belief of the inferiority of domestic products and a corresponding propensity to prefer foreign products for social aggrandizement purposes” (Balabanis & Diamantopoulos, 2016, p. 61). This construct was measured by using the bi-dimensional C-XENSCALE, developed by Balabanis and Diamantopoulos (2016) – see Table 6:

Variable	Measurement
Consumer Xenocentrism “a consumer’s internalized belief of the inferiority of domestic products and a corresponding propensity to prefer foreign products for social aggrandizement purposes” (Balabanis & Diamantopoulos, 2016, p. 61)	10 items on a seven-point Likert scale (1 = “strongly disagree” and 7 = “strongly agree”): Perceived inferiority • There are very few domestic products that are of equal quality to foreign products. • I cannot think of any domestic brands that are as good as the foreign ones I purchase. • I trust more foreign than domestic companies because they are more experienced and have more resources. • In most product categories, foreign brands outperform domestic ones. • I trust foreign products more than the domestic ones. Social aggrandizement • Using foreign products enhances my self-esteem. • People that buy domestic products are less regarded by others.

	• I prefer foreign to domestic brands as most of my acquaintances buy foreign brands. • Buying foreign products makes me trendier. Source: Balabanis & Diamantopoulos (2016)
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Table 6: Independent variable

4.4.3. Mediator and moderator variables

Furthermore, PCI, namely the “overall perception consumers form of products from a particular country, based on their prior perceptions of the country’s production and marketing strengths and weaknesses” (Roth & Romeo, 1992, p. 480) was included as a mediator (see again conceptual model). Its operationalization was based on Roth and Romeo (1992) scale (Table 7).

Variable	Measurement
Product-country image “overall perception consumers form of products from a particular country, based on their prior perceptions of the country’s production and marketing strengths and weaknesses” (Roth & Romeo 1992, p. 480)	4 items on a seven-point bipolar semantic differential scale: • How would you rate innovativeness of products from [COO]? Innovativeness designates the use of new technology and engineering advances. (1 = “not innovative”; 7 = “innovative”) • How do you rate the attractiveness of the design of products from [COO], regarding appearance, style, colors and variety? (1 = “no attractive design”; 7 = “attractive design”) • How would you rate the prestige of products from [COO], including their exclusivity, status and brand name reputation? (1 = “low prestige”; 7 = “high prestige”) • How do you rate the workmanship of products from [COO], which comprises reliability, durability, craftsmanship, and manufacturing quality? (1 = “bad workmanship”; 7 = “good workmanship”)

	Source: adapted from Roth & Romeo (1992)
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Table 7: Mediator variable

In addition, product ethnicity, referring to “associations that consumers make between countries and generic products” (Usunier & Cestre, 2007, p. 32), was included as moderator of the relationship between PCI and the WTP.

Product ethnicity was measured based on a scale adapted from Halkias and Diamantopoulos (2020) – see table 8:

Variable	Measurement
Product-country typicality “associations that consumers make between countries and generic products” (Usunier & Cestre, 2007, p. 32)	4 items on a seven-point Likert scale (1 = “strongly disagree” and 7 = “strongly agree”): • [Product] reflects [COO]. • I associate [product] with [COO]. • [Product] makes me think of [COO]. • There is a strong link between [product] and [COO]. Source: adapted from Halkias & Diamantopoulos (2020)

Table 8: Moderator variable

4.4.4. Extraneous variables

Based on extant COO studies (see Chapter 2), the following extraneous variables have been identified and measured to avoid potential confounds in the link between C-XEN, PCI and the WTP (Zeugner-Roth, Zabkar & Diamantopoulos, 2015; Diamantopoulos et al., 2019).

The first variable, i.e., price sensitivity, represents “the extent to which individuals perceive and respond to changes or differences in prices for products or services” (Wakefield & Inman, 2003, p. 201). This has shown to impact the WTP to the extent that price-insensitive consumers are willing to pay higher prices for goods than those people who are more sensitive in this respect (Goldsmith & Newell, 1997). This sensitivity or insensitivity may also be related to certain consumer traits is illustrated by the example of xenocentric consumers, who have

been found to prefer foreign products even when domestic products are available at a lower price (Mueller & Broderick, 2009; Mueller et al., 2016), i.e., they might exhibit lower price sensitivity towards foreign products.

The second variable, i.e., product involvement, reflects “a person’s perceived relevance of the object based on inherent needs, values and interests” (Zaichkowsky, 1985, p. 342) and has shown to be positively related with the WTP. This means that consumers are willing to pay higher prices for product categories with high involvement (Campbell, DiPietro & Remar, 2014).

Finally, the third variable, i.e., CET, is defined as “the beliefs held by consumers about the appropriateness, indeed morality, of purchasing foreign-made products” (Shimp & Sharma, 1987, p. 287) and has been found to be negatively related to C-XEN by previous research (e.g., Prince et al., 2016).

The operationalization of these extraneous variables is shown in table 9 below:

Variable	Measurement
Price sensitivity “the extent to which individuals perceive and respond to changes or differences in prices for products or services” (Wakefield & Inman, 2003, p. 201)	3 items on a seven-point Likert scale (1 = “strongly disagree” and 7 = “strongly agree”): • I’m willing to make an extra effort to find a low price for [product]. • I will change what I had planned to buy in order to take advantage of a lower price for [product]. • I am sensitive to differences in the prices for [product]. Source: Wakefield & Inman (2003)
Product involvement “a person’s perceived relevance of the object based on inherent needs, values and interests” (Zaichkowsky, 1985, p. 342)	3 items on a seven-point Likert scale (1 = “strongly disagree” and 7 = “strongly agree”): • I choose the [product] that I buy very carefully. • Which [product] I buy matters to me a lot. • Deciding which [product] to buy is an important decision to me.

	Source: adapted from Mittal & Lee (1989)
Consumer ethnocentrism “the beliefs held by consumers about the appropriateness, indeed morality, of purchasing foreign-made products” (Shimp & Sharma, 1987, p. 287)	5 items on a seven-point Likert scale (1 = “strongly disagree” and 7 = “strongly agree”): • Austrian people should not buy foreign products, because this this harms the local economy and increases unemployment. • A real Austrian should always buy Austrian products. • I always prefer Austrian products over foreign products. • We should purchase products manufactured in Austria, instead of letting other countries get rich off us. • It is not right to purchase foreign products, because this puts Austrian people out of jobs. Source: adapted from Verlegh (2007)

Table 9: Extraneous variables

Ultimately, demographic variables, such as gender, nationality, age, occupation and income, were additionally included. Overall, net income is crucial when price-related outcomes are to be assessed, as it is the case in the studies conducted.

Variable	Measurement
Gender	Single question with three distinct options. Gender: () Female () Male () Diverse
Age	Single, open-ended question. Age: _____ years old.
Nationality	Single question with two distinct options. Nationality: () Austria () Other
Occupation	Single question with 5 distinct options.

	Occupation: ☐ Employed ☐ Unemployed ☐ Student ☐ Retired ☐ Homemaker
Monthly net income	Single, open-ended question. Monthly net income in euro (€):

Table 10: Additional extraneous variables

4.5 Questionnaire and data collection

A total of two hundred and twenty ($N = 220$) Austrian consumers participated in two different online surveys in two product categories, i.e., accessories/watches and beverages/wine. Specifically, a total of one hundred thirteen ($N = 113$) consumers participated in study 1 on watches and one hundred seven ($N = 107$) people participated in study 2 on wine.

4.5.1 Procedure

According to the specifications of the literature (e.g., Behling & Law, 2000), the questionnaire was first developed in English, then translated into German by a native German speaker, and then back translated from German into English again by two other native German speakers fluent in English to ensure the accuracy of the original translation.

The questionnaires were created via the "SoSci Survey" platform and the corresponding link was forwarded to friends, acquaintances and shared via various social media channels (in particular Facebook.com, Instagram.com and LinkedIn.com). In order to recruit additional respondents, a snowball principle was applied, in which the questionnaire was additionally distributed among work colleagues and family members.

In both studies, after receiving the questionnaire, respondents were exposed to one version of the four ads differing in the COO and product category (i.e., Swiss watch, Austrian watch, Swiss wine or Austrian Wine). Picture ads were chosen, as they are considered an efficient and effective way to introduce the product and the corresponding brand origin to the respondents. To avoid any possible similarity or association with existing brands, the ads were specifically compiled for the present study. In addition, a brief description of the product was given. The fictitious brand names were displayed in the short description as well as on the picture. The product description was carefully composed to exclude a possible impression of exclusivity of the product which could influence the dependent variable (WTP). Thus, in the ad for the watch, only the quality, universality, and a few product features such as the technology used and the wearing comfort due to a particular light case were mentioned to make the ad for the watch seem more realistic. For the wine, participants were given a brief description of the taste. See Appendix for more details on the stimuli and questionnaire.

After seeing the advertisements, respondents were first asked about the credibility of the ad, i.e., if they could imagine seeing a product like this on a website or in a store.

Afterwards, they were requested to answer the four questions about their price perceptions, according to the Van Westendorp' PSM (1976), where they could choose the respective prices without further restrictions. In the main section, participants were required to answer questions about country image (Roth & Romeo, 1992) and product ethnicity (Halkias & Diamantopoulos, 2020) to ensure successful manipulation. This was followed by the C-XEN scale (Balabanis & Diamantopoulos, 2016). Finally, to control for consumer dispositions, known from previous studies to potentially affect consumers' price perceptions, respondents were asked to complete established measures on product category involvement (Mittal & Lee, 1989), price sensitivity (Wakefield & Inman, 2003) and CET (Verlegh, 2007).

After completion of the survey, incomplete questionnaires and those filled out by non-Austrians were sorted out. In a further step, the questions on WTP were additionally examined for inconsistencies and outliers. Specifically, the answers had to follow the following logic: too cheap < cheap < expensive < too expensive (Van Westendorp, 1976). Questionnaires to which this did not apply were also dropped from the research resulting in a final sample size of 181 fully completed questionnaires, 90 for watches and 91 for wine.

5. Results

In this chapter, the main results of the two experimental studies will be presented, followed by a discussion of the results in terms of the research hypotheses. The data analysis procedure is divided into the following steps: (i) sample characteristics, (ii) reliability of constructs, (iii) manipulation check, (iv) controls and finally, (v) hypotheses testing.

5.1 Study 1 (watch)

5.1.1. Sample characteristics

The sample of 90 native Austrian consumers included 1 diverse (1.1%), 29 male (32.2%) and 60 female (66.7%) participants with an age range from 18 to 63 years ($M = 28.86$ years, $SD = 10.27$).

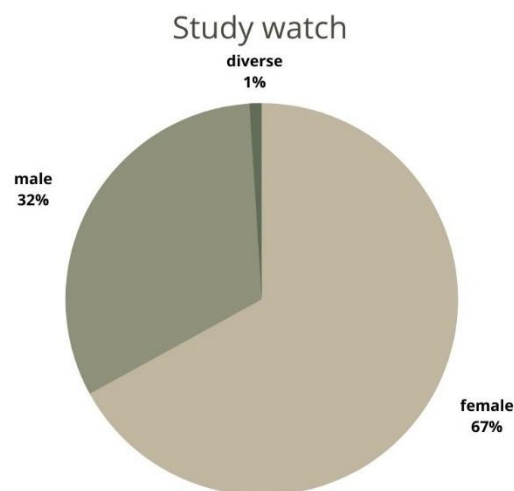


Figure 2: Study 1 - Sample characteristics (gender)

In terms of occupation, the majority of participants were either employed (34.44%) or students (51.11%), with also 12.2% of the respondents being students in employment. Only one respondent (1.11%) indicated no employment, and another was retired (1.11%). None of the respondents was a homemaker or housewife.

As far as the monthly net income is concerned, there was a range from 260 Euro to 8000 Euro ($M = 1576.34$ euros, $SD = 1272.58$ euros).

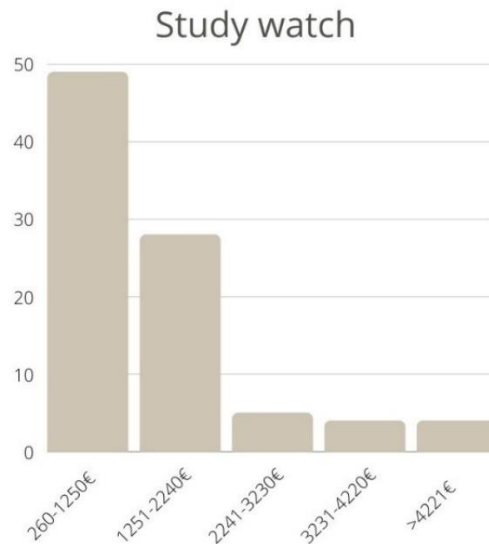


Figure 3: Study 1 - Sample characteristics (monthly net income)

In a next step, the demographic data of both groups were examined to determine whether they are comparable. Both descriptive statistics and an independent samples t-test were used for this purpose, with the demographic data serving as dependent variables in the latter. The exception was gender and occupation, as nominal variables, for which frequencies were compared.

Overall, the sample profile was very comparable across both groups in the watch study. In particular, the frequency measures confirmed the similarity of the samples in terms of gender in both scenarios, with a slight preponderance of female participants (66.7% female, 32.2% male, 1.1% diverse). A total of 32 women and 13 men participated in the Swiss watch group, while 28 women, 16 men and 1 diverse person were represented in the Austrian watch group. There was also no significant difference between the two groups in terms of age ($M_{\text{Switzerland}} = 28.98$, $M_{\text{Austria}} = 28.91$; $t(88) = 0.03$, $p > 0.05$), as well as for the monthly net income ($M_{\text{Switzerland}} = 1450.89$, $M_{\text{Austria}} = 1701.80$; $t(88) = -0.93$, $p > 0.05$). Due to the non-significant differences with regard to age and income, no influence of these variables on the results was expected. Regarding the occupation status, most participants were either employed (41.11%) or students (56.67%), and for both questionnaires, a small minority were either unemployed (1.11%) or retired (1.11%). Again, the frequencies of occupations were quite similar in the two groups. While in the Swiss watch group 27 students, 7 working students, 1 retired person and no unemployed or homemaker participated. In the Austrian watch group, there were a total of 19 students, 3 working students, 1 unemployed person and no pensioners or housewives. Only

among the employed there was a slightly bigger difference, with 10 employed people participating in the Swiss watch study and 21 employed people participating in the Austrian watch study. Nevertheless, this is not expected to have a major impact on the results, especially because, as already mentioned, there is no significant difference between the net incomes of the two groups.

5.1.2. Constructs reliability

To measure the reliability of the constructs used in the study, the Cronbach alpha (α) (Cronbach, 1951) was calculated. For all constructs, the coefficient was above the acceptable limit of 0.5 (Hair, Anderson, Tatham & Black, 2009), indicating their high reliability. The highest alpha of the watch study was “product country typicality_{Austria}” (0.92) while the lowest alphas was “PCI_{Austria}” (0.71), which however is still considered acceptable according to Hair et al. (2009).

Construct	Cronbach's alpha (α)
Consumer xenocentrism (Balabanis & Diamantopoulos, 2016)	0.88
Product-country image (Roth & Romeo, 1992)	0.72 Switzerland 0.71 Austria
Product-country typicality (Halkias & Diamantopoulos, 2020)	0.88 Switzerland 0.92 Austria
Price sensitivity (Wakefield & Inman, 2003)	0.76
Product involvement (Mittal & Lee, 1989)	0.90
Consumer ethnocentrism (Verlegh, 2007)	0.89

Table 11: Study 1 - Reliability of multi-item constructs

5.1.3. Manipulation checks

To examine the manipulation of country of origin, an ANOVA was conducted using the manipulated COO (Austria or Switzerland) as the independent variable and PCI as the

dependent variable (Roth & Romeo, 1992). As previously mentioned, Austria represented the “inferior domestic” country while Switzerland represented the “superior foreign” country. The analysis confirmed that the two countries indeed differed in the favorability of their PCI, which is also consistent with the results of the pretest. Specifically, the ANOVA revealed that Switzerland’s PCI ($M = 6.02$; $SD = 0.69$) was perceived significantly more favorable than Austria’s PCI ($M = 4.74$, $SD = 0.86$; $F_{1,88} = 60.09$, $p < 0.001$), indicating a successful manipulation of COO.

In a second step, the manipulation of product-country typicality, alias product ethnicity, was also tested by means of an ANOVA. The country was considered an independent variable and the product-country typicality as the dependent variable (Halkias & Diamantopoulos, 2020). In this analysis the watch from Austria represented the domestic product with a low ethnicity, while the one from Switzerland represented the foreign product with a high ethnicity.

As expected, the analysis revealed that the Swiss watch ($M = 4.92$; $SD = 1.47$) was indeed perceived as significantly more typical than the Austrian watch ($M = 1.99$, $SD = 1.11$; $F_{1,88} = 113.69$, $p < 0.001$). Thus, the product-country typicality manipulation can as well be considered successful.

Finally, a last ANOVA was performed to test the credibility of the stimulus, which revealed no significant differences between groups ($F_{1,88} = 1.71$, $p > 0.05$) and confirmed that the credibility was high for both the Swiss watch ($M = 5.98$, $SD = 1.32$) and the Austrian watch ($M = 6.31$, $SD = 1.08$).

5.1.4. Controls

In this study, consumers showed a moderated price sensitivity ($M = 4.28$, $SD = 1.27$). In addition, respondents demonstrated relatively moderated product category involvement with respect to watches ($M = 4.64$, $SD = 1.65$). Regarding CET, consumer in Austria did not seem to show high ethnocentric tendencies ($M = 2.74$, $SD = 1.31$). Furthermore, a one-way ANOVA revealed no significant differences in price sensitivity between the two groups ($F_{1,88} = 0.02$, $p > 0.05$). Similarly, no significant differences for product category involvement ($F_{1,88} = 0.11$, $p > 0.05$) and CET ($F_{1,88} = 1.20$, $p > 0.05$) were found.

These results were further supported by the descriptive statistics. Overall, the means and standard deviations of price sensitivity ($M_{\text{Switzerland}} = 4.30$, $SD_{\text{Switzerland}} = 1.19$; $M_{\text{Austria}} =$

4.27, $SD_{Austria} = 1.37$) product category involvement ($M_{Switzerland} = 4.58$, $SD_{Switzerland} = 1.56$; $M_{Austria} = 4.70$, $SD_{Austria} = 1.75$) and CET ($M_{Switzerland} = 2.89$, $SD_{Switzerland} = 1.42$; $M_{Austria} = 2.59$, $SD_{Austria} = 1.18$) were very similar between the two groups in this study.

5.1.5. Hypotheses testing

To test the hypotheses, two separate regressions were performed for each group using SPSS software and the PROCESS Macro by Hayes (2013). PROCESS macro utilizes an ordinary least squares or logistic path analytic framework to assess direct and indirect effects in mediator models (Hayes, 2013).

Each regression tested the ability of C-XEN to predict WTP through PCI while also considering product-country typicality as potential moderator. Specifically, model 14, was chosen for both groups with 5.000 bootstrap resamples to test for the hypotheses and create 95% percentile-based confidence intervals (PBCIs). In this moderated mediation model WTP acted as dependent variable (Y), C-XEN as independent variable (X), PCI as mediating variable (M_1) and product-country typicality as moderating variable (V). The model seeks to test both the direct and conditional indirect effects, being represented by the following paths:

$$X \rightarrow M_1 \rightarrow Y = a_1b_1 \text{ (model 1)}$$

$$V \rightarrow Y = b_2 \text{ (model 2a)}$$

$$M_1V \rightarrow Y = b_{3i} \text{ (model 2b)}$$

$$X \rightarrow Y = c_1 \text{ (model 3)}$$

In the Swiss watch group (foreign and typical) the results for model 1 showed no significant effect of C-XEN on PCI ($F_{1,43} = 1.27$, $p > 0.05$, $R^2 = 0.03$). Moreover, no significant effect was found for C-XEN and PCI on WTP ($F_{4,40} = 1.75$, $p > 0.05$, $R^2 = 0.15$). For model 2, capturing the moderation effect of product-country typicality on WTP, no significant effects were found either ($F_{4,40} = 1.75$, $p > 0.05$, $R^2 = 0.15$). Moreover, there was no significant relation between product-country typicality and PCI or their intercept and WTP ($F_{4,40} = 1.75$, $p > 0.05$, $R^2 = 0.15$). Finally, model 3, covering the direct effect of C-XEN on WTP, was also not significant ($p > 0.05$). Moreover, bootstrap confidence intervals for the moderated mediation path included zero (95% PBCI: -3.05 to 9.52), indicating that there was no moderated mediation in the proposed model (Hayes, 2013).

In the Austrian watch group (domestic and atypical) the first model was as well not significant ($F_{1,43} = 0.72$, $p > 0.05$, $R^2 = 0.02$), showing no effect of C-XEN on PCI. Likewise, the second model was not significant ($F_{4,40} = 0.87$, $p > 0.05$, $R^2 = 0.08$), so there was no effect of C-XEN and PCI on WTP, and no mediation was supported. Finally, also the last model on the direct effect of C-XEN on WTP was not significant ($p > 0.05$). In addition, bootstrap confidence intervals for the moderated mediation path again included zero (95% PBCI: -5.37 to 18.08), indicating that there was no moderated mediation present (Hayes, 2013). The results of both groups are summarized in Table 12 below:

Country	Path	R ²	b	SE	t	p	LLCI	ULCI
Switzerland	a ₁	0.03	0.12	0.11	1.12	0.27	-0.10	0.34
Switzerland	b ₁	0.15	0.85	15.30	0.05	0.95	-30.08	31.79
Switzerland	b ₂	0.15	9.53	7.17	1.33	0.19	-4.96	24.03
Switzerland	b _{3i}	0.15	18.33	11.09	1.65	0.11	-4.09	40.75
Switzerland	c ₁	0.15	-17.18	11.06	-1.55	0.13	-39.54	5.17
Austria	a ₁	0.02	0.12	0.15	0.85	0.40	-0.17	0.42
Austria	b ₁	0.08	-21.95	18.75	-1.17	0.25	-59.84	15.94
Austria	b ₂	0.08	-11.12	14.52	-0.76	0.45	-40.48	18.23
Austria	b _{3i}	0.08	15.99	20.53	0.78	0.44	-25.50	57.49
Austria	c ₁	0.08	-7.49	17.51	0.43	0.67	-42.87	27.89

Table 12: Study 1 – Results moderated mediation analysis

Additionally, all analyses were also performed including the control variables, i.e. price sensitivity, product category involvement and CET. The same results were found. The so-called price footprint was also examined in a further step, i.e., an analysis was carried out with each of the 4 price responses: (1) too cheap, (2) cheap (a bargain), (3) expensive or (4) too expensive as dependent variables. Again, no significant relations could be found for C-XEN, PCI, product-country typicality and the price dispositions. Finally, further analyses of the influence of C-XEN on the purchase probability through PCI and taking product-country typicality into account did also not show any significant results. The only result found was related to the WTP of the two groups, which was significantly higher in the Austrian watch group than in the Swiss watch group ($F_{1,88} = 8.91$, $p < 0.05$). Nevertheless, such a difference is likely due to the design between the groups (for more details on the analyses see Appendix C).

