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Do Ethnocentrism and Xenocentrism Lead to Irrational Consumer Behavior?
Empirical Evidence from Austrian Consumers

verfasst von / submitted by

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Abstract

Additionally to the concept of consumer ethnocentrism (CET), consumer xenocentrism (C-XEN) is gaining more importance over the last years. That is why this present work examines if xeno- and ethnocentric tendencies of consumers lead to irrational behavior when making purchase decisions between domestic and foreign brands, to see whether product country origin plays a priority role for xeno- and ethnocentric consumers. Irrationality, in this sense, means an attitude or behavior that is not based on logical reasons or clear thinking (Fletcher, 1994).

An empirical study was done among Austrian consumers with fictitious domestic and foreign brands from the same product category, to test the research hypotheses.
Results support prior findings by Mueller et al. (2016) and Diamantopoulos and Davydova (2017) by showing that C-XEN positively affects the purchase intention of the foreign brand. More importantly, it was found that xenocentric consumers behave irrationally in case the foreign brand is inferior to the domestic one, because they prefer to buy the foreign, inferior brand. Regarding ethnocentric consumers, results exhibit that they generally show a preference for domestic products, in case they are superior as well as inferior to foreign ones.
Consequently, it can be implied that the product country origin highly matters for xenocentric and ethnocentric consumers.

The final sections cover a conclusion, theoretical as well as managerial implications, limitations of this study and future research directions.

Keywords: consumer xenocentrism, C-XENSCALE, system justification, consumer ethnocentrism, consumer behavior, irrational behavior, purchase intention

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List of Abbreviations

C-XEN	Consumer Xenocentrism
CET	Consumer Ethnocentrism
C-COSMO	Consumer Cosmopolitanism
PI	Purchase Intention
COO	Country-of-Origin
SIT	Social Identity Theory
SJT	System Justification Theory
ANCOVA	Analysis of Covariance
et al.	and others (Latin: et alii)
e.g.	for example (Latin: exempli gratia)
i.e.	that is (Latin: id est)

1. Introduction

In today's globalized world, consumers have access to and can choose from a huge variety of domestic as well as foreign products. Consequently, they do not only consider important product characteristics like price, quality and design when making purchase decisions, but also if it is a domestic or foreign product. While for some people, product price or quality are the most important decision criteria, for others the origin of the product is highly relevant. Depending on different attitudes like consumer ethnocentrism (CET) or consumer xenocentrism (C-XEN), people have specific product preferences for domestic and foreign products.

Today, the concept of consumer ethnocentrism is well established and eminent. It was defined by Shimp and Sharma (1987, p.280) as "the beliefs held by [...] consumers about the appropriateness, indeed morality, of purchasing foreign-made products." This means that ethnocentric consumers view products from their own country as superior, whereas products from foreign countries are considered inferior and it is not appropriate to buy them. Even though the concept is universally accepted and commonly used in research, there is another phenomenon that can explain consumer behavior: consumer xenocentrism.

C-XEN says that consumers show "a preference for foreign products even when domestic products are qualitatively and/or functionally similar or better" (Mueller & Broderick, 2010, p.2). Consequently, according to the authors a xenocentric consumer is "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, 2010, p.6).

Prior research has shown the existence of C-XEN in various countries worldwide (e.g. Ger et al., 1993; Sklair, 1994 & Burke, 1996), meaning that the phenomenon can be seen as universal, even though there are generally more xenocentric consumers in emerging countries (Batra et al., 2000).

However, existing literature has often examined constructs such as CET and national identity as well as economic nationalism, where consumers generally favor domestic products over foreign ones (e.g. Balabanis et al., 2001; Balabanis & Diamantopoulos, 2004 & Zeugner-Roth et al., 2015). Research about C-XEN is