Thus, hypothesis 1a and 1b are rejected. The impact of C-XEN on consumers' WTP is neither negatively mediated by the PCI of the home country (Austria) nor positively mediated by the PCI of the "superior" foreign country (Switzerland).

Similarly, hypothesis 2 is rejected. A favorable PCI has no significant positive impact on the amount consumers are willing to pay for the watch from a "superior" foreign country.

And finally, hypothesis 3 is also rejected. That is, the impact of PCI on consumers' WTP is not significantly related to product-country typicality as a moderating variable.

5.2 Study 2 (wine)

5.2.1. Sample characteristics

For the study on wine the sample consisted of 91 Austrians, of whom 30 identified as male (33%), 59 as female (64,8%) and 2 as diverse (2,2%). The age range was from 19 to 65 years ($M = 30.98$ years, $SD = 11.49$).

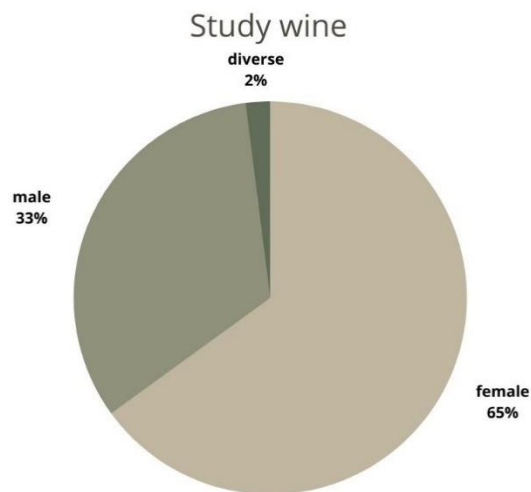


Figure 4: Study 2 – Sample characteristics (gender)

In terms of occupation status, 67.03% of respondents were currently employed, 19.78% were students, and another 8.8% were students in employment. One respondent reported being unemployed (1.1%), two other respondents were retired (2.2%), and one participant (1.1%) was a homemaker.

Furthermore, the range of monthly net income was between 400 euros and 7000 euros ($M = 1836.34$ euros, $SD = 902.83$ euros).

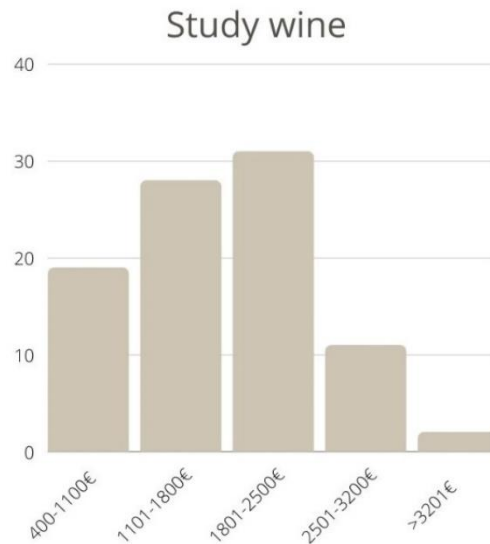


Figure 5: Study 2 – Sample characteristics (monthly net income)

To ensure comparability of the groups, an independent samples t-test was again performed, which revealed no significant differences in terms of monthly net income ($M_{\text{Switzerland}} = 1786.59$, $M_{\text{Austria}} = 1882.91$; $t(89) = -0.51$, $p > 0.05$), therefore no impact of income was expected with regard to the final results. In addition, frequency distributions were considered for the ordinal variables, which also showed no significant differences. Again, more women (64.8%) than men (33%) as well as diverse people (2.2%) participated in the studies. In absolute numbers, in the Swiss wine group, there were 28 women, 14 men and 2 diverse people. While 31 women, 16 men and no diverse people were represented in the Austrian wine group.

Moreover, predominantly employees (67.03%) followed by students (27.47%), retired (3.3%), unemployed people (1.1%) and homemakers (1.1%) participated in the wine study. As in study 1 on watches, the frequencies of occupations were quite similar in both groups. While in the Swiss wine group, 11 students, 4 working students, 1 retired person, 1 unemployed person and 1 homemaker participated there were 5 students, 3 working students, 2 retired people and no unemployed or homemakers in the Austrian watch group. Again, there was a small difference in the number of employed persons: 24 employed persons participated in the Swiss wine study, compared with 35 employed people in the Austrian wine study. Nevertheless, as in study 1, this is unlikely to have a major impact on the results, as no significant difference was found between the net incomes of the two groups.

With respect to age, however, significant differences were found, which appear due to a higher mean age in the Austrian wine group ($M_{\text{Switzerland}} = 26.77$, $M_{\text{Austria}} = 34.91$; $t(89) = -3.59$, $p < 0.01$). Such differences can be mainly attributed to randomization and thus no relevant impact on the study was considered as a result.

5.2.2. Constructs reliability

Cronbach's alpha (α) (Cronbach, 1951) was also used in this study to ensure the reliability of the constructs used, with the highest alpha being "product country typicality Austria" (0.95) and the lowest alpha being "PCI Austria" (0.72), again above the acceptable limit of 0.5 (Hair et al., 2009).

Construct	Cronbach's alpha (α)
Consumer xenocentrism (Balabanis & Diamantopoulos, 2016)	0.89
Product-country image (Roth & Romeo, 1992)	0.75 Switzerland 0.72 Austria
Product-country typicality (Halkias & Diamantopoulos, 2020)	0.91 Switzerland 0.95 Austria
Price sensitivity (Wakefield & Inman, 2003)	0.83
Product involvement (Mittal & Lee, 1989)	0.93
Consumer ethnocentrism (Verlegh, 2007)	0.90

Table 13: Study 2 - Reliability of multi-item constructs

5.2.3. Manipulation checks

In line with the previous study, two ANOVAs were conducted for the manipulation checks: one for PCI and another one for product-typicality. These reached similar results. In detail, the first one showed that the PCI of Switzerland ($M = 5.91$; $SD = 0.74$) was also perceived as significantly more favorable compared to Austria's PCI ($M = 4.91$, $SD = 0.89$; $F_{1,89} = 33.43$, $p < 0.001$), confirming the success of the COO manipulation again.

In the second one, concerning product-country typicality, Swiss wine represented the foreign product with a low ethnicity, while Austrian wine represented the domestic product with a high ethnicity. Again, as expected, the results of the ANOVA demonstrated that the Swiss wine ($M = 1.86$; $SD = 1.04$) was perceived as significantly less typical than Austrian wine ($M = 4.89$, $SD = 1.58$; $F_{1,89} = 114.48$, $p < 0.001$). Thus, the product-country typicality manipulation was successful in study 2.

In a last step, the credibility of the wine stimulus was tested by means of an ANOVA, which showed that no significant difference existed between the groups ($F_{1,89} = 0.30$, $p > 0.05$) and that credibility was high for both the Swiss wine ($M = 6.16$, $SD = 1.08$) and Austrian Wine ($M = 6.04$, $SD = 0.96$).

5.2.4. Controls

Different from study 1, participants also showed a rather low price sensitivity ($M = 3.11$, $SD = 1.47$). In addition, product category involvement was moderated ($M = 4.78$, $SD = 1.51$, $Md = 5.0$) and regarding CET, again consumers overall did not show high ethnocentric tendencies ($M = 4.0$, $SD = 1.63$, $Md = 4.20$).

Likewise, another one-way ANOVA revealed no significant differences in price sensitivity ($F_{1,89} = 0.15$, $p > 0.05$) and CET between the two groups ($F_{1,89} = 0.48$, $p > 0.05$). However, unlike study 1, a significant difference between the groups was found regarding product category involvement ($F_{1,89} = 6.65$, $p < 0.05$). Specifically, the involvement in the group with Austrian wine was significantly higher ($M = 5.16$, $SD = 1.45$) than in the one with Swiss wine ($M = 4.36$, $SD = 1.48$). This, in turn, should be kept in mind for the final analysis and comparison of consumers' WTP.

In line with the above analysis, except for product category involvement, the results were again visible in terms of descriptive statistics. Overall, the means and standard deviations of price sensitivity ($M_{\text{Switzerland}} = 3.04$, $SD_{\text{Switzerland}} = 1.50$; $M_{\text{Austria}} = 3.17$, $SD_{\text{Austria}} = 1.45$) and CET ($M_{\text{Switzerland}} = 3.88$, $SD_{\text{Switzerland}} = 1.62$; $M_{\text{Austria}} = 4.12$, $SD_{\text{Austria}} = 1.64$) were very similar, while there was a significant difference for product category involvement between the two groups of the wine study.

5.2.5. Hypotheses testing

In line with study 1, to test the hypotheses, two separate regressions were performed for each group in the wine study using SPSS software and the PROCESS Macro (Hayes, 2012). This allowed again to assess the ability of C-XEN to predict WTP through PCI while also considering product-country typicality as potential moderator. As in the watch study, model 14 for moderated mediation was used with WTP acted as dependent variable (Y), C-XEN as independent variable (X), PCI as mediating variable (M₁) and product-country typicality as moderating variable (V). Again, the purpose was to test the relationships between the explanatory and dependent variables, along the following paths:

$$X \rightarrow M_1 \rightarrow Y = a_1b_1 \text{ (model 1)}$$

$$V \rightarrow Y = b_2 \text{ (model 2a)}$$

$$M_1V \rightarrow Y = b_{3i} \text{ (model 2b)}$$

$$X \rightarrow Y = c_1 \text{ (model 3)}$$

In the Swiss wine group (foreign and atypical) the first model testing the effect of C-XEN on PCI, as well as C-XEN and PCI on WTP was not significant ($F_{1,42} = 0.35$, $p > 0.05$, $R^2 = 0.01$). For model 2, capturing the moderation effect of product-country typicality, again results were non-significant ($F_{4,39} = 1.60$, $p > 0.05$, $R^2 = 0.14$), and no significant relation was found between product-country typicality and PCI as well as for their intercept and WTP ($F_{4,39} = 1.60$, $p > 0.05$, $R^2 = 0.14$). With the last model, testing the direct effect of C-XEN on WTP, no significant results were found ($p > 0.05$). Furthermore, bootstrap confidence intervals for the moderated mediation path did cross zero (95% PBCI: -1.33 to 1.44), indicating that there was no moderated mediating in the proposed model (Hayes, 2013).

In the Austrian wine group (domestic and typical) the first model was again not significant ($F_{1,45} = 0.62$, $p > 0.05$, $R^2 = 0.01$), evidencing no relationship between C-XEN and PCI. The second model also showed no significant effects ($F_{4,42} = 1.79$, $p > 0.05$, $R^2 = 0.15$), indicating no relationship, neither between C-XEN and WTP nor PCI and WTP. Ultimately, the last model was also not significant. Again, bootstrap confidence intervals for the moderated mediation path included zero (95% PBCI: -0.24 to 0.34), indicating that no moderated mediation was present (Hayes, 2013). The results are summarized in Table 14 below:

Country	Path	R ²	b	SE	t	p	LLCI	ULCI
Switzerland	a ₁	0.01	-0.08	0.13	-0.59	0.55	-0.34	0.19
Switzerland	b ₁	0.14	-1.95	1.66	-1.18	0.24	-5.30	1.40
Switzerland	b ₂	0.14	1.11	1.29	0.86	0.39	-1.50	3.71
Switzerland	b _{3i}	0.14	2.81	1.50	1.87	0.07	-0.23	5.85
Switzerland	c ₁	0.14	1.65	1.57	1.05	0.30	-1.53	4.82
Austria	a ₁	0.01	-0.11	0.13	-0.79	0.43	-0.38	0.16
Austria	b ₁	0.15	-0.63	1.52	-0.42	0.68	-3.69	2.43
Austria	b ₂	0.15	1.82	0.86	2.11	0.05	-0.08	3.55
Austria	b _{3i}	0.15	0.40	0.93	0.43	0.67	-1.48	2.27
Austria	c ₁	0.15	2.47	1.30	1.89	0.06	-0.16	5.09

Table 14: Study 2 – Results moderated mediation analysis

In the wine study, all analyses were again conducted with the inclusion of the control variables. Once more, no significant results were found so they were disregarded in this analysis. Furthermore, the so-called price footprint was also examined for wine, including analyses for each group with the 4 prices of the PSM (too cheap, cheap, expensive or too expensive). Again, no significant relations were found between C-XEN, PCI, product ethnicity, and the WTP. Further analyses on the impact of C-XEN on consumer purchase probability through PCI and considering product ethnicity also yielded no significant results. However, in contrast to study 1, no difference in WTP was found between the two groups ($F_{1,89} = 1.07$, $p > 0.05$) (for more details see Appendix C).

Finally, hypotheses 1a and 1b are also rejected for this study. Which again means that the influence of C-XEN on consumers' WTP is neither negatively mediated by the PCI of the home country (Austria) nor positively mediated by the PCI of the "superior" foreign country (Switzerland). Likewise, hypothesis 2 is rejected, implying that a more favorable PCI has no significant positive influence on the amount consumers are willing to pay for a watch from a "superior" country.

In a final step, hypothesis 3 is also rejected. Meaning that the influence of PCI on consumers' WTP is not significantly related to product-country typicality as a moderating variable. The results presented above are discussed in the following.

6. Discussion

The objective of this thesis was to gain deeper insight into the previously neglected construct of consumer xenocentrism (C-XEN) in an international marketing context. Specifically, the question was whether and to what extent C-XEN might influence consumers' willingness to pay (WTP) for both domestic and foreign products through product-country image (PCI) while considering different levels of product ethnicity. Based on this, two experimental studies were designed to account for the fact that consumption is primarily influenced by individual consumer traits, such as C-XEN, and the assumption that, given the choice, consumers would most likely choose a product with high product ethnicity. Thus, questions such as whether xenocentric consumers would possibly pay more for a foreign product, even if it was an atypical product motivated this research. Another issue would be what happens in terms of willingness to pay when consumers are confronted with a typical domestic product.

Overall, both studies show no impact of C-XEN on consumers' WTP, neither directly nor indirectly through PCI. And while this is consistent with the findings of previous, albeit limited, literature on C-XEN and price-related consequences (e.g., Petrychenko, 2020), it raises the question of why these results differ from previous findings in the general C-XEN literature related to "softer" outcomes (e.g., attitudes, purchase intentions).

For example, the study by Diamantopoulos et al. (2019) found both a positive influence of C-XEN on purchase intention for foreign genuine brands and a negative influence on purchase intention for domestic brands. One reason for these differences could be their use of "softer" outcomes as dependent variables, such as purchase intentions or product quality ratings instead of WTP. Despite the fact that these measures are able to reveal whether consumers would be more willing to buy (not buy) a product or rate its quality better (worse), it cannot automatically be assumed that they would translate in actual behavior, i.e., that consumers would also pay a correspondingly higher (lower) price for the products (Koschate-Fischer et al., 2012). In summary, it is therefore not possible to say with certainty whether people who show a high purchase intention for foreign products are also willing to pay more for them. For this reason, these measures are often referred to as "soft" measures and criticized for not accurately reflecting actual consumer behavior (Yang, Wang & Zhong, 2015), especially since it is known that there exists a certain discrepancy between intention and actual behavior (e.g., Tung, Shih, Wei & Chen, 2012). Thus, the use of price-based outcomes provides a more

stringent test at the actual time of purchase (Koschate-Fischer et al., 2012). Nevertheless, it is precisely this comparatively stringent test that could be one of the main reasons why the expected effect on consumers' WTP was not found. Concluding that while other studies have found an effect of C-XEN on "softer" outcomes (e.g., Balabanis & Diamantopoulos, 2016; Rojas-Méndez & Chapa, 2019; Scherer, 2020; Gaur et al., 2015; Dachs-Wiesinger, 2018; Milivojevic, 2018; Diamantopoulos et al., 2019; Camacho, Salazar-Concha & Ramírez-Correa, 2020; Mueller et al., 2020; Luburic, 2020; Nguyen & Pham, 2021; Mahmoud et al., 2021), in the case of the present work and WTP as "stricter" outcome, no corresponding effect could be confirmed.

However, perhaps the major factor explaining the controversial result compared to other studies on C-XEN (e.g., Diamantopoulos et al., 2019; Dachs-Wiesinger, 2018) could be that C-XEN was present only at a very low level in Austria in this study, whereas C-XEN levels were significantly higher in Russia, for example (see Diamantopoulos et al., 2019). In addition, the level of CET in the present work was also relatively low. This confirms the general assumption in literature that these are two distinct constructs, not opposing ones, which may be present simultaneously at high (low) levels (Klein et al., 2006). Nevertheless, another study found that there is in fact a certain proportion of xenocentric consumers in Austria (Dachs-Wiesinger, 2018). In contrast to this thesis, however, it is noticeable that their sample consisted predominantly of consumers from urban areas, which also has shown to be a key influencing factor in previous research (e.g., Mueller & Broderick, 2009; Kisawike, 2015; Mueller et al., 2016). This is because increased knowledge about and exposure to foreign brands and products in urban areas is thought to lead to higher xenocentric tendencies among consumers (Mueller et al., 2016). Also, with regard to other demographic characteristics, it becomes evident that the average age in the Dachs-Wiesinger (2018) sample was somewhat lower. This in turn is important to mention given that age was found to be negatively related to C-XEN not only in the said study but also in previous research (e.g., Batra et al., 2000; Mueller et al., 2016), which would make a younger sample more likely to show higher xenocentric tendencies.

Moreover, not only was there no direct influence of C-XEN on WTP, but also no indirect influence. Specifically, the influence of C-XEN on consumers' WTP was neither negatively mediated by the image (PCI) of the home country (Austria) nor positively mediated by the image of the "superior" foreign country (Switzerland). Surprisingly, even the fact that the PCI of the home country was perceived as significantly less favorable had no effect on

consumers' WTP. Thus, a positive (negative) influence of a more favorable (less favorable) PCI on consumer behavior could not be established.

One possible reason for the results of this study differing from COO literature findings showing a positive association between PCI and price-related consequences (e.g., Johansson & Nebenzahl, 1986; Drozdenko & Jensen, 2009; Hu & Wang, 2010; Koschate-Fischer et al., 2012; Pucci et al., 2017; Lee et al., 2018; Siew et al., 2018) might lie in the methodological approach. In particular, in this thesis participants were only shown one product each from Austria or Switzerland and answered only questions on image regarding one of the countries. Conversely, in other COO studies (e.g., Koschate-Fischer et al., 2012) both products were often shown to consumers, allowing for a direct comparison between the origins. This meant that, in the present study, participants did not have to report their WTP considering also the WTP for a comparable product with a more favorable (less favorable) PCI, which in turn may have led to more significant differences. The simultaneous use of two products of different origins as stimuli would allow respondents to compare, for instance, the foreign typical and domestic atypical and to draw the contrast between them before eliciting WTP.

Additionally, previous literature mostly used countries with different levels of development to examine the impact of PCI on various consumer behaviors. Thus, while a comparison between Germany and India (Drozdenko & Jensen, 2009) or Italy and Thailand (Pucci et al., 2017) yields a clear distinction between an unfavorable PCI and a favorable PCI, the present work compared two countries with rather similar characteristics and images (despite of a significant statistical difference in terms of country image). Thus, in contrast to the majority of COO studies which measured the influence of a favorable and clearly less favorable PCI, e.g., in the case of a less developed country, the present study solely investigated the impact of a more or slightly less favorable PCI.

A particularly important example of how findings regarding the impact of PCI in the case of a less developed country differ from those in the current thesis is provided by Diamantopoulos et al. (2019). In this study, Russia was used as the "inferior" home country, while Italy was the "superior" foreign country. A direct comparison confirmed that Russia, as a less developed country, had a significantly lower PCI than Italy, as a developed country. If then the difference in the mean PCI of Russia and Italy is compared with those of Austria and Switzerland, it becomes evident that the different development status is also reflected in a greater difference of the mean PCI, which could have been decisive for the different findings. Conversely, in the current study, the significant but still smaller differences between the PCI

of Austria and Switzerland may not have been sufficient to translate into a difference in consumers' WTP.

Also, in another recent study by Diamantopoulos et al. (2021), which found only partial support impact of country image favorability on consumers' price perceptions, even when there was a significant difference between the PCI of the countries involved: Germany, Ukraine and China in study 1 and U.S. and China in study 2. Again, this supports the assumption that the results could be due to the use of differently developed countries with consequently larger differences in PCI. In addition, it should be mentioned in connection with above mentioned study that despite a significant difference in PCI of all countries, a difference in the overall price footprint was found only for the two foreign countries (U.S. and China). However, when it comes to the price footprint of one's own country (Ukraine) compared to a foreign country with significantly better PCI (Germany), no difference was revealed. Also, in the present work, the domestic country (Austria) was used to investigate the effect of C-XEN on WTP by PCI and the foreign country (Switzerland) as well had a significantly better image. Nevertheless, no corresponding effect was found in the price perception of the footprint either, supporting the key finding that countries that have significant differences in image are not necessarily reflected into consumers' price perceptions (Diamantopoulos et al., 2021). At the same time, one could even go a step further and hypothesize that there are fewer to hardly any significant differences due to PCI on customer behavior when one's own country is included.

Finally, regarding the third aspect of the present research, i.e., product ethnicity, the results show that product ethnicity had no moderation effect on the relationship between PCI and WTP.

However, unlike the other aspects, i.e., C-XEN and PCI, the findings in the literature on the influence of product ethnicity are a bit more inconsistent. While some previous studies have shown that product ethnicity is positively related to consumer responses such as attitudes (Tseng & Balabanis, 2011; Spielmann, 2016) and product evaluations (Hamzaoui-Essoussi et al., 2011), but also with purchase intention (Tseng, 2020), other studies have found no effect of ethnicity to a product on purchase decisions (Bretthauer, 2021) or only a partial effect, for example in relation to specific product categories (Dagger & Raciti, 2011).

Thus, one explanation for the fact that the ethnicity of the products in the present study does not seem to have an influence could lie in the product categories chosen. For example, the study by Park et al. (2016) showed that product ethnicity seems to be particularly important for

experience goods, which include all those products whose “properties [...] can only be determined with great difficulty before use”. Since customers can draw few conclusions about quality before purchase, they rely mainly on the products implicit and explicit cues in their evaluation. This also applies to some extent to wine, where you can draw initial conclusions based on the label with information such as vintage, grape variety, etc., but ultimately it is the taste that decides, which can only be determined after purchase. In comparison, watches tend to be among the so-called search goods, i.e., goods for which assumptions about quality can be made in advance (Park et al., 2016). Moreover, both product descriptions in the questionnaire already contained references to high quality. Consequently, COO and thus product ethnicity as an extrinsic cue may not have played as important a role as in cases where only limited inferences about quality were possible and consumers consequently had to rely more on other cues. In addition, previous studies have already pointed to large variations in the COO effect for different countries and product categories (Tseng & Balabanis, 2011). The respective research context thus may have a significant impact when it comes to the relation of country image favorability and price perceptions (Diamantopoulos et al., 2021). This may have ultimately led to the inability to find significant effects of PCI on WTP through different levels of product ethnicity.

Last, and most importantly, once again, participants were only shown one product at a time. As already mentioned, this could not only have led to the fact that a more (less) favorable PCI did not have a significant impact on the WTP, but perhaps also for the fact that product ethnicity does not seem to have played a decisive role in this setting. Especially since the product shown had either a high or low level of ethnicity, again consumers lacked a direct comparison. Furthermore, because of this limited contrasting of the COO effect, it was not possible to disentangle product ethnicity from the overall findings. Ultimately, although typical and atypical products were included in both studies, no comparisons could be made, for instance, between the typical and atypical foreign product, as they belonged to two different product categories. Therefore, in order to make more extensive comparisons, the two studies would have had to be extended, e.g., by examining different countries and products. However, this would have exceeded the scope of a master’s thesis.

7. Conclusion

After discussing the main findings of the studies, the following section presents the general implications for both theory and practice. Finally, limitations and future research directions are presented.

7.1 Theoretical implications

From a theoretical point of view, this thesis has substantially contributed to gaining a deeper understanding of consumer preferences related to foreign products, particularly considering (i) whether and how C-XEN might affect the consumers' WTP when mediated by PCI and (ii) the role of product ethnicity as a moderator in these relationships.

Thus, this study extends previous literature: First, by addressing an outcome that is not only able to capture actual behavior (Koschate-Fischer et al., 2012; Lu, Heslop, Thomas, & Kwan, 2016), but also offers a stricter test of COO effects (Koschate-Fischer et al., 2012), i.e., the WTP, rather than employing widely researched outcomes such as attitudes, preferences and purchase intentions (Lawrence, 2012; Balabanis et al., 2019, Balabanis & Diamantopoulos, 2016; Rojas-Méndez & Chapa, 2019; Diamantopoulos et al., 2019; Camacho et al., 2020). And although results were not significant in this context, the present work provides an essential clue in that while consumers may show more favorable attitudes, higher preferences, or purchase intentions, these do not always necessarily translate into a higher amount of money a consumer is willing to spend for the respective products (Koschate-Fischer et al., 2012).

Just as crucially, to the best of the author's knowledge, this is the first time that PCI has been used as a mediator for the relationship between C-XEN and WTP. Although C-XEN has been proven to be negatively related to the home country PCI and positively related to the foreign country PCI in the past (Diamantopoulos et al., 2019), it has been largely neglected in previous research. Thus, this work goes beyond former C-XEN and WTP studies that measured the direct impact of C-XEN on WTP (Petrychenko, 2020), but without considering PCI as a potential mediator.

Moreover, existing C-XEN research was extended by including the potential role of product characteristics, namely product ethnicity, thus contrasting consumers' xenocentric tendencies with specific levels of product ethnicity, such as a domestic product with high level

of ethnicity. So far, product ethnicity has been largely ignored in existing C-XEN literature especially in comparison to other constructs, such as personality traits.

Finally, the present work was able to address another aspect concerning the coexistence of the two constructs of the C-XEN and the CET and their theoretical foundations, i.e., SJT and SIT. Because despite a low level of C-XEN in all the studies, at the same time a low level of CET was also observed, which confirms the results of previous C-XEN research (e.g. Klein et al., 2006) that these are indeed two independent non-opposing constructs and that both can be present at the same time.

7.2 Managerial implications

On the managerial front, several implications for international marketers arise from the present study. First and foremost, results of this study provide important insights into the behavior of native Austrian consumers. It could be concluded that Austrian buyers show neither very high xenocentric tendencies nor high ethnocentric tendencies. This constitutes considerable information regarding an accurate market segmentation, since this requires comprehensive knowledge of which tendencies are present or absent on the market and to what extent. Nevertheless, it might well be advisable to integrate the respective scales of C-XEN and CET into the periodic market studies, as several researchers have already pointed to possible urban-rural differences regarding foreign product bias. For example, an increased knowledge and confrontation with foreign brands and products are said to result in higher consumer xenocentric tendencies in urban areas (Mueller & Broderick, 2009; Kisawike, 2015; Mueller et al., 2016). Based on this information, companies could decide to emphasize origin or focus on other cues instead, depending on the respective region, which would make targeting even more accurate.

Another significant implication arises with regard to the pricing strategy, as it has been demonstrated that a favorable PCI does not necessarily lead to an increased WTP. Similarly, the respective level of product ethnicity does not seem to have had any influence on how much consumers would be WTP for the product. And even in the case of a favorable combination, i.e., a watch from a country with high PCI and as a typical Swiss product, no effect on WTP was found. Consequently, companies would be well advised to include or exclude information about the origin of the brand or product in their marketing strategies depending on the tendencies of the market. In the case of the Austrian market, this would mean that cues related

to origin could be used, but they would probably receive little attention due to the low consumer xenocentric and ethnocentric tendencies. Instead, it would be more advisable, to focus marketing efforts on other cues. In the case of the watch, for example, key technical data, warranty information or quality features such as the type of glass used could be explicitly highlighted. Since watches are also considered products with high consumption visibility and a status-conveying function, design aspects can also be of greater importance to consumers and should therefore as well be included. In the case of wine, on the other hand, cues such as the grape variety, vintage and winery could be highlighted by marketers.

With regard to CI, it should also be emphasized that although a positive CI does not appear to have any relevant influence on Austrian consumers' WTP, companies should nevertheless be careful, because even if Austria performed worse in terms of CI than Switzerland, it is still a developed country with a rather high CI. A negative image of origin, on the other hand, could well lower the price consumers would be willing to pay. Therefore, if the company cannot benefit from its image, it would be well advised to avoid drawing attention in this regard or, if possible, to omit the origin of the brand or product from marketing campaigns altogether. An alternative strategy would, for instance, be global positioning, where the product or brand cannot be assigned to a specific origin (Steenkamp, Ter Hofstede & Wedel, 1999). This lack of assignability is exacerbated by international campaigns that specifically aim to distance themselves even further from a particular origin. Global positioning is therefore considered an effective approach, especially for markets where either no clear tendencies are discernible, or when several tendencies are equally present.

A similar conclusion can be drawn in connection with product ethnicity. Although neither positive effects of a high product ethnicity (Swiss watch, Austrian wine), nor negative effects due to a low product ethnicity (Austrian watch, Swiss wine) were found in the present work, other, more disadvantageous combinations should be treated with caution. An example would be a mismatch between a product and a country with an additionally unfavorable image. As a product origin with a significantly worse country image than Austria and at the same time low product ethnicity could possibly have a negative impact on the WTP after all. Consequently, the recommendation would as well be to focus on other cues (Roth & Romeo, 1992). It is also possible to apply a so called "chameleon strategy", which means that certain cues (such as origin) are placed under the guise of other ones. Famous examples for such a strategy include world-renowned brands such as Grey Goose Vodka, which is perceived by most as a Western European brand, but in fact originates from France, or Häagen-Dazs, which

one would assume to have Scandinavian origins instead of the actual American ones (Spielmann, 2016).

Finally, there is one last implication for domestic companies. Although no significant xenocentric tendencies have been identified in Austria, it may well be worth considering C-XEN when expanding into other countries. This is especially true for developing countries, where Austrian products might be preferred due to their origin. Targeting xenocentric consumers abroad could thus allow domestic companies to gain a foothold more easily. Nevertheless, it should be noted that this, in turn, does not necessarily lead to a higher WTP.

7.3 Limitations and future research

The present study has several limitations that provide important opportunities as well as avenues for future research for in C-XEN.

First, the present study was conducted in a single country and based on two product categories, which leads to limitations in the generalizability of the results. For instance, previous studies have found increased consumer xenocentric tendencies among immigrants who bought foreign rather than domestic products, in order to demonstrate their belonging to an ethnic minority (Josiassen, 2011). Moreover, it has been shown that COO may well have differential effects on populations from different countries (Roth & Romeo, 1992). Similarly, the use of two product categories with relatively high levels of involvement results in no findings related to product categories with medium or even low levels of involvement. Also, the choice of Austria as the country of research implies that the results are not necessarily applicable to medium or less developed countries. Future research could therefore further deepen the insights by examining other product categories and countries and include non-native consumers in addition to native consumers.

Second, this thesis employed fictitious brands to investigate possible xenocentric tendencies in Austria rather than real brands. Despite the advantages such as avoiding confounding effects due to brand equity and familiarity, the utilization of fictitious brands may also pose certain risks to consumers, as they are not familiar with the brands, which in turn could result in negative reactions (Aruan et al., 2018). Accordingly, further valuable insights into the previously neglected research field of C-XEN and the possible impact on consumers' WTP could result from an investigation using real brands as examples. Of course, such studies

would have to include covariates such as brand familiarity in order to prevent possible confounds.

Furthermore, from a methodological perspective, respondents only stated their WTP for a single product, with a high or low product-country typicality and a particular origin (foreign, i.e., Switzerland or domestic, i.e., Austria), representing a between-subjects design. This led to the lack of a baseline for direct comparison, e.g., between typical domestic and atypical domestic products. Future research could move to a within-subjects design and include at least two products in the comparison with the respective variations, i.e., high and low typicality and domestic and foreign origin.

Ultimately, while other C-XEN-related constructs such as personality traits have been studied many times in previous literature, product-related traits have been rather neglected. Although this study focused primarily on examining the potential role of product-country ethnicity, there are several other product-related traits, such as product familiarity, whose investigation could shed additional light on this area of research.

Undoubtedly, C-XEN offers several interesting avenues for future research to gain a deeper understanding of consumers' reasons and decision factors in both domestic and foreign purchasing contexts.

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Appendices

A. Questionnaire

Introduction



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The following study focuses on consumer behavior, and it is conducted by the Chair of International Marketing at the University of Vienna. Completion of the questionnaire will take around 8-10 minutes of your time. Thank you very much for participating in the study, we very much appreciate it. The study is for scientific use only and has no commercial purposes whatsoever.

- It is important that you read the questions carefully and follow the instructions exactly.
- There are no wrong or correct answers. We are only interested in your personal opinion.
- There is no time limit for this questionnaire. Please take your time filling.
- This questionnaire is anonymous. All information provided is strictly confidential.

If you have any questions, please feel free to contact me at the following e-mail address:
a01614080@univie.ac.at

Watch, Austria

We would like to know your opinion on the following product:

Impuls 2021 watch collection stands for timeless elegance. Designed and produced in Austria, the watches score with high quality, a lightweight titanium case and cutting-edge technology. The minimalist yet chic design of the case easily combines with any outfit and has an exchangeable leather wristband with a variety of colors. Available in stores and online from August 2021.



Watch, Switzerland

We would like to know your opinion on the following product:

Impuls 2021 watch collection stands for timeless elegance. Designed and produced in Switzerland, the watches score with high quality, a lightweight titanium case and cutting-edge technology. The minimalist yet chic design of the case easily combines with any outfit and has an exchangeable leather wristband with a variety of colors. Available in stores and online from August 2021.



Wine, Austria

We would like to know your opinion on the following product:

Sommerbrise stands for tradition and passion, made in Austria. The lively wine convinces with a fruity and nuanced body combined with floral aromas. The hand-picked grapes guarantee the best quality and give the wine its unique character. The name comes from the eastern slope of the vineyards, where, despite bright sunshine, there is always a light breeze. An authentic wine, suitable both as an aperitif and as an accompaniment to light summer dishes. Available in specialist shops and online from August 2021.



Wine, Switzerland

We would like to know your opinion on the following product:

Sommerbrise stands for tradition and passion, made in Switzerland. The lively wine convinces with a fruity and nuanced body combined with floral aromas. The hand-picked grapes guarantee the best quality and give the wine its unique character. The name comes from the eastern slope of the vineyards, where, despite bright sunshine, there is always a light breeze. An authentic wine, suitable both as an aperitif and as an accompaniment to light summer dishes. Available in specialist shops and online from August 2021.



Main questionnaire

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

I could easily imagine seeing a product like this on a website or in a store.

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Now, please consider the following situation: you are in a shopping mall, and you would like to buy a new watch. Indicate below how likely you are to buy the [brand name, product] (0% = would definitely not buy; 100% = would definitely buy).

0%



100%

Next, still considering the buying situation described above, please answer some questions about the product that you have just seen.

1. At what price would you consider the price of this [product] so low that you'd question its quality?

_____ Euro.

2. At what price would you consider the [product] to be a bargain – a great buy for the money?

_____ Euro.

3. At what price would you consider the [product] starting to get expensive – not out of the question, but you'd need to give some thought to buying it?

_____ Euro.

4. At what price would you consider this [product] so expensive that you would not consider buying it?

_____ Euro.

Please now answer some questions about products from [country] in general.

5. How would you rate innovativeness of products from [country]? Innovativeness designates the use of new technology and engineering advances.

Not innovative 1 2 3 4 5 6 7 Innovative

6. How do you rate the attractiveness of the design of products from [country], regarding appearance, style, colors and variety?

No attractive design 1 2 3 4 5 6 7 Attractive design

7. How would you rate the prestige of products from [country], including their exclusivity, status and brand name reputation?

Low prestige 1 2 3 4 5 6 7 High prestige

8. How do you rate the workmanship of products from [country], which comprises reliability, durability, craftsmanship, and manufacturing quality?

Bad workmanship 1 2 3 4 5 6 7 Good workmanship

Next, please indicate the extent to which you agree with the following statements.

	Strongly disagree						Strongly agree
9. [Product] reflects [country].	1	2	3	4	5	6	7
10. I associate [product] with [country].	1	2	3	4	5	6	7
11. [Product] makes me think of [country].	1	2	3	4	5	6	7
12. There is a strong link between [product] and [country].	1	2	3	4	5	6	7

	Strongly disagree						Strongly agree
13. I choose the [product] that I buy very carefully.	1	2	3	4	5	6	7
14. Which [product] I buy matters to me a lot.	1	2	3	4	5	6	7
15. Deciding which [product] to buy is an important decision to me.	1	2	3	4	5	6	7

Now we would like to know to what extent you agree with the following statements.

	Strongly disagree						Strongly agree
16. There are very few domestic products that are of equal quality to foreign products.	1	2	3	4	5	6	7
17. I cannot think of any domestic brands that are as good as the foreign ones I purchase.	1	2	3	4	5	6	7
18. I trust more foreign than domestic companies because they are more experienced and have more resources.	1	2	3	4	5	6	7
19. In most product categories, foreign brands outperform domestic ones.	1	2	3	4	5	6	7
20. I trust foreign products more than the domestic ones.	1	2	3	4	5	6	7
21. Using foreign products enhances my self-esteem.	1	2	3	4	5	6	7
22. People that buy domestic products are less regarded by others.	1	2	3	4	5	6	7

23. I prefer foreign to domestic brands as most of my acquaintances buy foreign brands.	1	2	3	4	5	6	7
24. Buying foreign products makes me trendier.	1	2	3	4	5	6	7
25. I purchase foreign brands to differentiate myself from others.	1	2	3	4	5	6	7
26. I'm willing to make an extra effort to find a low price for a [product].	1	2	3	4	5	6	7
27. I will change what I had planned to buy in order to take advantage of a lower price for a [product].	1	2	3	4	5	6	7
28. I am sensitive to differences in the prices for [product].	1	2	3	4	5	6	7
29. Austrian people should not buy foreign products, because this this harms the local economy and increases unemployment.	1	2	3	4	5	6	7
30. A real Austrian should always buy Austrian products.	1	2	3	4	5	6	7
31. I always prefer Austrian products over foreign products.	1	2	3	4	5	6	7
32. We should purchase products manufactured in Austria, instead of letting other countries get rich off us.	1	2	3	4	5	6	7
33. It is not right to purchase foreign products, because this puts Austrian people out of jobs.	1	2	3	4	5	6	7

Finally, please answer the following questions about yourself. Of course, all data collected will be treated confidentially and will not be passed on to third parties.

Gender ☐ Female ☐ Male ☐ Diverse

Age _____ years old.

Nationality ☐ Austria ☐ Other

☐ Employed
Occupation ☐ Unemployed
☐ Student
☐ Retired
☐ Homemaker

Monthly net income in euro (€)

Thank you very much for participating!

B. Demographics of subsamples

Study watch/Switzerland

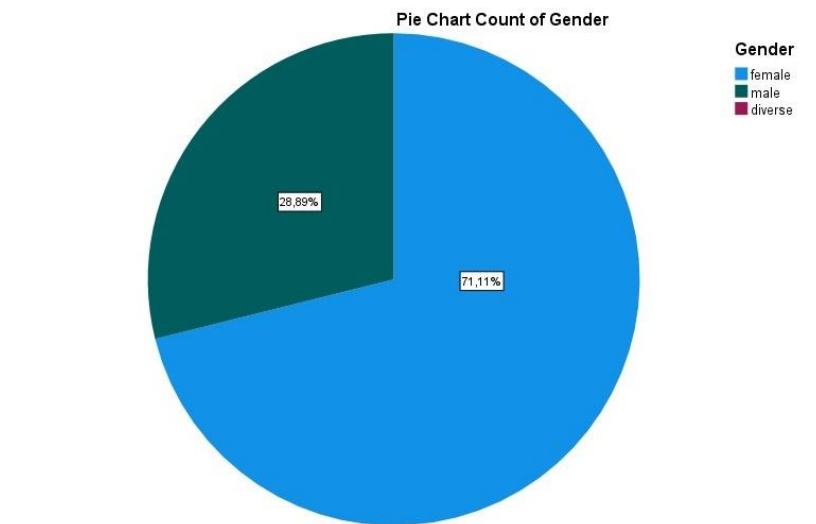


Figure 6: Subsample characteristics, watch/Switzerland (gender)

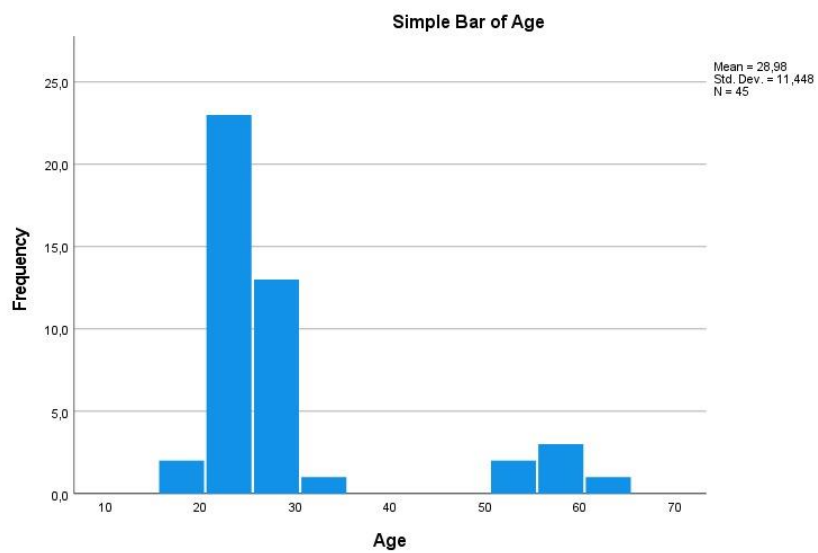


Figure 7: Subsample characteristics, watch/Switzerland (age)

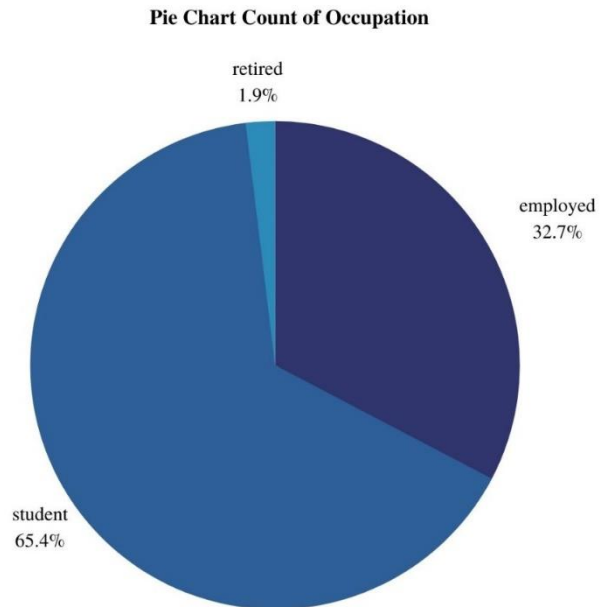


Figure 8: Subsample characteristics, watch/Switzerland (occupation)

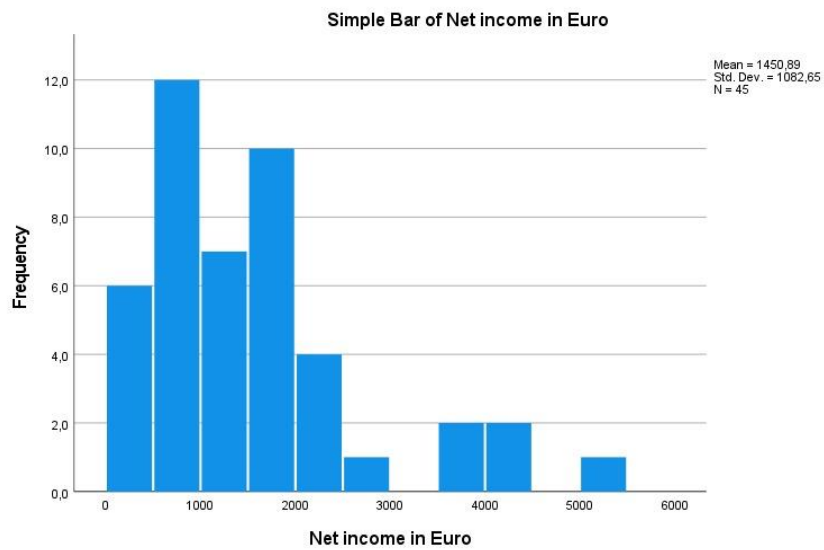


Figure 9: Subsample characteristics, watch/Switzerland (monthly net income)

Study watch/Austria

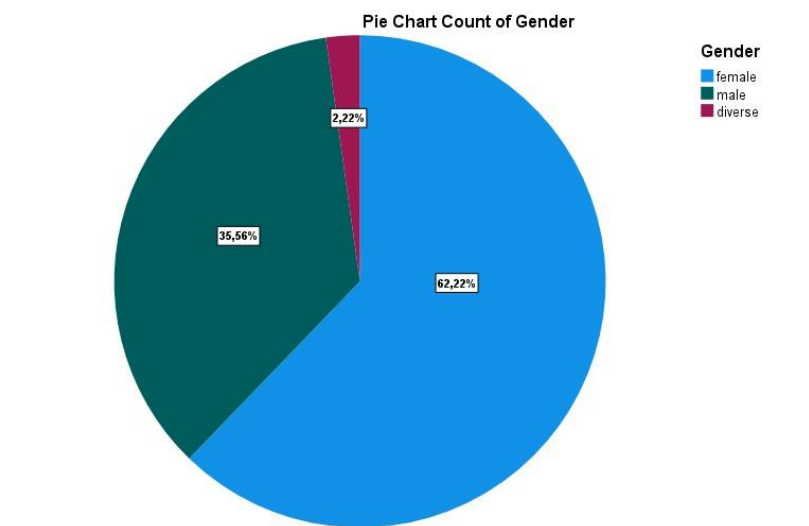


Figure 10: Subsample characteristics, watch/Austria (gender)

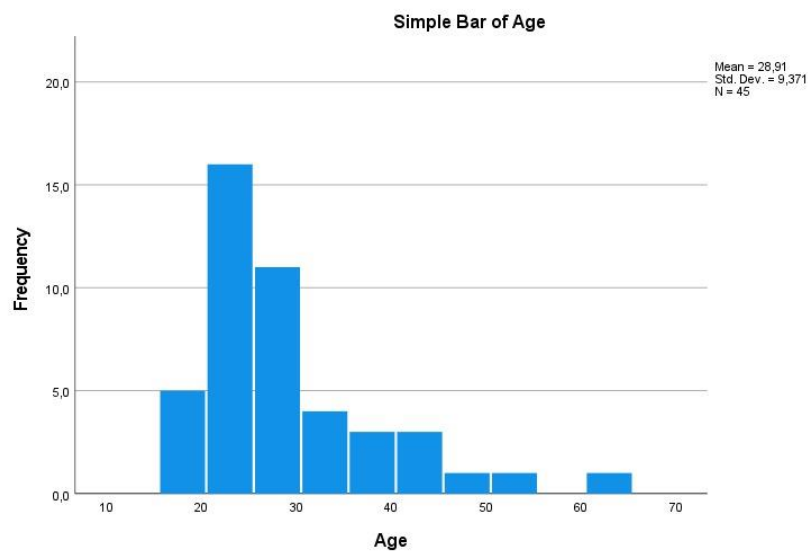


Figure 11: Subsample characteristics, watch/Austria (age)

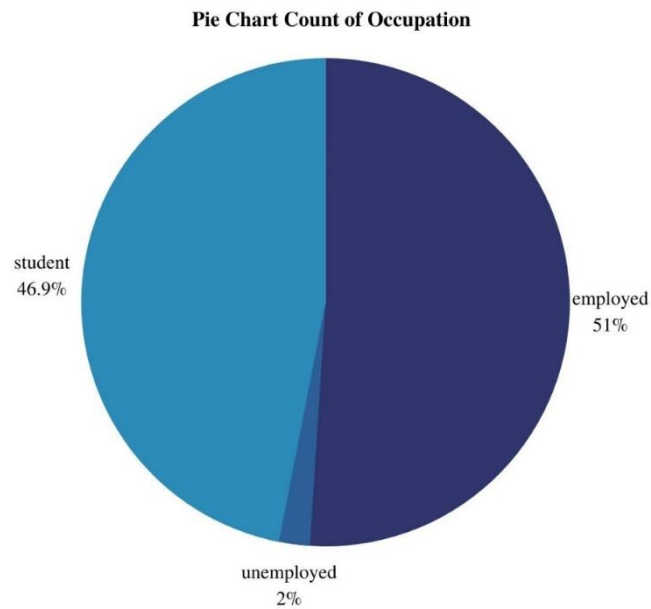


Figure 12: Subsample characteristics, watch/Austria (occupation)

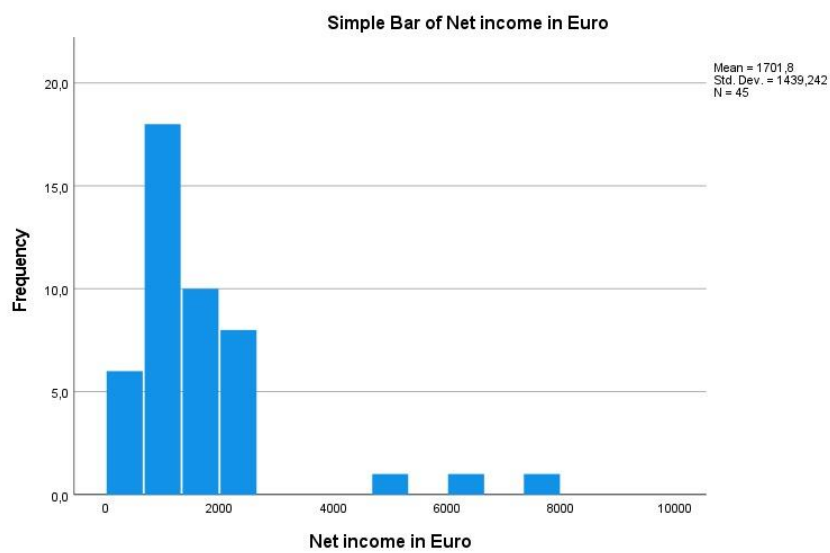


Figure 13: Subsample characteristics, watch/Austria (monthly net income)

Study wine/Switzerland

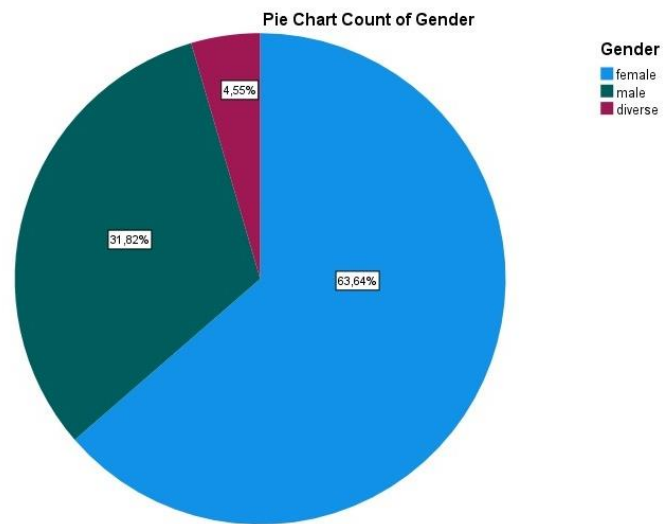


Figure 14: Subsample characteristics, wine/Switzerland (gender)

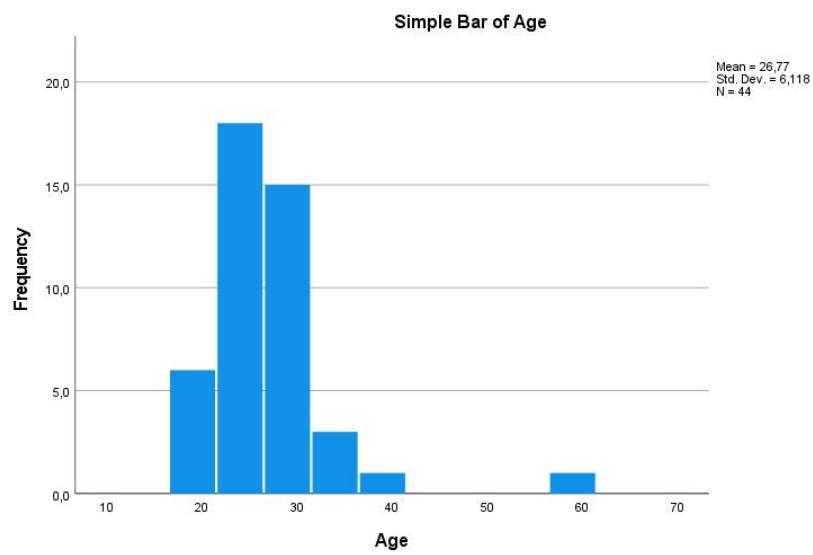


Figure 15: Subsample characteristics, wine/Switzerland (age)

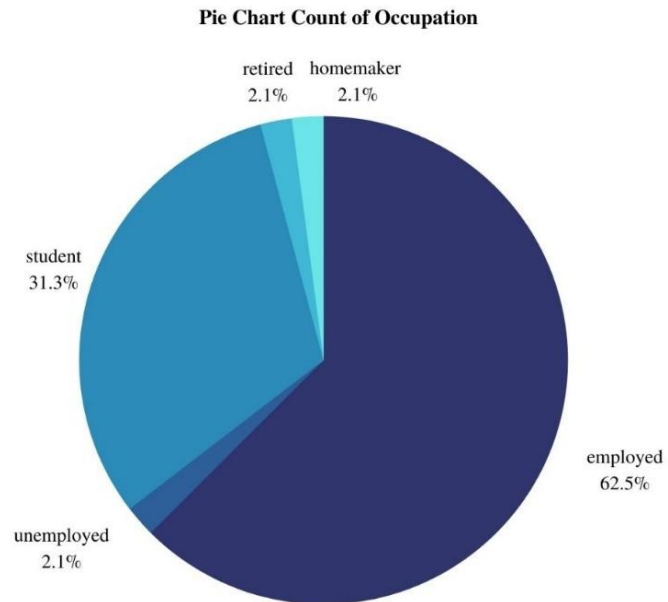


Figure 16: Subsample characteristics, wine/Switzerland (occupation)

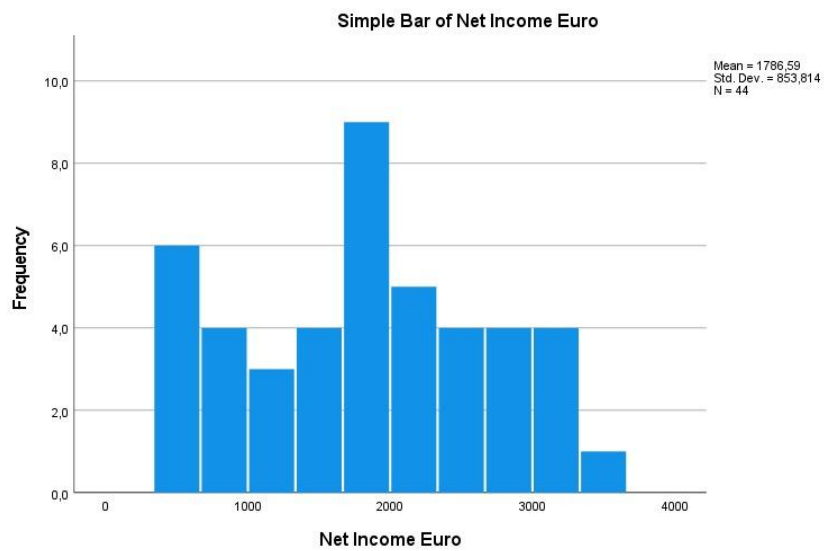


Figure 17: Subsample characteristics, wine/Switzerland (monthly net income)

Study wine/Austria

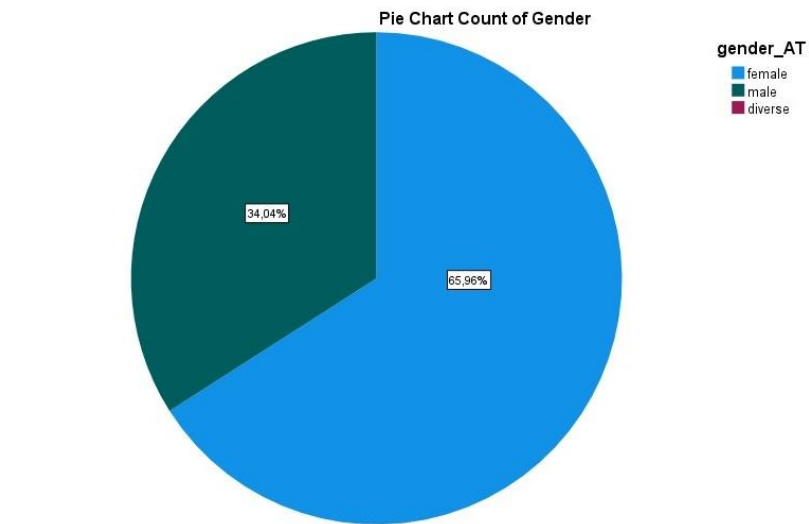


Figure 18: Subsample characteristics, wine/Austria (gender)

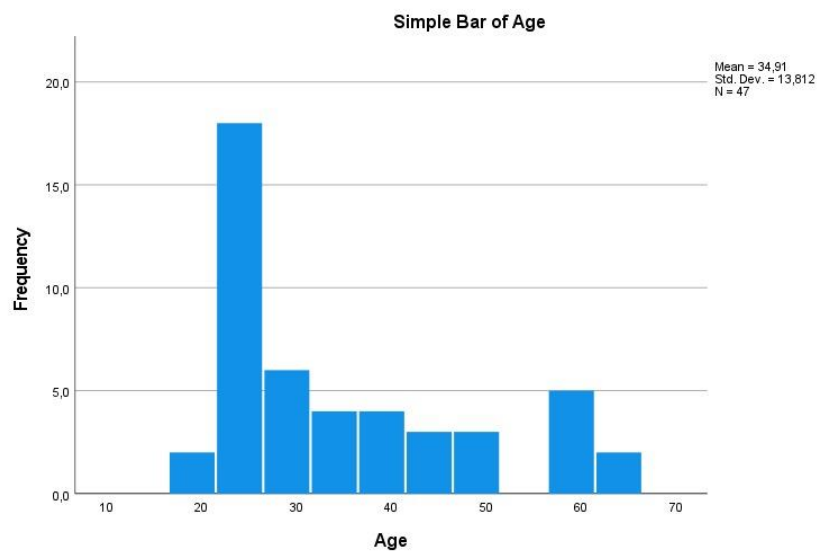


Figure 19: Subsample characteristics, wine/Austria (age)

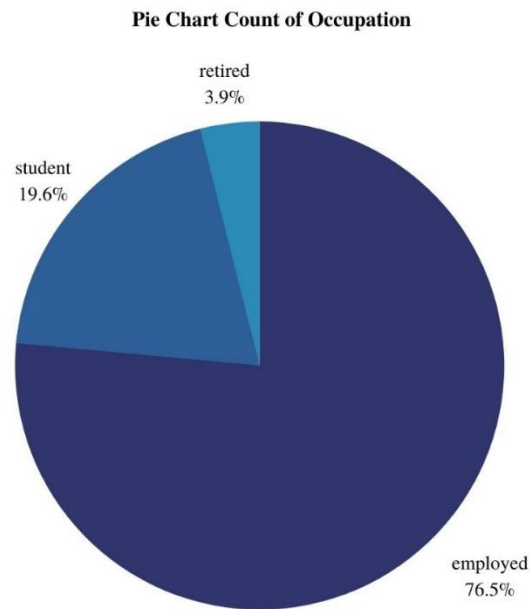


Figure 20: Subsample characteristics, wine/Austria (occupation)

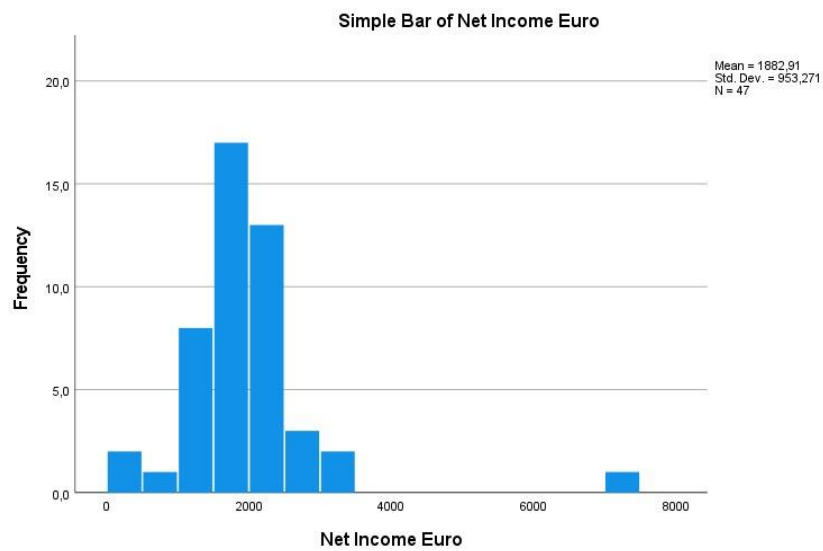


Figure 21: Subsample characteristics, wine/Austria (monthly net income)

C. Data analysis

Analyses pretest

Scale reliability (PCI Switzerland)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,719	,741	4

Scale reliability (PCI Austria)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,766	,763	4

Paired Samples Test

		Paired Differences						Significance	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	
					Lower	Upper			One-Sided p
									Two-Sided p
Pair 1	PCI_Switzerland - PCI_Austria	,66875	1,12857	,17844	,30781	1,02969	3,748	39	,000
									,001

Analyses main studies

Watch study

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	60	66,7	66,7	66,7
	male	29	32,2	32,2	98,9
	diverse	1	1,1	1,1	100,0
	Total	90	100,0	100,0	

Occupation: employed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nicht gewählt	48	53,3	53,3	53,3
	ausgewählt	42	46,7	46,7	100,0
	Total	90	100,0	100,0	

Occupation: unemployed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nicht gewählt	89	98,9	98,9	98,9
	ausgewählt	1	1,1	1,1	100,0
	Total	90	100,0	100,0	

Occupation: student

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nicht gewählt	33	36,7	36,7	36,7
	ausgewählt	57	63,3	63,3	100,0
	Total	90	100,0	100,0	

Occupation: retired

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nicht gewählt	89	98,9	98,9	98,9
	ausgewählt	1	1,1	1,1	100,0
	Total	90	100,0	100,0	

Occupation: homemaker

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nicht gewählt	90	100,0	100,0	100,0

Statistics

Net income in Euro

N	Valid	90
	Missing	0
Mean		1576,34
Median		1200,00
Std. Deviation		1272,583
Range		7740
Minimum		260
Maximum		8000

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Age	Equal variances assumed	,224	,637	,030	88	,976	,067	2,205	-4,316	4,450
	Equal variances not assumed			,030	84,692	,976	,067	2,205	-4,319	4,452

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Net income in Euro	Equal variances assumed	,269	,605	-,935	88	,353	-250,911	268,475	-784,449	282,627
	Equal variances not assumed			-,935	81,718	,353	-250,911	268,475	-785,021	283,199

Reliability

Scale: Consumer Xenocentrism

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,880	,883	10

Scale: PCI Switzerland

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,719	,726	4

Scale: PCI Austria

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,713	,715	4

Scale: Product-country typicality Switzerland

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,882	,887	4

Scale: Product-country typicality Austria**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,920	,922	4

Scale: Price sensitivity**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,758	,759	3

Scale: Product category involvement**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,904	,906	3

Scale: Consumer ethnocentrism**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,894	,898	5

Manipulation checks**Product country image****Descriptives**

PCI_f

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
0	45	6,0167	,68961	,10280	5,8095	6,2238	4,00	7,00
1	45	4,7389	,86431	,12884	4,4792	4,9986	2,75	7,00
Total	90	5,3778	1,00856	,10631	5,1665	5,5890	2,75	7,00

ANOVA

PCI_f

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	36,736	1	36,736	60,095	,000
Within Groups	53,794	88	,611		
Total	90,531	89			

Product-country typicality**Descriptives**

PCT_f

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
0	45	4,9222	1,47307	,21959	4,4797	5,3648	1,00	7,00
1	45	1,9889	1,11161	,16571	1,6549	2,3229	1,00	6,50
Total	90	3,4556	1,96442	,20707	3,0441	3,8670	1,00	7,00

ANOVA

PCT_f

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	193,600	1	193,600	113,694	,000
Within Groups	149,847	88	1,703		
Total	343,447	89			

Controls

Price sensitivity

Descriptives

PS_f

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
0	45	4,3037	1,18667	,17690	3,9472	4,6602	1,33	6,33
1	45	4,2667	1,37179	,20449	3,8545	4,6788	1,00	7,00
Total	90	4,2852	1,27549	,13445	4,0180	4,5523	1,00	7,00

ANOVA

PS_f

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	,031	1	,031	,019	,891
Within Groups	144,760	88	1,645		
Total	144,791	89			

Consumer ethnocentrism

Descriptives

CET_f

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
0	45	2,8933	1,42293	,21212	2,4658	3,3208	1,00	6,00
1	45	2,5911	1,18241	,17626	2,2359	2,9463	1,00	5,00
Total	90	2,7422	1,30969	,13805	2,4679	3,0165	1,00	6,00

ANOVA

CET_f

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2,055	1	2,055	1,201	,276
Within Groups	150,604	88	1,711		
Total	152,660	89			

Product category involvement

Descriptives

Invo_f

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
0	45	4,5778	1,55927	,23244	4,1093	5,0462	1,00	7,00
1	45	4,6963	1,75497	,26162	4,1690	5,2235	1,00	7,00
Total	90	4,6370	1,65173	,17411	4,2911	4,9830	1,00	7,00

ANOVA

Invo_f

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	,316	1	,316	,115	,736
Within Groups	242,494	88	2,756		
Total	242,810	89			

Test of hypotheses

Willingness to pay

Descriptives

WTP_f

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
0	45	169,4444	70,62008	10,52742	148,2278	190,6611	80,00	400,00
1	45	224,7111	102,20059	15,23516	194,0067	255,4156	65,00	450,00
Total	90	197,0778	91,66003	9,66182	177,8800	216,2756	65,00	450,00

ANOVA

WTP_f

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	68724,100	1	68724,100	8,907	,004
Within Groups	679014,856	88	7716,078		
Total	747738,956	89			

Consumer Xenocentrism

Descriptives

CXEN_f

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
0	45	2,1844	,95536	,14242	1,8974	2,4715	1,00	4,80
1	45	2,1511	,89382	,13324	1,8826	2,4196	1,00	4,70
Total	90	2,1678	,92004	,09698	1,9751	2,3605	1,00	4,80

ANOVA

CXEN_f

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	,025	1	,025	,029	,865
Within Groups	75,312	88	,856		
Total	75,337	89			

PROCESS macro | Watch, Switzerland (WTP)

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14

Y : WTP_CH
X : CXEN_CH
M : PCI_CH
W : PCT_CH

Sample

Size: 45

OUTCOME VARIABLE:

PCI_CH

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1694	,0287	,4727	1,2709	1,0000	43,0000	,2658

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,2672	,2582	-1,0347	,3066	-,7879	,2535
CXEN_CH	,1223	,1085	1,1274	,2658	-,0965	,3411

Covariance matrix of regression parameter estimates:

	constant	CXEN_CH
constant	,0667	-,0257
CXEN_CH	-,0257	,0118

OUTCOME VARIABLE:

WTP_CH

Model Summary

R	R-sq	MSE	F	df1	df2	p
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CXI

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,3858 ,1489 4669,3125 1,7489 4,0000 40,0000 ,1584

Model
      coeff      se      t      p      LLCI      ULCI
constant 207,7007 26,2543 7,9111 ,0000 154,6379 260,7634
CXEN_CH -17,1859 11,0600 -1,5539 ,1281 -39,5394 5,1675
PCI_CH ,8526 15,3054 ,0557 ,9559 -30,0811 31,7863
PCT_CH 9,5317 7,1721 1,3290 ,1914 -4,9639 24,0273
Int_1 18,3288 11,0949 1,6520 ,1064 -4,0951 40,7527

Product terms key:
Int_1 : PCI_CH x PCT_CH

Covariance matrix of regression parameter estimates:
      constant CXEN_CH PCI_CH PCT_CH Int_1
constant 689,2908 -267,5844 59,6426 18,0271 25,7844
CXEN_CH -267,5844 122,3240 -27,6832 -8,5103 -9,6070
PCI_CH 59,6426 -27,6832 234,2542 8,9308 -21,2888
PCT_CH 18,0271 -8,5103 8,9308 51,4396 -14,4464
Int_1 25,7844 -9,6070 -21,2888 -14,4464 123,0964

Test(s) of highest order unconditional interaction(s):
      R2-chng      F      df1      df2      p
M*W ,0581 2,7291 1,0000 40,0000 ,1064
-----
Focal predict: PCI_CH (M)
Mod var: PCT_CH (W)

Conditional effects of the focal predictor at values of the moderator(s):

      PCT_CH Effect      se      t      p      LLCI      ULCI
-1,4731 -26,1471 23,7505 -1,1009 ,2775 -74,1493 21,8551
,0000 ,8526 15,3054 ,0557 ,9559 -30,0811 31,7863
1,4731 27,8524 20,9439 1,3299 ,1911 -14,4774 70,1821

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI
-17,1859 11,0600 -1,5539 ,1281 -39,5394 5,1675

Conditional indirect effects of X on Y:

INDIRECT EFFECT:
CXEN_CH -> PCI_CH -> WTP_CH

      PCT_CH Effect BootSE BootLLCI BootULCI
-1,4731 -3,1979 4,9695 -14,4359 5,2631
,0000 ,1043 2,9543 -5,2721 7,7948
1,4731 3,4065 5,9630 -6,1709 18,0767

Index of moderated mediation:
      Index BootSE BootLLCI BootULCI
PCT_CH 2,2417 3,1403 -3,0523 9,5189

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)
      Effect1 Effect2 Contrast BootSE BootLLCI BootULCI
,1043 -3,1979 3,3022 4,6259 -4,4963 14,0220
3,4065 -3,1979 6,6044 9,2518 -8,9925 28,0440
3,4065 ,1043 3,3022 4,6259 -4,4963 14,0220
---

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

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

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

W values in conditional tables are the mean and +/- SD from the mean.

NOTE: The following variables were mean centered prior to analysis:
      PCT_CH PCI_CH
----- END MATRIX -----

```

PROCESS macro | Watch, Switzerland (Purchase probability)

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14
Y : PP_CH
X : CXEN_CH
M : PCI_CH
W : PCT_CH

Sample
Size: 45

OUTCOME VARIABLE:
PCI_CH

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1694	,0287	,4727	1,2709	1,0000	43,0000	,2658

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,2672	,2582	-1,0347	,3066	-,7879	,2535
CXEN_CH	,1223	,1085	1,1274	,2658	-,0965	,3411

Covariance matrix of regression parameter estimates:

	constant	CXEN_CH
constant	,0667	-,0257
CXEN_CH	-,0257	,0118

OUTCOME VARIABLE:
PP_CH

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2604	,0678	790,4853	,7272	4,0000	40,0000	,5786

Model

	coeff	se	t	p	LLCI	ULCI
constant	55,0755	10,8024	5,0984	,0000	33,2427	76,9083
CXEN_CH	-1,7856	4,5507	-,3924	,6969	-10,9830	7,4118
PCI_CH	6,3184	6,2974	1,0033	,3217	-6,4094	19,0462
PCT_CH	4,2547	2,9510	1,4418	,1571	-1,7096	10,2190
Int_1	-2,3520	4,5650	-,5152	,6092	-11,5784	6,8744

Product terms key:

Int_1 : PCI_CH x PCT_CH

Covariance matrix of regression parameter estimates:

	constant	CXEN_CH	PCI_CH	PCT_CH	Int_1
constant	116,6926	-45,3004	10,0971	3,0519	4,3651
CXEN_CH	-45,3004	20,7087	-4,6866	-1,4407	-1,6264
PCI_CH	10,0971	-4,6866	39,6578	1,5119	-3,6041
PCT_CH	3,0519	-1,4407	1,5119	8,7084	-2,4457
Int_1	4,3651	-1,6264	-3,6041	-2,4457	20,8394

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

	R2-chng	F	df1	df2	p
M*W	,0062	,2655	1,0000	40,0000	,6092

Focal predict: PCI_CH (M)
Mod var: PCT_CH (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCT_CH	Effect	se	t	p	LLCI	ULCI
--------	--------	----	---	---	------	------

-1,4731	9,7831	9,7722	1,0011	,3228	-9,9676	29,5338
,0000	6,3184	6,2974	1,0033	,3217	-6,4094	19,0462
1,4731	2,8537	8,6174	,3312	,7423	-14,5630	20,2704

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
-1,7856	4,5507	-,3924	,6969	-10,9830	7,4118

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

CXEN_CH -> PCI_CH -> PP_CH

PCT_CH	Effect	BootSE	BootLLCI	BootULCI
-1,4731	1,1965	2,1910	-2,0632	6,8395
,0000	,7728	1,2710	-1,3664	3,7902
1,4731	,3490	1,3543	-2,5806	3,1053

Index of moderated mediation:

Index	BootSE	BootLLCI	BootULCI
PCT_CH	-,2877	,8855	-2,6637

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
,7728	1,1965	-,4237	1,3045	-3,9239	1,5859
,3490	1,1965	-,8475	2,6090	-7,8478	3,1719
,3490	,7728	-,4237	1,3045	-3,9239	1,5859

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

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

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

W values in conditional tables are the mean and +/- SD from the mean.

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

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

PROCESS macro | Watch, Austria (WTP)

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14
Y : WTP_AT
X : CXEN_AT
M : PCI_AT
W : PCT_AT

Sample
Size: 45

OUTCOME VARIABLE:
PCI_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1280	,0164	,7519	,7161	1,0000	43,0000	,4021

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,2662	,3401	-,7827	,4381	-,9522	,4197
CXEN_AT	,1238	,1463	,8462	,4021	-,1712	,4187

Covariance matrix of regression parameter estimates:

	constant	CXEN_AT
constant	,1157	-,0460
CXEN_AT	-,0460	,0214

OUTCOME VARIABLE:
WTP_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2853	,0814	10554,3245	,8860	4,0000	40,0000	,4811

Model

	coeff	se	t	p	LLCI	ULCI
constant	239,5119	40,7080	5,8837	,0000	157,2369	321,7869
CXEN_AT	-,74888	17,5066	-,4278	,6711	-42,8714	27,8938
PCI_AT	-21,9487	18,7474	-1,1708	,2486	-59,8391	15,9418
PCT_AT	-11,1243	14,5255	-,7658	,4483	-40,4819	18,2332
Int_1	15,9918	20,5309	,7789	,4406	-25,5033	57,4868

Product terms key:

Int_1 : PCI_AT x PCT_AT

Covariance matrix of regression parameter estimates:

	constant	CXEN_AT	PCI_AT	PCT_AT	Int_1
constant	1657,1407	-659,6477	73,2225	41,0922	-44,3000
CXEN_AT	-659,6477	306,4809	-37,7836	-16,1164	4,5609
PCI_AT	73,2225	-37,7836	351,4661	-38,3111	98,4373
PCT_AT	41,0922	-16,1164	-38,3111	210,9911	-78,5136
Int_1	-44,3000	4,5609	98,4373	-78,5136	421,5180

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

	R2-chng	F	df1	df2	p
M*W	,0139	,6067	1,0000	40,0000	,4406

Focal predict: PCI_AT (M)
Mod var: PCT_AT (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCT_AT	Effect	se	t	p	LLCI	ULCI
--------	--------	----	---	---	------	------

-,9889	-37,7628	23,8533	-1,5831	,1213	-85,9728	10,4472
,0000	-21,9487	18,7474	-1,1708	,2486	-59,8391	15,9418
1,1116	-4,1721	33,0329	-,1263	,9001	-70,9349	62,5907

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
-7,4888	17,5066	-,4278	,6711	-42,8714	27,8938

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

CXEN_AT -> PCI_AT -> WTP_AT

PCT_AT	Effect	BootSE	BootLLCI	BootULCI
-,9889	-4,6736	8,8026	-29,6253	4,3628
,0000	-2,7164	5,5109	-17,9512	3,5112
1,1116	-,5164	7,4003	-17,7207	14,0630

Index of moderated mediation:

Index	BootSE	BootLLCI	BootULCI
PCT_AT	1,9792	5,7559	-5,3689
			18,0792

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
-2,7164	-4,6736	1,9572	5,6919	-5,3093	17,8784
-,5164	-4,6736	4,1573	12,0902	-11,2774	37,9754
-,5164	-2,7164	2,2001	6,3983	-5,9681	20,0970

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

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

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

W values in conditional tables are the minimum, the mean, and 1 SD above the mean.

NOTE: One SD below the mean is below the minimum observed in the data for W,
so the minimum measurement on W is used for conditioning instead.

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

NOTE: Standardized coefficients not available for models with moderators.

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

PROCESS macro | Watch, Austria (Purchase probability)

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14
Y : PP_AT
X : CXEN_AT
M : PCI_AT
W : PCT_AT

Sample
Size: 45

OUTCOME VARIABLE:
PCI_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1280	,0164	,7519	,7161	1,0000	43,0000	,4021

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,2662	,3401	-,7827	,4381	-,9522	,4197
CXEN_AT	,1238	,1463	,8462	,4021	-,1712	,4187

Covariance matrix of regression parameter estimates:

	constant	CXEN_AT
constant	,1157	-,0460
CXEN_AT	-,0460	,0214

OUTCOME VARIABLE:
PP_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3410	,1163	523,5759	1,3160	4,0000	40,0000	,2806

Model

	coeff	se	t	p	LLCI	ULCI
constant	36,7138	9,0668	4,0493	,0002	18,3889	55,0388
CXEN_AT	6,3935	3,8992	1,6397	,1089	-1,4872	14,2742
PCI_AT	4,7778	4,1756	1,1442	,2593	-3,6615	13,2171
PCT_AT	-3,4970	3,2352	-1,0809	,2862	-10,0357	3,0418
Int_1	,8123	4,5728	,1776	,8599	-8,4298	10,0544

Product terms key:

Int_1 : PCI_AT x PCT_AT

Covariance matrix of regression parameter estimates:

	constant	CXEN_AT	PCI_AT	PCT_AT	Int_1
constant	82,2070	-32,7236	3,6324	2,0385	-2,1976
CXEN_AT	-32,7236	15,2038	-1,8744	-,7995	,2263
PCI_AT	3,6324	-1,8744	17,4354	-1,9005	4,8832
PCT_AT	2,0385	-,7995	-1,9005	10,4668	-3,8949
Int_1	-2,1976	,2263	4,8832	-3,8949	20,9105

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

	R2-chng	F	df1	df2	p
M*W	,0007	,0316	1,0000	40,0000	,8599

Focal predictor: PCI_AT (M)
Mod var: PCT_AT (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCT_AT	Effect	se	t	p	LLCI	ULCI
--------	--------	----	---	---	------	------

-,9889	3,9745	5,3128	,7481	,4588	-6,7632	14,7122
,0000	4,7778	4,1756	1,1442	,2593	-3,6615	13,2171
1,1116	5,6808	7,3573	,7721	,4446	-9,1892	20,5507

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
6,3935	3,8992	1,6397	,1089	-1,4872	14,2742

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

CXEN_AT -> PCI_AT -> PP_AT

PCT_AT	Effect	BootSE	BootLLCI	BootULCI
-,9889	,4919	1,7874	-2,8048	4,8581
,0000	,5913	1,3905	-1,6241	3,9738
1,1116	,7031	2,0609	-2,1515	6,1214

Index of moderated mediation:

	Index	BootSE	BootLLCI	BootULCI
PCT_AT	,1005	1,2643	-2,2112	3,3225

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
,5913	,4919	,0994	1,2502	-2,1866	3,2856
,7031	,4919	,2112	2,6556	-4,6446	6,9788
,7031	,5913	,1118	1,4054	-2,4580	3,6933

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

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

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

W values in conditional tables are the minimum, the mean, and 1 SD above the mean.

NOTE: One SD below the mean is below the minimum observed in the data for W,
so the minimum measurement on W is used for conditioning instead.

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

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

PROCESS macro | Watch, Switzerland (Pricing Footprint)

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14
Y : WTP1_CH (too cheap)
X : CXEN_CH
M : PCI_CH
W : PCT_CH

Sample
Size: 45

OUTCOME VARIABLE:
PCI_CH

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1694	,0287	,4727	1,2709	1,0000	43,0000	,2658

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,2672	,2582	-,10347	,3066	-,7879	,2535
CXEN_CH	,1223	,1085	1,1274	,2658	-,0965	,3411

Covariance matrix of regression parameter estimates:

	constant	CXEN_CH
constant	,0667	-,0257
CXEN_CH	-,0257	,0118

OUTCOME VARIABLE:
WTP1_CH

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2871	,0824	690,8862	,8980	4,0000	40,0000	,4742

Model

	coeff	se	t	p	LLCI	ULCI
constant		45,3256	10,0990	4,4881	,0001	24,9145 65,7367
CXEN_CH		,5897	4,2543	,1386	,8905	-8,0088 9,1882
PCI_CH		-10,0813	5,8874	-,17124	,0946	-21,9803 1,8176
PCT_CH		-,7005	2,7588	-,2539	,8009	-6,2763 4,8754
Int_1		4,3445	4,2678	1,0180	,3148	-4,2811 12,9701

Product terms key:

Int_1 : PCI_CH x PCT_CH

Covariance matrix of regression parameter estimates:

	constant	CXEN_CH	PCI_CH	PCT_CH	Int_1
constant	101,9896	-39,5926	8,8249	2,6673	3,8151
CXEN_CH	-39,5926	18,0994	-4,0961	-1,2592	-1,4215
PCI_CH	8,8249	-4,0961	34,6610	1,3214	-3,1500
PCT_CH	2,6673	-1,2592	1,3214	7,6112	-2,1375
Int_1	3,8151	-1,4215	-3,1500	-2,1375	18,2137

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

	R2-chng	F	df1	df2	p
M*W	,0238	1,0363	1,0000	40,0000	,3148

Focal predictor: PCI_CH (M)
Mod var: PCT_CH (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCT_CH	Effect	se	t	p	LLCI	ULCI
--------	--------	----	---	---	------	------

-1,4731	-16,4811	9,1359	-1,8040	,0788	-34,9456	1,9834
,0000	-10,0813	5,8874	-1,7124	,0946	-21,9803	1,8176
1,4731	-3,6815	8,0563	-,4570	,6502	-19,9641	12,6010

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
,5897	4,2543	,1386	,8905	-8,0088	9,1882

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

CXEN_CH -> PCI_CH -> WTP1_CH

PCT_CH	Effect	BootSE	BootLLCI	BootULCI
-1,4731	-2,0157	2,5836	-7,5353	2,6115
,0000	-1,2330	1,5962	-4,6526	1,7413
1,4731	-,4503	1,7155	-4,2682	3,0780

Index of moderated mediation:

Index	BootSE	BootLLCI	BootULCI
PCT_CH	,5314	1,0208	-1,1262 2,9769

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
-1,2330	-2,0157	,7827	1,5037	-1,6590	4,3853
-,4503	-2,0157	1,5655	3,0073	-3,3179	8,7705
-,4503	-1,2330	,7827	1,5037	-1,6590	4,3853

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

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

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

W values in conditional tables are the mean and +/- SD from the mean.

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

NOTE: Standardized coefficients not available for models with moderators.

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

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14
Y : WTP2_CH (cheap)
X : CXEN_CH
M : PCI_CH
W : PCT_CH

Sample
Size: 45

OUTCOME VARIABLE:
PCI_CH

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1694	,0287	,4727	1,2709	1,0000	43,0000	,2658

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,2672	,2582	-1,0347	,3066	-,7879	,2535
CXEN_CH	,1223	,1085	1,1274	,2658	-,0965	,3411

Covariance matrix of regression parameter estimates:

	constant	CXEN_CH
constant	,0667	-,0257
CXEN_CH	-,0257	,0118

OUTCOME VARIABLE:

WTP2_CH

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2381	,0567	1511,7474	,6008	4,0000	40,0000	,6642

Model

	coeff	se	t	p	LLCI	ULCI
constant	88,6303	14,9388	5,9329	,0000	58,4375	118,8230
CXEN_CH	-,36217	6,2932	-,5755	,5682	-16,3408	9,0974
PCI_CH	-,77495	8,7088	-,8899	,3789	-25,3508	9,8518
PCT_CH	-,11333	4,0810	-,2777	,7827	-9,3813	7,1148
Int_1	7,6106	6,3130	1,2055	,2351	-5,1486	20,3698

Product terms key:

Int_1 : PCI_CH x PCT_CH

Covariance matrix of regression parameter estimates:

	constant	CXEN_CH	PCI_CH	PCT_CH	Int_1
constant	223,1664	-86,6337	19,3100	5,8365	8,3480
CXEN_CH	-86,6337	39,6039	-8,9628	-2,7553	-3,1104
PCI_CH	19,3100	-8,9628	75,8427	2,8914	-6,8925
PCT_CH	5,8365	-2,7553	2,8914	16,6542	-4,6772
Int_1	8,3480	-3,1104	-6,8925	-4,6772	39,8540

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

R2-chng	F	df1	df2	p
M*W	,0343	1,4533	1,0000	40,0000

Focal predict: PCI_CH (M)
Mod var: PCT_CH (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCT_CH	Effect	se	t	p	LLCI	ULCI
-1,4731	-18,9605	13,5141	-1,4030	,1683	-46,2738	8,3528
,0000	-,77495	8,7088	-,8899	,3789	-25,3508	9,8518
1,4731	3,4615	11,9171	,2905	,7730	-20,6242	27,5472

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
-,36217	6,2932	-,5755	,5682	-16,3408	9,0974

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

CXEN_CH -> PCI_CH -> WTP2_CH

PCT_CH	Effect	BootSE	BootLLCI	BootULCI
-1,4731	-2,3190	3,7838	-11,4750	3,7109
,0000	-,9478	2,2564	-6,0487	3,2137
1,4731	,4234	2,4987	-4,3336	6,4753

Index of moderated mediation:

Index	BootSE	BootLLCI	BootULCI
PCT_CH	,9308	1,5464	-1,4213

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
-,9478	-2,3190	1,3712	2,2779	-2,0937	7,1407
,4234	-2,3190	2,7423	4,5558	-4,1873	14,2813
,4234	-,9478	1,3712	2,2779	-2,0937	7,1407

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

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

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

W values in conditional tables are the mean and +/- SD from the mean.

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

NOTE: Standardized coefficients not available for models with moderators.

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

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14
Y : WTP3_CH (expensive)
X : CXEN_CH
M : PCI_CH
W : PCT_CH

Sample
Size: 45

OUTCOME VARIABLE:
PCI_CH

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1694	,0287	,4727	1,2709	1,0000	43,0000	,2658

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,2672	,2582	-1,0347	,3066	-,7879	,2535
CXEN_CH	,1223	,1085	1,1274	,2658	-,0965	,3411

Covariance matrix of regression parameter estimates:

	constant	CXEN_CH
constant	,0667	-,0257
CXEN_CH	-,0257	,0118

OUTCOME VARIABLE:
WTP3_CH

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3381	,1143	3384,7259	1,2910	4,0000	40,0000	,2898

Model

	coeff	se	t	p	LLCI	ULCI
constant	167,1833	22,3530	7,4792	,0000	122,0055	212,3610
CXEN_CH	-11,7108	9,4165	-1,2436	,2209	-30,7426	7,3209
PCI_CH	-,4171	13,0310	-,0320	,9746	-26,7542	25,9199
PCT_CH	7,5545	6,1064	1,2371	,2232	-4,7871	19,8961
Int_1	13,1530	9,4462	1,3924	,1715	-5,9388	32,2448

Product terms key:

Int_1 : PCI_CH x PCT_CH

Covariance matrix of regression parameter estimates:

	constant	CXEN_CH	PCI_CH	PCT_CH	Int_1
constant	499,6582	-193,9685	43,2342	13,0676	18,6908
CXEN_CH	-193,9685	88,6711	-20,0672	-6,1690	-6,9640
PCI_CH	43,2342	-20,0672	169,8079	6,4738	-15,4320
PCT_CH	13,0676	-6,1690	6,4738	37,2879	-10,4720
Int_1	18,6908	-6,9640	-15,4320	-10,4720	89,2310

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

	R2-chng	F	df1	df2	p
M*W	,0429	1,9388	1,0000	40,0000	,1715

Focal predict: PCI_CH (M)
Mod var: PCT_CH (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCT_CH	Effect	se	t	p	LLCI	ULCI
-1,4731	-19,7925	20,2213	-,9788	,3336	-60,6617	21,0768
,0000	-,4171	13,0310	-,0320	,9746	-26,7542	25,9199
1,4731	18,9582	17,8317	1,0632	,2941	-17,0815	54,9979

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
-11,7108	9,4165	-1,2436	,2209	-30,7426	7,3209

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

CXEN_CH -> PCI_CH -> WTP3_CH

PCT_CH	Effect	BootSE	BootLLCI	BootULCI
-1,4731	-2,4207	4,0719	-11,5587	5,5355
,0000	-,0510	2,7264	-4,6848	7,0618
1,4731	2,3187	5,0456	-4,7984	15,5393

Index of moderated mediation:

Index	BootSE	BootLLCI	BootULCI
PCT_CH	1,6087	2,5022	-2,6207 7,7670

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
-,0510	-2,4207	2,3697	3,6859	-3,8604	11,4413
2,3187	-2,4207	4,7394	7,3718	-7,7209	22,8826
2,3187	-,0510	2,3697	3,6859	-3,8604	11,4413

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

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

W values in conditional tables are the mean and +/- SD from the mean.

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

PCT_CH PCI_CH

NOTE: Standardized coefficients not available for models with moderators.

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

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14

```

Y : WTP4_CH (too expensive)
X : CXEN_CH
M : PCI_CH
W : PCT_CH

Sample
Size: 45

*****
OUTCOME VARIABLE:
PCI_CH

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      ,1694      ,0287      ,4727      1,2709      1,0000      43,0000      ,2658

Model
      coeff      se      t      p      LLCI      ULCI
constant      -,2672      ,2582      -1,0347      ,3066      -,7879      ,2535
CXEN_CH      ,1223      ,1085      1,1274      ,2658      -,0965      ,3411

Covariance matrix of regression parameter estimates:
      constant      CXEN_CH
constant      ,0667      -,0257
CXEN_CH      -,0257      ,0118

*****
OUTCOME VARIABLE:
WTP4_CH

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      ,4078      ,1663      6617,3375      1,9944      4,0000      40,0000      ,1139

Model
      coeff      se      t      p      LLCI      ULCI
constant      248,2180      31,2548      7,9418      ,0000      185,0489      311,3871
CXEN_CH      -22,6610      13,1665      -1,7211      ,0930      -49,2719      3,9498
PCI_CH      2,1224      18,2204      ,1165      ,9079      -34,7030      38,9477
PCT_CH      11,5090      8,5382      1,3479      ,1853      -5,7475      28,7654
Int_1      23,5046      13,2080      1,7796      ,0827      -3,1901      50,1994

Product terms key:
Int_1 :      PCI_CH x      PCT_CH

Covariance matrix of regression parameter estimates:
      constant      CXEN_CH      PCI_CH      PCT_CH      Int_1
constant      976,8611      -379,2199      84,5254      25,5480      36,5416
CXEN_CH      -379,2199      173,3572      -39,2326      -12,0608      -13,6150
PCI_CH      84,5254      -39,2326      331,9844      12,6567      -30,1704
PCT_CH      25,5480      -12,0608      12,6567      72,9000      -20,4734
Int_1      36,5416      -13,6150      -30,1704      -20,4734      174,4518

Test(s) of highest order unconditional interaction(s):
      R2-chng      F      df1      df2      p
M*W      ,0660      3,1669      1,0000      40,0000      ,0827
-----
      Focal predict: PCI_CH (M)
      Mod var: PCT_CH (W)

Conditional effects of the focal predictor at values of the moderator(s):

      PCT_CH      Effect      se      t      p      LLCI      ULCI
-1,4731      -32,5017      28,2741      -1,1495      ,2572      -89,6465      24,6430
,0000      2,1224      18,2204      ,1165      ,9079      -34,7030      38,9477
1,4731      36,7465      24,9329      1,4738      ,1484      -13,6454      87,1384

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI
-22,6610      13,1665      -1,7211      ,0930      -49,2719      3,9498

Conditional indirect effects of X on Y:

```

INDIRECT EFFECT:

CXEN_CH -> PCI_CH -> WTP4_CH

PCT_CH	Effect	BootSE	BootLLCI	BootULCI
-1,4731	-3,9751	6,1392	-17,8542	6,8328
,0000	,2596	3,6191	-7,0232	8,9912
1,4731	4,4943	7,3977	-8,6005	20,9306

Index of moderated mediation:

Index	BootSE	BootLLCI	BootULCI
PCT_CH	2,8747	3,9062	-4,2563 11,5404

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
,2596	-3,9751	4,2347	5,7541	-6,2698	16,9999
4,4943	-3,9751	8,4694	11,5082	-12,5396	33,9999
4,4943	,2596	4,2347	5,7541	-6,2698	16,9999

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

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

W values in conditional tables are the mean and +/- SD from the mean.

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

PCT_CH PCI_CH

NOTE: Standardized coefficients not available for models with moderators.

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

PROCESS macro | Watch, Austria (Pricing Footprint)

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14

Y : WTP1_AT (too cheap)

X : CXEN_AT

M : PCI_AT

W : PCT_AT

Sample

Size: 45

OUTCOME VARIABLE:

PCI_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1280	,0164	,7519	,7161	1,0000	43,0000	,4021

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,2662	,3401	-,7827	,4381	-,9522	,4197
CXEN_AT	,1238	,1463	,8462	,4021	-,1712	,4187

Covariance matrix of regression parameter estimates:

	constant	CXEN_AT
constant	,1157	-,0460
CXEN_AT	-,0460	,0214

OUTCOME VARIABLE:

WTP1_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2500	,0625	699,3231	,6667	4,0000	40,0000	,6188

Model

	coeff	se	t	p	LLCI	ULCI
constant	45,2430	10,4786	4,3177	,0001	24,0646	66,4213
CXEN_AT	,4380	4,5064	,0972	,9231	-8,6698	9,5458
PCI_AT	-3,2216	4,8258	-,6676	,5082	-12,9750	6,5317
PCT_AT	-5,1464	3,7390	-1,3764	,1764	-12,7033	2,4106
Int_1	1,2647	5,2848	,2393	,8121	-9,4165	11,9459

Product terms key:

Int_1 : PCI_AT x PCT_AT

Covariance matrix of regression parameter estimates:

	constant	CXEN_AT	PCI_AT	PCT_AT	Int_1
constant	109,8011	-43,7079	4,8517	2,7227	-2,9353
CXEN_AT	-43,7079	20,3072	-2,5035	-1,0679	,3022
PCI_AT	4,8517	-2,5035	23,2879	-2,5385	6,5224
PCT_AT	2,7227	-1,0679	-2,5385	13,9801	-5,2023
Int_1	-2,9353	,3022	6,5224	-5,2023	27,9295

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

	R2-chng	F	df1	df2	p
M*W	,0013	,0573	1,0000	40,0000	,8121

Focal predict: PCI_AT (M)

Mod var: PCT_AT (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCT_AT	Effect	se	t	p	LLCI	ULCI
-,9889	-4,4723	6,1401	-,7284	,4706	-16,8820	7,9374
,0000	-3,2216	4,8258	-,6676	,5082	-12,9750	6,5317
1,1116	-1,8157	8,5030	-,2135	,8320	-19,0011	15,3696

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
,4380	4,5064	,0972	,9231	-8,6698	9,5458

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

CXEN_AT -> PCI_AT -> WTP1_AT

PCT_AT	Effect	BootSE	BootLLCI	BootULCI
-,9889	-,5535	1,7743	-6,0245	,9175
,0000	-,3987	1,1686	-3,8329	,6920
1,1116	-,2247	1,2526	-2,8486	2,0577

Index of moderated mediation:

	Index	BootSE	BootLLCI	BootULCI
PCT_AT	,1565	,9723	-,8812	3,0910

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
-,3987	-,5535	,1548	,9615	-,8714	3,0567
-,2247	-,5535	,3288	2,0422	-1,8509	6,4926
-,2247	-,3987	,1740	1,0808	-,9795	3,4360

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

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

W values in conditional tables are the minimum, the mean, and 1 SD above the mean.

NOTE: One SD below the mean is below the minimum observed in the data for W,
so the minimum measurement on W is used for conditioning instead.

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

NOTE: Standardized coefficients not available for models with moderators.

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

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14
Y : WTP2_AT (cheap)
X : CXEN_AT
M : PCI_AT
W : PCT_AT

Sample
Size: 45

OUTCOME VARIABLE:
PCI_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1280	,0164	,7519	,7161	1,0000	43,0000	,4021

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,2662	,3401	-,7827	,4381	-,9522	,4197
CXEN_AT	,1238	,1463	,8462	,4021	-,1712	,4187

Covariance matrix of regression parameter estimates:

	constant	CXEN_AT
constant	,1157	-,0460
CXEN_AT	-,0460	,0214

OUTCOME VARIABLE:
WTP2_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,5040	,2540	1467,9471	3,4055	4,0000	40,0000	,0173

Model

	coeff	se	t	p	LLCI	ULCI
constant	98,9965	15,1817	6,5208	,0000	68,3128	129,6802
CXEN_AT	-,57677	6,5289	-,8834	,3823	-,18,9633	7,4280
PCI_AT	-,11,2953	6,9917	-,1,6155	,1141	-,25,4262	2,8356
PCT_AT	-,14,2222	5,4172	-,2,6254	,0122	-,25,1708	-,3,2735
Int_1	8,7885	7,6568	1,1478	,2579	-,6,6867	24,2637

Product terms key:

Int_1 : PCI_AT x PCT_AT

Covariance matrix of regression parameter estimates:

	constant	CXEN_AT	PCI_AT	PCT_AT	Int_1
constant	230,4832	-,91,7470	10,1841	5,7153	-,6,1615
CXEN_AT	-,91,7470	42,6269	-,5,2551	-,2,2415	,6343
PCI_AT	10,1841	-,5,2551	48,8836	-,5,3285	13,6911

PCT_AT 5,7153 -2,2415 -5,3285 29,3457 -10,9201
Int_1 -6,1615 ,6343 13,6911 -10,9201 58,6268

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

	R2-chng	F	df1	df2	p
M*W	,0246	1,3174	1,0000	40,0000	,2579

Focal predict: PCI_AT (M)
Mod var: PCT_AT (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCT_AT	Effect	se	t	p	LLCI	ULCI
-,9889	-19,9861	8,8959	-2,2467	,0302	-37,9656	-2,0066
,0000	-11,2953	6,9917	-1,6155	,1141	-25,4262	2,8356
1,1116	-1,5260	12,3193	-,1239	,9020	-26,4246	23,3725

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
-5,7677	6,5289	-,8834	,3823	-18,9633	7,4280

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

CXEN_AT -> PCI_AT -> WTP2_AT

PCT_AT	Effect	BootSE	BootLLCI	BootULCI
-,9889	-2,4735	4,6149	-15,8807	2,2068
,0000	-1,3979	2,6444	-8,7156	1,3680
1,1116	-,1889	1,9480	-4,4379	3,8422

Index of moderated mediation:

	Index	BootSE	BootLLCI	BootULCI
PCT_AT	1,0877	2,3488	-1,0945	7,8620

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
-1,3979	-2,4735	1,0756	2,3227	-1,0823	7,7746
-,1889	-2,4735	2,2847	4,9336	-2,2989	16,5141
-,1889	-1,3979	1,2091	2,6109	-1,2166	8,7394

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

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

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

W values in conditional tables are the minimum, the mean, and 1 SD above the mean.

NOTE: One SD below the mean is below the minimum observed in the data for W,
so the minimum measurement on W is used for conditioning instead.

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

NOTE: Standardized coefficients not available for models with moderators.

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

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14

Y : WTP3_AT (expensive)

X : CXEN_AT
M : PCI_AT
W : PCT_AT

Sample
Size: 45

OUTCOME VARIABLE:
PCI_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1280	,0164	,7519	,7161	1,0000	43,0000	,4021

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,2662	,3401	-,7827	,4381	-,9522	,4197
CXEN_AT	,1238	,1463	,8462	,4021	-,1712	,4187

Covariance matrix of regression parameter estimates:

	constant	CXEN_AT
constant	,1157	-,0460
CXEN_AT	-,0460	,0214

OUTCOME VARIABLE:
WTP3_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3464	,1200	6314,3318	1,3639	4,0000	40,0000	,2636

Model

	coeff	se	t	p	LLCI	ULCI
constant	199,8690	31,4868	6,3477	,0000	136,2310	263,5069
CXEN_AT	-,80029	13,5410	-,5910	,5578	-35,3706	19,3648
PCI_AT	-,20,2166	14,5007	-,1,3942	,1710	-49,5241	9,0908
PCT_AT	-,9,4729	11,2352	-,8431	,4042	-32,1804	13,2345
Int_1	17,2668	15,8802	1,0873	,2834	-14,8288	49,3623

Product terms key:

Int_1 : PCI_AT x PCT_AT

Covariance matrix of regression parameter estimates:

	constant	CXEN_AT	PCI_AT	PCT_AT	Int_1
constant	991,4169	-394,6472	43,8068	24,5842	-26,5033
CXEN_AT	-394,6472	183,3582	-22,6048	-9,6420	2,7286
PCI_AT	43,8068	-22,6048	210,2715	-22,9204	58,8920
PCT_AT	24,5842	-9,6420	-22,9204	126,2296	-46,9723
Int_1	-26,5033	2,7286	58,8920	-46,9723	252,1814

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

R2-chng	F	df1	df2	p	
M*W	,0260	1,1823	1,0000	40,0000	,2834

Focal predict: PCI_AT (M)
Mod var: PCT_AT (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCT_AT	Effect	se	t	p	LLCI	ULCI
-,9889	-37,2916	18,4501	-2,0212	,0500	-74,5810	-,0021
,0000	-20,2166	14,5007	-1,3942	,1710	-49,5241	9,0908
1,1116	-1,0228	25,5502	-,0400	,9683	-52,6624	50,6168

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
-,80029	13,5410	-,5910	,5578	-35,3706	19,3648

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

CXEN_AT -> PCI_AT -> WTP3_AT

PCT_AT	Effect	BootSE	BootLLCI	BootULCI
-.9889	-4,6153	8,4063	-28,0758	3,8456
,0000	-2,5021	4,7407	-15,1948	2,6921
1,1116	-,1266	5,8788	-12,4780	13,2571

Index of moderated mediation:

Index	BootSE	BootLLCI	BootULCI
PCT_AT	2,1370	5,3269	-3,3757 17,6672

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
-2,5021	-4,6153	2,1132	5,2678	-3,3382	17,4709
-,1266	-4,6153	4,4887	11,1892	-7,0906	37,1098
-,1266	-2,5021	2,3755	5,9215	-3,7524	19,6389

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

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

W values in conditional tables are the minimum, the mean, and 1 SD above the mean.

NOTE: One SD below the mean is below the minimum observed in the data for W, so the minimum measurement on W is used for conditioning instead.

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

PCT_AT PCI_AT

NOTE: Standardized coefficients not available for models with moderators.

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

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14

Y : WTP4_AT (too expensive)

X : CXEN_AT

M : PCI_AT

W : PCT_AT

Sample

Size: 45

OUTCOME VARIABLE:

PCI_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1280	,0164	,7519	,7161	1,0000	43,0000	,4021

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,2662	,3401	-,7827	,4381	-,9522	,4197
CXEN_AT	,1238	,1463	,8462	,4021	-,1712	,4187

Covariance matrix of regression parameter estimates:

	constant	CXEN_AT
constant	,1157	-,0460
CXEN_AT	-,0460	,0214

OUTCOME VARIABLE:
WTP4_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2367	,0560	17274,7760	,5933	4,0000	40,0000	,6695

Model

	coeff	se	t	p	LLCI	ULCI
constant	279,1548	52,0800	5,3601	,0000	173,8959	384,4137
CXEN_AT	-6,9747	22,3971	-,3114	,7571	-52,2416	38,2922
PCI_AT	-23,6807	23,9846	-,9873	,3294	-72,1561	24,7946
PCT_AT	-12,7758	18,5833	-,6875	,4957	-50,3345	24,7830
Int_1	14,7168	26,2663	,5603	,5784	-38,3701	67,8037

Product terms key:

Int_1 : PCI_AT x PCT_AT

Covariance matrix of regression parameter estimates:

	constant	CXEN_AT	PCI_AT	PCT_AT	Int_1
constant	2712,3227	-1079,6774	119,8469	67,2577	-72,5079
CXEN_AT	-1079,6774	501,6322	-61,8423	-26,3785	7,4650
PCI_AT	119,8469	-61,8423	575,2616	-62,7056	161,1171
PCT_AT	67,2577	-26,3785	-62,7056	345,3394	-128,5071
Int_1	-72,5079	7,4650	161,1171	-128,5071	689,9190

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

	R2-chng	F	df1	df2	p
M*W	,0074	,3139	1,0000	40,0000	,5784

Focal predict: PCI_AT (M)

Mod var: PCT_AT (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCT_AT	Effect	se	t	p	LLCI	ULCI
-.9889	-38,2340	30,5169	-1,2529	,2175	-99,9117	23,4437
,0000	-23,6807	23,9846	-,9873	,3294	-72,1561	24,7946
1,1116	-7,3215	42,2607	-,1732	,8633	-92,7347	78,0918

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
-6,9747	22,3971	-,3114	,7571	-52,2416	38,2922

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

CXEN_AT -> PCI_AT -> WTP4_AT

PCT_AT	Effect	BootSE	BootLLCI	BootULCI
-.9889	-4,7319	9,6313	-31,0786	5,6657
,0000	-2,9308	6,0409	-19,1155	4,6274
1,1116	-,9061	9,0175	-20,7525	18,5325

Index of moderated mediation:

	Index	BootSE	BootLLCI	BootULCI
PCT_AT	1,8214	6,8034	-7,4283	20,8716

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
-2,9308	-4,7319	1,8011	6,7278	-7,3458	20,6396
-,9061	-4,7319	3,8258	14,2905	-15,6032	43,8406
-,9061	-2,9308	2,0247	7,5627	-8,2574	23,2010

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

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

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

W values in conditional tables are the minimum, the mean, and 1 SD above the mean.

NOTE: One SD below the mean is below the minimum observed in the data for W,
so the minimum measurement on W is used for conditioning instead.

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

NOTE: Standardized coefficients not available for models with moderators.

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

Wine study

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	59	64,8	64,8	64,8
	male	30	33,0	33,0	97,8
	diverse	2	2,2	2,2	100,0
	Total	91	100,0	100,0	

Occupation: employed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nicht gewählt	22	24,2	24,2	24,2
	ausgewählt	69	75,8	75,8	100,0
	Total	91	100,0	100,0	

Occupation: unemployed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nicht gewählt	90	98,9	98,9	98,9
	ausgewählt	1	1,1	1,1	100,0
	Total	91	100,0	100,0	

Occupation: student

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nicht gewählt	66	72,5	72,5	72,5
	ausgewählt	25	27,5	27,5	100,0
	Total	91	100,0	100,0	

Occupation: retired

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nicht gewählt	88	96,7	96,7	96,7
	ausgewählt	3	3,3	3,3	100,0
	Total	91	100,0	100,0	

Occupation: homemaker

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nicht gewählt	90	98,9	98,9	98,9
	ausgewählt	1	1,1	1,1	100,0
	Total	91	100,0	100,0	

Statistics

Net Income Euro

N	Valid	91
	Missing	0
Mean		1836,34
Median		1800,00
Std. Deviation		902,830
Range		6600
Minimum		400
Maximum		7000

Independent Samples Test

		Levene's Test for Equality of Variances					t-test for Equality of Means		95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Age	Equal variances assumed	34,900	,000	-3,593	89	,001	-8,142	2,266	-12,645	-3,640
	Equal variances not assumed			-3,675	64,284	,000	-8,142	2,216	-12,568	-3,716

Independent Samples Test

		Levene's Test for Equality of Variances					t-test for Equality of Means		95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Net Income Euro	Equal variances assumed	1,205	,275	-,507	89	,614	-96,324	190,175	-474,197	281,549
	Equal variances not assumed			-,508	88,833	,612	-96,324	189,480	-472,827	280,179

Reliability

Scale: Consumer Xenocentrism

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,894	,899	10

Scale: PCI Switzerland

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,753	,758	4

Scale: PCI Austria

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,723	,733	4

Scale: Product-country typicality Switzerland

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,912	,920	4

Scale: Product-country typicality Austria**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,949	,952	4

Scale: Price sensitivity**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,830	,832	3

Scale: Product category involvement**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,926	,928	3

Scale: Consumer ethnocentrism**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,906	,906	5

Manipulation checks**Product country image****Descriptives**

PCI_f

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
0	44	5,9091	,74336	,11207	5,6831	6,1351	3,75	7,00
1	47	4,9096	,89295	,13025	4,6474	5,1718	3,50	6,75
Total	91	5,3929	,96115	,10076	5,1927	5,5930	3,50	7,00

ANOVA

PCI_f

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22,703	1	22,703	33,432	,000
Within Groups	60,440	89	,679		
Total	83,143	90			

Product-country typicality**Descriptives**

PCT_f

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
0	44	1,8636	1,04255	,15717	1,5467	2,1806	1,00	4,33
1	47	4,8936	1,58435	,23110	4,4284	5,3588	1,00	7,00
Total	91	3,4286	2,02989	,21279	3,0058	3,8513	1,00	7,00

ANOVA

PCT_f

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	208,636	1	208,636	114,476	,000
Within Groups	162,205	89	1,823		
Total	370,841	90			

Controls

Price sensitivity

Descriptives

PS_f

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
0	44	3,0455	1,50381	,22671	2,5883	3,5027	1,00	6,00
1	47	3,1631	1,44776	,21118	2,7380	3,5882	1,00	6,33
Total	91	3,1062	1,46808	,15390	2,8005	3,4120	1,00	6,33

ANOVA

PS_f

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	,315	1	,315	,145	,705
Within Groups	193,658	89	2,176		
Total	193,973	90			

Consumer ethnocentrism

Descriptives

CET_f

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
0	44	3,8818	1,61696	,24377	3,3902	4,3734	1,00	7,00
1	47	4,1191	1,64484	,23992	3,6362	4,6021	1,00	6,80
Total	91	4,0044	1,62672	,17053	3,6656	4,3432	1,00	7,00

ANOVA

CET_f

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1,280	1	1,280	,481	,490
Within Groups	236,878	89	2,662		
Total	238,158	90			

Product category involvement

Descriptives

Invo_f

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
0	44	4,3636	1,47646	,22258	3,9148	4,8125	1,67	7,00
1	47	5,1560	1,45272	,21190	4,7295	5,5826	1,00	7,00
Total	91	4,7729	1,50954	,15824	4,4585	5,0873	1,00	7,00

ANOVA

Invo_f

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14,269	1	14,269	6,655	,012
Within Groups	190,815	89	2,144		
Total	205,084	90			

Test of hypotheses

Willingness to pay

Descriptives

WTP_f

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
0	44	16,9998	8,18287	1,23361	14,5120	19,4876	6,25	42,50
1	47	15,1538	8,81342	1,28557	12,5661	17,7415	5,25	50,00
Total	91	16,0464	8,51782	,89291	14,2725	17,8203	5,25	50,00

ANOVA

WTP_f

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	77,436	1	77,436	1,068	,304
Within Groups	6452,361	89	72,498		
Total	6529,797	90			

Consumer Xenocentrism

Descriptives

XCEN_f

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
0	44	1,7818	,87372	,13172	1,5162	2,0475	1,00	4,90
1	47	2,0149	,98311	,14340	1,7262	2,3035	1,10	5,90
Total	91	1,9022	,93404	,09791	1,7077	2,0967	1,00	5,90

ANOVA

XCEN_f

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1,235	1	1,235	1,422	,236
Within Groups	77,285	89	,868		
Total	78,520	90			

PROCESS macro | Wine, Switzerland (WTP)

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14
Y : WTP_CH
X : XCEN_CH
M : PCI_CH
W : PCT_CH

Sample
Size: 44

OUTCOME VARIABLE:
PCI_CH

Model Summary

R	R-sq	MSE	F	df1	df2	p
,0912	,0083	,5610	,3525	1,0000	42,0000	,5559

Model

	coeff	se	t	p	LLCI	ULCI
constant	,1383	,2589	,5342	,5960	-,3841	,6607
XCEN_CH	-,0776	,1307	-,5937	,5559	-,3415	,1862

Covariance matrix of regression parameter estimates:

	constant	XCEN_CH
constant	,0670	-,0305
XCEN_CH	-,0305	,0171

OUTCOME VARIABLE:
WTP_CH

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3756	,1410	63,4142	1,6010	4,0000	39,0000	,1934

Model

	coeff	se	t	p	LLCI	ULCI
constant	14,4142	3,0017	4,8020	,0000	8,3426	20,4858
XCEN_CH	1,6471	1,5708	1,0485	,3009	-1,5303	4,8244
PCI_CH	-1,9539	1,6569	-1,1793	,2454	-5,3054	1,3975
PCT_CH	1,1063	1,2863	,8601	,3950	-1,4955	3,7080
Int_1	2,8124	1,5024	1,8720	,0687	-,2265	5,8513

Product terms key:

Int_1 : PCI_CH x PCT_CH

Covariance matrix of regression parameter estimates:

	constant	XCEN_CH	PCI_CH	PCT_CH	Int_1
constant	9,0102	-4,3125	-,1474	1,1606	-,9278
XCEN_CH	-4,3125	2,4675	,0841	-,6320	,6779
PCI_CH	-,1474	,0841	2,7453	,2981	,0193
PCT_CH	1,1606	-,6320	,2981	1,6545	,2776
Int_1	-,9278	,6779	,0193	,2776	2,2572

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

	R2-chng	F	df1	df2	p
M*W	,0772	3,5042	1,0000	39,0000	,0687

Focal predict: PCI_CH (M)
Mod var: PCT_CH (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCT_CH	Effect	se	t	p	LLCI	ULCI
--------	--------	----	---	---	------	------

-,8636	-4,3828	2,0966	-2,0905	,0431	-8,6236	-,1420
,0000	-1,9539	1,6569	-1,1793	,2454	-5,3054	1,3975
1,0426	,9781	2,2889	,4273	,6715	-3,6516	5,6078

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
1,6471	1,5708	1,0485	,3009	-1,5303	4,8244

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

XCEN_CH -> PCI_CH -> WTP_CH

PCT_CH	Effect	BootSE	BootLLCI	BootULCI
-,8636	,3402	,7291	-1,5653	1,5553
,0000	,1517	,3695	-,6846	,8630
1,0426	-,0759	,7175	-1,5040	1,4847

Index of moderated mediation:

Index	BootSE	BootLLCI	BootULCI
PCT_CH	-,2183	,6560	-1,3278
			1,4368

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
,1517	,3402	-,1885	,5665	-1,1468	1,2409
-,0759	,3402	-,4161	1,2505	-2,5311	2,7389
-,0759	,1517	-,2276	,6839	-1,3843	1,4980

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

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

W values in conditional tables are the minimum, the mean, and 1 SD above the mean.

NOTE: One SD below the mean is below the minimum observed in the data for W, so the minimum measurement on W is used for conditioning instead.

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

PCT_CH PCI_CH

NOTE: Standardized coefficients not available for models with moderators.

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

PROCESS macro | Wine, Switzerland (Purchase probability)

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14
Y : PP_CH
X : XCEN_CH
M : PCI_CH
W : PCT_CH

Sample
Size: 44

OUTCOME VARIABLE:
PCI_CH

Model Summary

R	R-sq	MSE	F	df1	df2	p
,0912	,0083	,5610	,3525	1,0000	42,0000	,5559

Model

	coeff	se	t	p	LLCI	ULCI
constant	,1383	,2589	,5342	,5960	-,3841	,6607
XCEN_CH	-,0776	,1307	-,5937	,5559	-,3415	,1862

Covariance matrix of regression parameter estimates:

	constant	XCEN_CH
constant	,0670	-,0305
XCEN_CH	-,0305	,0171

OUTCOME VARIABLE:
PP_CH

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3535	,1250	664,2096	1,3928	4,0000	39,0000	,2543

Model

	coeff	se	t	p	LLCI	ULCI
constant	55,5181	9,7146	5,7149	,0000	35,8681	75,1680
XCEN_CH	,5123	5,0838	,1008	,9203	-9,7709	10,7954
PCI_CH	-6,5204	5,3624	-1,2160	,2313	-17,3670	4,3262
PCT_CH	1,3089	4,1628	,3144	,7549	-7,1114	9,7291
Int_1	-7,8806	4,8623	-1,6208	,1131	-17,7157	1,9544

Product terms key:

Int_1 : PCI_CH x PCT_CH

Covariance matrix of regression parameter estimates:

	constant	XCEN_CH	PCI_CH	PCT_CH	Int_1
constant	94,3743	-45,1701	-1,5441	12,1560	-9,7175
XCEN_CH	-45,1701	25,8453	,8807	-6,6197	7,1008
PCI_CH	-1,5441	,8807	28,7551	3,1227	,2018
PCT_CH	12,1560	-6,6197	3,1227	17,3292	2,9078
Int_1	-9,7175	7,1008	,2018	2,9078	23,6418

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

	R2-chng	F	df1	df2	p
M*W	,0589	2,6269	1,0000	39,0000	,1131

Focal predict: PCI_CH (M)
Mod var: PCT_CH (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCT_CH	Effect	se	t	p	LLCI	ULCI
--------	--------	----	---	---	------	------

- ,8636	,2856	6,7853	,0421	,9666	-13,4391	14,0104
,0000	-6,5204	5,3624	-1,2160	,2313	-17,3670	4,3262
1,0426	-14,7364	7,4076	-1,9894	,0537	-29,7199	,2471

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
,5123	5,0838	,1008	,9203	-9,7709	10,7954

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

XCEN_CH -> PCI_CH -> PP_CH

PCT_CH	Effect	BootSE	BootLLCI	BootULCI
- ,8636	-,0222	1,2542	-2,5132	2,8656
,0000	,5061	1,6930	-3,3512	3,7764
1,0426	1,1438	3,2265	-6,9763	6,4743

Index of moderated mediation:

Index	BootSE	BootLLCI	BootULCI
PCT_CH	,6117	1,7351	-3,8373
			3,5398

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
,5061	-,0222	,5282	1,4985	-3,3140	3,0571
1,1438	-,0222	1,1659	3,3074	-7,3147	6,7475
1,1438	,5061	,6377	1,8089	-4,0006	3,6904

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

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

W values in conditional tables are the minimum, the mean, and 1 SD above the mean.

NOTE: One SD below the mean is below the minimum observed in the data for W, so the minimum measurement on W is used for conditioning instead.

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

PCT_CH PCI_CH

NOTE: Standardized coefficients not available for models with moderators.

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

PROCESS macro | Wine, Austria (WTP)

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14
Y : WTP_AT
X : XCEN_AT
M : PCI_AT
W : PCT_AT

Sample
Size: 47

OUTCOME VARIABLE:
PCI_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1167	,0136	,8040	,6211	1,0000	45,0000	,4348

Model

	coeff	se	t	p	LLCI	ULCI
constant	,2135	,3009	,7097	,4815	-,3924	,8195
XCEN_AT	-,1060	,1345	-,7881	,4348	-,3768	,1649

Covariance matrix of regression parameter estimates:

	constant	XCEN_AT
constant	,0905	-,0364
XCEN_AT	-,0364	,0181

OUTCOME VARIABLE:
WTP_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3814	,1455	72,6982	1,7875	4,0000	42,0000	,1494

Model

	coeff	se	t	p	LLCI	ULCI
constant	9,9880	2,9569	3,3779	,0016	4,0207	15,9552
XCEN_AT	2,4650	1,3004	1,8956	,0649	-,1593	5,0893
PCI_AT	-,6314	1,5169	-,4162	,6794	-3,6925	2,4298
PCT_AT	1,8164	,8612	2,1091	,0409	,0783	3,5545
Int_1	,3965	,9297	,4265	,6719	-1,4797	2,2727

Product terms key:

Int_1 : PCI_AT x PCT_AT

Covariance matrix of regression parameter estimates:

	constant	XCEN_AT	PCI_AT	PCT_AT	Int_1
constant	8,7430	-3,4352	-,3025	-,3341	-,5467
XCEN_AT	-3,4352	1,6910	,1274	,1516	,0558
PCI_AT	-,3025	,1274	2,3008	-,4501	,0911
PCT_AT	-,3341	,1516	-,4501	,7417	,0568
Int_1	-,5467	,0558	,0911	,0568	,8643

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

	R2-chng	F	df1	df2	p
M*W	,0037	,1819	1,0000	42,0000	,6719

Focal predict: PCI_AT (M)
Mod var: PCT_AT (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCT_AT	Effect	se	t	p	LLCI	ULCI
--------	--------	----	---	---	------	------

-1,5844	-1,2596	2,0449	-,6160	,5412	-5,3864	2,8672
,0000	-,6314	1,5169	-,4162	,6794	-3,6925	2,4298
1,5844	-,0031	2,1816	-,0014	,9989	-4,4058	4,3995

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
2,4650	1,3004	1,8956	,0649	-,1593	5,0893

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

XCEN_AT -> PCI_AT -> WTP_AT

PCT_AT	Effect	BootSE	BootLLCI	BootULCI
-1,5844	,1335	,3400	-,5728	,8200
,0000	,0669	,2876	-,3512	,8710
1,5844	,0003	,3941	-,4834	1,1734

Index of moderated mediation:

Index	BootSE	BootLLCI	BootULCI
PCT_AT	-,0420	,1449	-,2445

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
,0669	,1335	-,0666	,2296	-,3875	,5466
,0003	,1335	-,1332	,4592	-,7749	1,0932
,0003	,0669	-,0666	,2296	-,3875	,5466

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

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

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

W values in conditional tables are the mean and +/- SD from the mean.

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

NOTE: Standardized coefficients not available for models with moderators.

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

PROCESS macro | Wine, Austria (Purchase probability)

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14
Y : PP_AT
X : XCEN_AT
M : PCI_AT
W : PCT_AT

Sample
Size: 47

OUTCOME VARIABLE:
PCI_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1167	,0136	,8040	,6211	1,0000	45,0000	,4348

Model

	coeff	se	t	p	LLCI	ULCI
constant	,2135	,3009	,7097	,4815	-,3924	,8195
XCEN_AT	-,1060	,1345	-,7881	,4348	-,3768	,1649

Covariance matrix of regression parameter estimates:

	constant	XCEN_AT
constant	,0905	-,0364
XCEN_AT	-,0364	,0181

OUTCOME VARIABLE:
PP_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,4092	,1674	352,1584	2,1117	4,0000	42,0000	,0963

Model

	coeff	se	t	p	LLCI	ULCI
constant	56,6028	6,5078	8,6976	,0000	43,4693	69,7363
XCEN_AT	5,8453	2,8621	2,0423	,0574	-1,0694	11,6212
PCI_AT	4,6729	3,3385	1,3997	,1689	-2,0645	11,4103
PCT_AT	2,3556	1,8955	1,2427	,2209	-1,4698	6,1810
Int_1	-,5033	2,0462	-,2459	,8069	-4,6327	3,6262

Product terms key:

Int_1 : PCI_AT x PCT_AT

Covariance matrix of regression parameter estimates:

	constant	XCEN_AT	PCI_AT	PCT_AT	Int_1
constant	42,3521	-16,6406	-1,4653	-1,6183	-2,6482
XCEN_AT	-16,6406	8,1914	,6172	,7345	,2705
PCI_AT	-1,4653	,6172	11,1456	-2,1802	,4415
PCT_AT	-1,6183	,7345	-2,1802	3,5931	,2752
Int_1	-2,6482	,2705	,4415	,2752	4,1869

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

	R2-chng	F	df1	df2	p
M*W	,0012	,0605	1,0000	42,0000	,8069

Focal predict: PCI_AT (M)
Mod var: PCT_AT (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCT_AT	Effect	se	t	p	LLCI	ULCI
--------	--------	----	---	---	------	------

-1,5844	5,4702	4,5007	1,2154	,2310	-3,6127	14,5531
,0000	4,6729	3,3385	1,3997	,1689	-2,0645	11,4103
1,5844	3,8756	4,8015	,8072	,4241	-5,8144	13,5655

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
5,8453	2,8621	2,0423	,0574	-1,0694	11,6212

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

XCEN_AT -> PCI_AT -> PP_AT

PCT_AT	Effect	BootSE	BootLLCI	BootULCI
-1,5844	-,5797	1,0013	-3,0575	1,0251
,0000	-,4952	,9012	-2,7577	,8855
1,5844	-,4107	1,0713	-3,0908	1,3966

Index of moderated mediation:

Index	BootSE	BootLLCI	BootULCI
PCT_AT	,0533	,3236	-,5523
			,8433

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
-,4952	-,5797	,0845	,5128	-,8751	1,3361
-,4107	-,5797	,1690	1,0255	-1,7502	2,6722
-,4107	-,4952	,0845	,5128	-,8751	1,3361

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

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

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

W values in conditional tables are the mean and +/- SD from the mean.

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

NOTE: Standardized coefficients not available for models with moderators.

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

PROCESS macro | Wine, Switzerland (Pricing Footprint)

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14
Y : WTP1_CH (too cheap)
X : XCEN_CH
M : PCI_CH
W : PCT_CH

Sample
Size: 44

OUTCOME VARIABLE:
PCI_CH

Model Summary

R	R-sq	MSE	F	df1	df2	p
,0912	,0083	,5610	,3525	1,0000	42,0000	,5559

Model

	coeff	se	t	p	LLCI	ULCI
constant	,1383	,2589	,5342	,5960	-,3841	,6607
XCEN_CH	-,0776	,1307	-,5937	,5559	-,3415	,1862

Covariance matrix of regression parameter estimates:

	constant	XCEN_CH
constant	,0670	-,0305
XCEN_CH	-,0305	,0171

OUTCOME VARIABLE:
WTP1_CH

Model Summary

R	R-sq	MSE	F	df1	df2	p
,4805	,2309	3,0507	2,9267	4,0000	39,0000	,0329

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,4949	,6584	5,3084	,0000	2,1632	4,8266
XCEN_CH	,3944	,3445	1,1448	,2593	-,3025	1,0913
PCI_CH	-,7328	,3634	-2,0165	,0507	-1,4679	,0023
PCT_CH	-,1970	,2821	-,6982	,4892	-,7676	,3737
Int_1	,8639	,3295	2,6216	,0124	,1973	1,5304

Product terms key:
Int_1 : PCI_CH x PCT_CH

Covariance matrix of regression parameter estimates:

	constant	XCEN_CH	PCI_CH	PCT_CH	Int_1
constant	,4335	-,2075	-,0071	,0558	-,0446
XCEN_CH	-,2075	,1187	,0040	-,0304	,0326
PCI_CH	-,0071	,0040	,1321	,0143	,0009
PCT_CH	,0558	-,0304	,0143	,0796	,0134
Int_1	-,0446	,0326	,0009	,0134	,1086

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

	R2-chng	F	df1	df2	p
M*W	,1355	6,8728	1,0000	39,0000	,0124

Focal predict: PCI_CH (M)
Mod var: PCT_CH (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCT_CH	Effect	se	t	p	LLCI	ULCI
--------	--------	----	---	---	------	------

-,8636	-,14789	,4598	-,3,2161	,0026	-,2,4090	-,5488
,0000	-,7328	,3634	-,2,0165	,0507	-,1,4679	,0023
1,0426	,1678	,5020	,3343	,7400	-,8476	1,1833

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
,3944	,3445	1,1448	,2593	-,3025	1,0913

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

XCEN_CH -> PCI_CH -> WTP1_CH

PCT_CH	Effect	BootSE	BootLLCI	BootULCI
-,8636	,1148	,2415	-,4815	,5539
,0000	,0569	,1357	-,2623	,3179
1,0426	-,0130	,1029	-,2519	,1843

Index of moderated mediation:

Index	BootSE	BootLLCI	BootULCI
PCT_CH	-,0670	,1424	-,3108

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
,0569	,1148	-,0579	,1230	-,2684	,2312
-,0130	,1148	-,1278	,2715	-,5925	,5102
-,0130	,0569	-,0699	,1485	-,3241	,2791

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

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

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

W values in conditional tables are the minimum, the mean, and 1 SD above the mean.

NOTE: One SD below the mean is below the minimum observed in the data for W,
so the minimum measurement on W is used for conditioning instead.

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

NOTE: Standardized coefficients not available for models with moderators.

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

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14

Y : WTP2_CH (cheap)

X : XCEN_CH

M : PCI_CH

W : PCT_CH

Sample

Size: 44

OUTCOME VARIABLE:

PCI_CH

Model Summary

R	R-sq	MSE	F	df1	df2	p
,0912	,0083	,5610	,3525	1,0000	42,0000	,5559

Model

	coeff	se	t	p	LLCI	ULCI
constant	,1383	,2589	,5342	,5960	-,3841	,6607
XCEN_CH	-,0776	,1307	-,5937	,5559	-,3415	,1862

Covariance matrix of regression parameter estimates:

	constant	XCEN_CH
constant	,0670	-,0305
XCEN_CH	-,0305	,0171

OUTCOME VARIABLE:

WTP2_CH

Model Summary

R	R-sq	MSE	F	df1	df2	p
,4139	,1713	6,8024	2,0159	4,0000	39,0000	,1112

Model

	coeff	se	t	p	LLCI	ULCI
constant	5,8534	,9831	5,9539	,0000	3,8648	7,8420
XCEN_CH	,7879	,5145	1,5315	,1337	-,2527	1,8286
PCI_CH	-,4155	,5427	-,7657	,4484	-1,5132	,6821
PCT_CH	,0653	,4213	,1550	,8777	-,7868	,9174
Int_1	1,2709	,4921	2,5827	,0137	,2756	2,2662

Product terms key:

Int_1 : PCI_CH x PCT_CH

Covariance matrix of regression parameter estimates:

	constant	XCEN_CH	PCI_CH	PCT_CH	Int_1
constant	,9665	-,4626	-,0158	,1245	-,0995
XCEN_CH	-,4626	,2647	,0090	-,0678	,0727
PCI_CH	-,0158	,0090	,2945	,0320	,0021
PCT_CH	,1245	-,0678	,0320	,1775	,0298
Int_1	-,0995	,0727	,0021	,0298	,2421

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

R2-chng	F	df1	df2	p	
M*W	,1417	6,6704	1,0000	39,0000	,0137

Focal predict: PCI_CH (M)
Mod var: PCT_CH (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCT_CH	Effect	se	t	p	LLCI	ULCI
-,8636	-1,5131	,6867	-2,2035	,0335	-2,9020	-,1242
,0000	-,4155	,5427	-,7657	,4484	-1,5132	,6821
1,0426	,9094	,7496	1,2131	,2324	-,6069	2,4257

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
,7879	,5145	1,5315	,1337	-,2527	1,8286

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

XCEN_CH -> PCI_CH -> WTP2_CH

PCT_CH	Effect	BootSE	BootLLCI	BootULCI
-,8636	,1174	,2693	-,4984	,6105
,0000	,0323	,1192	-,2162	,2880
1,0426	-,0706	,2634	-,5896	,5230

Index of moderated mediation:

Index	BootSE	BootLLCI	BootULCI	
PCT_CH	-,0986	,2514	-,5410	,4904

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
,0323	,1174	-,0852	,2171	-,4672	,4235
-,0706	,1174	-,1880	,4791	-1,0313	,9348
-,0706	,0323	-,1028	,2621	-,5640	,5113

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

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

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

W values in conditional tables are the minimum, the mean, and 1 SD above the mean.

NOTE: One SD below the mean is below the minimum observed in the data for W,
so the minimum measurement on W is used for conditioning instead.

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

NOTE: Standardized coefficients not available for models with moderators.

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

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14
Y : WTP3_CH (expensive)
X : XCEN_CH
M : PCI_CH
W : PCT_CH

Sample
Size: 44

OUTCOME VARIABLE:
PCI_CH

R	R-sq	MSE	F	df1	df2	p
,0912	,0083	,5610	,3525	1,0000	42,0000	,5559

Model	coeff	se	t	p	LLCI	ULCI
constant	,1383	,2589	,5342	,5960	-,3841	,6607
XCEN_CH	-,0776	,1307	-,5937	,5559	-,3415	,1862

Covariance matrix of regression parameter estimates:

	constant	XCEN_CH
constant	,0670	-,0305
XCEN_CH	-,0305	,0171

OUTCOME VARIABLE:
WTP3_CH

R	R-sq	MSE	F	df1	df2	p
,3432	,1178	35,5814	1,3016	4,0000	39,0000	,2863

Model	coeff	se	t	p	LLCI	ULCI
constant	11,4539	2,2485	5,0941	,0000	6,9058	16,0019

XCEN_CH	1,1868	1,1767	1,0086	,3194	-1,1933	3,5668
PCI_CH	-,3461	1,2411	-,2788	,7819	-2,8565	2,1644
PCT_CH	,8409	,9635	,8728	,3881	-1,1080	2,7898
Int_1	2,2942	1,1254	2,0386	,0483	,0178	4,5705

Product terms key:

Int_1 : PCI_CH x PCT_CH

Covariance matrix of regression parameter estimates:

	constant	XCEN_CH	PCI_CH	PCT_CH	Int_1
constant	5,0556	-2,4197	-,0827	,6512	-,5206
XCEN_CH	-2,4197	1,3845	,0472	-,3546	,3804
PCI_CH	-,0827	,0472	1,5404	,1673	,0108
PCT_CH	,6512	-,3546	,1673	,9283	,1558
Int_1	-,5206	,3804	,0108	,1558	1,2665

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

	R2-chng	F	df1	df2	p
M*W	,0940	4,1558	1,0000	39,0000	,0483

Focal predict: PCI_CH (M)

Mod var: PCT_CH (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCT_CH	Effect	se	t	p	LLCI	ULCI
-,8636	-2,3274	1,5705	-1,4820	,1464	-5,5040	,8492
,0000	-,3461	1,2411	-,2788	,7819	-2,8565	2,1644
1,0426	2,0457	1,7145	1,1932	,2400	-1,4222	5,5137

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
1,1868	1,1767	1,0086	,3194	-1,1933	3,5668

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

XCEN_CH -> PCI_CH -> WTP3_CH

PCT_CH	Effect	BootSE	BootLLCI	BootULCI
-,8636	,1806	,4126	-,8452	,9061
,0000	,0269	,2699	-,5486	,5591
1,0426	-,1588	,7362	-1,5964	1,5053

Index of moderated mediation:

	Index	BootSE	BootLLCI	BootULCI
PCT_CH	-,1781	,5434	-1,1267	1,1210

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
,0269	,1806	-,1538	,4693	-,9731	,9681
-,1588	,1806	-,3394	1,0358	-2,1477	2,1368
-,1588	,0269	-,1856	,5665	-1,1747	1,1687

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

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

W values in conditional tables are the minimum, the mean, and 1 SD above the mean.

NOTE: One SD below the mean is below the minimum observed in the data for W, so the minimum measurement on W is used for conditioning instead.

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

PCT_CH PCI_CH

NOTE: Standardized coefficients not available for models with moderators.

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

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14

Y : WTP4_CH (too expensive)

X : XCEN_CH

M : PCI_CH

W : PCT_CH

Sample

Size: 44

OUTCOME VARIABLE:

PCI_CH

Model Summary

R	R-sq	MSE	F	df1	df2	p
,0912	,0083	,5610	,3525	1,0000	42,0000	,5559

Model

	coeff	se	t	p	LLCI	ULCI
constant	,1383	,2589	,5342	,5960	-,3841	,6607
XCEN_CH	-,0776	,1307	-,5937	,5559	-,3415	,1862

Covariance matrix of regression parameter estimates:

	constant	XCEN_CH
constant	,0670	-,0305
XCEN_CH	-,0305	,0171

OUTCOME VARIABLE:

WTP4_CH

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3897	,1518	113,3444	1,7456	4,0000	39,0000	,1596

Model

	coeff	se	t	p	LLCI	ULCI
constant	17,3744	4,0130	4,3295	,0001	9,2571	25,4916
XCEN_CH	2,1073	2,1001	1,0034	,3218	-2,1406	6,3552
PCI_CH	-3,5622	2,2152	-1,6081	,1159	-8,0429	,9184
PCT_CH	1,3718	1,7196	,7977	,4298	-2,1065	4,8502
Int_1	3,3309	2,0086	1,6584	,1053	-,7319	7,3937

Product terms key:

Int_1 : PCI_CH x PCT_CH

Covariance matrix of regression parameter estimates:

	constant	XCEN_CH	PCI_CH	PCT_CH	Int_1
constant	16,1046	-7,7081	-,2635	2,0744	-1,6582
XCEN_CH	-7,7081	4,4104	,1503	-1,1296	1,2117
PCI_CH	-,2635	,1503	4,9069	,5329	,0344
PCT_CH	2,0744	-1,1296	,5329	2,9572	,4962
Int_1	-1,6582	1,2117	,0344	,4962	4,0344

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

	R2-chng	F	df1	df2	p
M*W	,0598	2,7501	1,0000	39,0000	,1053

Focal predict: PCI_CH (M)

Mod var: PCT_CH (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCT_CH	Effect	se	t	p	LLCI	ULCI
-,8636	-,64389	2,8030	-2,2972	,0271	-12,1085	-,7694
,0000	-,35622	2,2152	-1,6081	,1159	-8,0429	,9184
1,0426	-,0896	3,0600	-,0293	,9768	-6,2791	6,1000

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
2,1073	2,1001	1,0034	,3218	-2,1406	6,3552

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

XCEN_CH -> PCI_CH -> WTP4_CH

PCT_CH	Effect	BootSE	BootLLCI	BootULCI
-,8636	,4998	1,0704	-2,2120	2,3085
,0000	,2765	,5651	-1,0288	1,3047
1,0426	,0070	,7910	-1,5170	1,7298

Index of moderated mediation:

Index	BootSE	BootLLCI	BootULCI
PCT_CH	-,2585	,8100	-1,6104

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
,2765	,4998	-,2233	,6996	-1,3908	1,4987
,0070	,4998	-,4928	1,5441	-3,0697	3,3078
,0070	,2765	-,2695	,8445	-1,6789	1,8091

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

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

W values in conditional tables are the minimum, the mean, and 1 SD above the mean.

NOTE: One SD below the mean is below the minimum observed in the data for W, so the minimum measurement on W is used for conditioning instead.

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

PCT_CH PCI_CH

NOTE: Standardized coefficients not available for models with moderators.

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

PROCESS macro | Wine, Austria (Pricing Footprint)

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14
Y : WTP1_AT (too cheap)
X : XCEN_AT
M : PCI_AT
W : PCT_AT

Sample
Size: 47

OUTCOME VARIABLE:
PCI_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1167	,0136	,8040	,6211	1,0000	45,0000	,4348

Model

	coeff	se	t	p	LLCI	ULCI
constant	,2135	,3009	,7097	,4815	-,3924	,8195
XCEN_AT	-,1060	,1345	-,7881	,4348	-,3768	,1649

Covariance matrix of regression parameter estimates:

	constant	XCEN_AT
constant	,0905	-,0364
XCEN_AT	-,0364	,0181

OUTCOME VARIABLE:
WTP1_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2831	,0801	3,8260	,9146	4,0000	42,0000	,4643

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,3248	,6783	4,9014	,0000	1,9558	4,6937
XCEN_AT	,2917	,2983	,9777	,3338	-,3104	,8937
PCI_AT	-,1093	,3480	-,3140	,7551	-,8115	,5930
PCT_AT	,3136	,1976	1,5872	,1200	-,0851	,7123
Int_1	,1861	,2133	,8725	,3879	-,2443	,6165

Product terms key:

Int_1 : PCI_AT x PCT_AT

Covariance matrix of regression parameter estimates:

	constant	XCEN_AT	PCI_AT	PCT_AT	Int_1
constant	,4601	-,1808	-,0159	-,0176	-,0288
XCEN_AT	-,1808	,0890	,0067	,0080	,0029
PCI_AT	-,0159	,0067	,1211	-,0237	,0048
PCT_AT	-,0176	,0080	-,0237	,0390	,0030
Int_1	-,0288	,0029	,0048	,0030	,0455

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

	R2-chng	F	df1	df2	p
M*W	,0167	,7612	1,0000	42,0000	,3879

Focal predictor: PCI_AT (M)
Mod var: PCT_AT (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCT_AT	Effect	se	t	p	LLCI	ULCI
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-1,5844	-,4041	,4691	-,8614	,3939	-1,3508	,5426
,0000	-,1093	,3480	-,3140	,7551	-,8115	,5930
1,5844	,1856	,5005	,3708	,7127	-,8244	1,1956

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
,2917	,2983	,9777	,3338	-,3104	,8937

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

XCEN_AT -> PCI_AT -> WTP1_AT

PCT_AT	Effect	BootSE	BootLLCI	BootULCI
-1,5844	,0428	,1001	-,1453	,2691
,0000	,0116	,0616	-,0896	,1785
1,5844	-,0197	,0723	-,1484	,1700

Index of moderated mediation:

Index	BootSE	BootLLCI	BootULCI
PCT_AT	-,0197	,0390	-,1004

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
,0116	,0428	-,0312	,0618	-,1590	,0954
-,0197	,0428	-,0625	,1236	-,3180	,1909
-,0197	,0116	-,0312	,0618	-,1590	,0954

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

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

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

W values in conditional tables are the mean and +/- SD from the mean.

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

NOTE: Standardized coefficients not available for models with moderators.

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

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14
Y : WTP2_AT (cheap)
X : XCEN_AT
M : PCI_AT
W : PCT_AT

Sample
Size: 47

OUTCOME VARIABLE:
PCI_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1167	,0136	,8040	,6211	1,0000	45,0000	,4348

Model

	coeff	se	t	p	LLCI	ULCI
constant	,2135	,3009	,7097	,4815	-,3924	,8195
XCEN_AT	-,1060	,1345	-,7881	,4348	-,3768	,1649

Covariance matrix of regression parameter estimates:

	constant	XCEN_AT
constant	,0905	-,0364
XCEN_AT	-,0364	,0181

OUTCOME VARIABLE:

WTP2_AT

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,2921	,0853	10,7168	,9798	4,0000	42,0000	,4289

Model

	coeff	se	t	p	LLCI	ULCI
constant	6,0335	1,1353	5,3146	,0000	3,7424	8,3246
XCEN_AT	,2847	,4993	,5703	,5715	-,7229	1,2923
PCI_AT	-,3575	,5824	-,6139	,5426	-1,5329	,8178
PCT_AT	,5901	,3307	1,7846	,0815	-,0772	1,2574
Int_1	,3279	,3570	,9186	,3636	-,3925	1,0483

Product terms key:

Int_1 : PCI_AT x PCT_AT

Covariance matrix of regression parameter estimates:

	constant	XCEN_AT	PCI_AT	PCT_AT	Int_1
constant	1,2888	-,5064	-,0446	-,0492	-,0806
XCEN_AT	-,5064	,2493	,0188	,0224	,0082
PCI_AT	-,0446	,0188	,3392	-,0663	,0134
PCT_AT	-,0492	,0224	-,0663	,1093	,0084
Int_1	-,0806	,0082	,0134	,0084	,1274

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

	R2-chng	F	df1	df2	p
M*W	,0184	,8438	1,0000	42,0000	,3636

Focal predict: PCI_AT (M)
Mod var: PCT_AT (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCT_AT	Effect	se	t	p	LLCI	ULCI
-1,5844	-,8770	,7851	-1,1170	,2703	-2,4615	,7075
,0000	-,3575	,5824	-,6139	,5426	-1,5329	,8178
1,5844	,1620	,8376	,1934	,8476	-1,5284	1,8524

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
,2847	,4993	,5703	,5715	-,7229	1,2923

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

XCEN_AT -> PCI_AT -> WTP2_AT

PCT_AT	Effect	BootSE	BootLLCI	BootULCI
-1,5844	,0929	,1865	-,2220	,5266
,0000	,0379	,1202	-,1270	,3558
1,5844	-,0172	,1353	-,2355	,3521

Index of moderated mediation:

	Index	BootSE	BootLLCI	BootULCI
PCT_AT	-,0347	,0694	-,1869	,1045

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
,0379	,0929	-,0551	,1100	-,2961	,1656
-,0172	,0929	-,1101	,2199	-,5922	,3312
-,0172	,0379	-,0551	,1100	-,2961	,1656

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

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

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

W values in conditional tables are the mean and +/- SD from the mean.

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

NOTE: Standardized coefficients not available for models with moderators.

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

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14
Y : WTP3_AT (expensive)
X : XCEN_AT
M : PCI_AT
W : PCT_AT

Sample
Size: 47

OUTCOME VARIABLE:
PCI_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1167	,0136	,8040	,6211	1,0000	45,0000	,4348

Model

	coeff	se	t	p	LLCI	ULCI
constant	,2135	,3009	,7097	,4815	-,3924	,8195
XCEN_AT	-,1060	,1345	-,7881	,4348	-,3768	,1649

Covariance matrix of regression parameter estimates:

	constant	XCEN_AT
constant	,0905	-,0364
XCEN_AT	-,0364	,0181

OUTCOME VARIABLE:
WTP3_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3822	,1461	47,8148	1,7962	4,0000	42,0000	,1476

Model

	coeff	se	t	p	LLCI	ULCI
constant	8,7261	2,3980	3,6389	,0007	3,8867	13,5655
XCEN_AT	1,7563	1,0546	1,6653	,1033	-,3720	3,8846
PCI_AT	-,7221	1,2302	-,5870	,5603	-3,2048	1,7605
PCT_AT	1,5990	,6985	2,2893	,0272	,1894	3,0086
Int_1	,3615	,7540	,4795	,6341	-1,1601	1,8831

Product terms key:
Int_1 : PCI_AT x PCT_AT

Covariance matrix of regression parameter estimates:

	constant	XCEN_AT	PCI_AT	PCT_AT	Int_1
constant	5,7504	-2,2594	-,1990	-,2197	-,3596
XCEN_AT		-2,2594	1,1122	,0838	,0997
PCI_AT			-,1990	,0838	1,5133
PCT_AT				-,2197	,0997
Int_1					-,2960
					,4879
					,0374
					,5685

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

	R2-chng	F	df1	df2	p
M*W	,0047	,2299	1,0000	42,0000	,6341

Focal predict: PCI_AT (M)
Mod var: PCT_AT (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCT_AT	Effect	se	t	p	LLCI	ULCI
-1,5844	-1,2949	1,6584	-,7808	,4393	-4,6418	2,0519
,0000	-,7221	1,2302	-,5870	,5603	-3,2048	1,7605
1,5844	-,1494	1,7693	-,0844	,9331	-3,7199	3,4212

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
1,7563	1,0546	1,6653	,1033	-,3720	3,8846

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

XCEN_AT -> PCI_AT -> WTP3_AT

PCT_AT	Effect	BootSE	BootLLCI	BootULCI
-1,5844	,1372	,2846	-,4075	,7503
,0000	,0765	,2367	-,2271	,7451
1,5844	,0158	,3141	-,3200	,9745

Index of moderated mediation:

Index	BootSE	BootLLCI	BootULCI
PCT_AT	-,0383	,1161	-,2128
			,2761

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
,0765	,1372	-,0607	,1839	-,3372	,4374
,0158	,1372	-,1214	,3677	-,6744	,8748
,0158	,0765	-,0607	,1839	-,3372	,4374

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

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

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

W values in conditional tables are the mean and +/- SD from the mean.

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

NOTE: Standardized coefficients not available for models with moderators.

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

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 14

Y : WTP4_AT (too expensive)
X : XCEN_AT
M : PCI_AT
W : PCT_AT

Sample
Size: 47

OUTCOME VARIABLE:

PCI_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1167	,0136	,8040	,6211	1,0000	45,0000	,4348

Model

	coeff	se	t	p	LLCI	ULCI
constant	,2135	,3009	,7097	,4815	-,3924	,8195
XCEN_AT	-,1060	,1345	-,7881	,4348	-,3768	,1649

Covariance matrix of regression parameter estimates:

	constant	XCEN_AT
constant	,0905	-,0364
XCEN_AT	-,0364	,0181

OUTCOME VARIABLE:

WTP4_AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3796	,1441	105,3871	1,7680	4,0000	42,0000	,1533

Model

	coeff	se	t	p	LLCI	ULCI
constant	11,2498	3,5601	3,1600	,0029	4,0652	18,4345
XCEN_AT	3,1737	1,5657	2,0270	,0490	,0140	6,3334
PCI_AT	-,5406	1,8263	-,2960	,7687	-4,2263	3,1451
PCT_AT	2,0338	1,0369	1,9613	,0565	-,0589	4,1265
Int_1	,4315	1,1194	,3855	,7018	-1,8275	2,6905

Product terms key:

Int_1 : PCI_AT x PCT_AT

Covariance matrix of regression parameter estimates:

	constant	XCEN_AT	PCI_AT	PCT_AT	Int_1
constant	12,6743	-4,9799	-,4385	-,4843	-,7925
XCEN_AT	-4,9799	2,4514	,1847	,2198	,0809
PCI_AT	-,4385	,1847	3,3354	-,6524	,1321
PCT_AT	-,4843	,2198	-,6524	1,0753	,0824
Int_1	-,7925	,0809	,1321	,0824	1,2530

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

R2-chng	F	df1	df2	p	
M*W	,0030	,1486	1,0000	42,0000	,7018

Focal predictor: PCI_AT (M)

Mod var: PCT_AT (W)

Conditional effects of the focal predictor at values of the moderator(s):

PCT_AT	Effect	se	t	p	LLCI	ULCI
-1,5844	-1,2243	2,4621	-,4972	,6216	-6,1931	3,7445
,0000	-,5406	1,8263	-,2960	,7687	-4,2263	3,1451
1,5844	,1431	2,6267	,0545	,9568	-5,1577	5,4440

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
3,1737	1,5657	2,0270	,0490	,0140	6,3334

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

XCEN_AT -> PCI_AT -> WTP4_AT

PCT_AT	Effect	BootSE	BootLLCI	BootULCI
-1,5844	,1297	,3891	-,6495	,9292
,0000	,0573	,3251	-,4172	,9283
1,5844	-,0152	,4589	-,5829	1,3029

Index of moderated mediation:

	Index	BootSE	BootLLCI	BootULCI
PCT_AT	-,0457	,1731	-,3162	,4159

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
,0573	,1297	-,0725	,2743	-,5009	,6590
-,0152	,1297	-,1449	,5486	-1,0018	1,3180
-,0152	,0573	-,0725	,2743	-,5009	,6590

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

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

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

W values in conditional tables are the mean and +/- SD from the mean.

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

NOTE: Standardized coefficients not available for models with moderators.

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

D. Abstract German

In einer Welt, die durch Globalisierung, technologischen Fortschritt, aber auch durch eine den globalen Handel begünstigende Regierungspolitik gekennzeichnet ist, stellt sich für internationale Vermarkter die entscheidende Frage, für welche Verbrauchergruppen welche Produkte mehr oder weniger begehrenswert sind und inwieweit sich dieser Wunsch monetarisieren lässt. Ziel dieser Untersuchung war es, den Einfluss von Verbraucherfremdheit (C-XEN), d.h. der Neigung, ausländische Produkte gegenüber inländischen zu bevorzugen, auf die Zahlungsbereitschaft (WTP) der Verbraucher zu untersuchen. Insbesondere wird das Zusammenspiel von C-XEN, Produktethnizität, die dem Produkt-Länder-Match (Mismatch) entspricht, und WTP untersucht. Zu diesem Zweck wurden zwei experimentelle Studien in zwei verschiedenen Produktkategorien durchgeführt, nämlich Uhren/Accessoires und Wein/Getränke. In beiden Studien wurde ein Between-Subjects-Design verwendet, bei dem zum einen das Herkunftsland und zum anderen das Produkt manipuliert wurde. Konkret wurden die Teilnehmer entweder mit einem Produkt aus ihrem Heimatland oder einem "besseren" Ausland konfrontiert. In der ersten Studie über Uhren wurde die WTP einerseits für ein typisches ausländisches Produkt aus einem Land mit einem günstigeren Image (Schweiz) und andererseits für ein atypisches inländisches Produkt aus einem Land mit einem weniger günstigen Image (Österreich) gemessen. In der zweiten Studie über Wein hingegen war das inländische Produkt typisch und das ausländische Produkt atypisch. Die Ergebnisse beider Studien zeigen, dass C-XEN nicht zu einem höheren WTP führt, weder durch ein günstigeres (ungünstigeres) Länderimage noch durch eine hohe (niedrige) Produktethnizität. Auf theoretischer Ebene konnte die vorliegende Arbeit wertvolle Implikationen für die Theorie liefern, die sich auf die Grundlagen der Systemrechtfertigungstheorie (SJT) und der Equity-Theorie stützen. Darüber hinaus wurden praktische Implikationen in Bezug auf Preis-, Marketing- und Zielgruppenstrategien aufgezeigt. Schließlich ergeben sich aus der vorliegenden Arbeit auch weitere Forschungsansätze.

Schlüsselwörter: Konsumentenxenozentrismus, Länderimage, Produkt-Ethnizität, Zahlungsbereitschaft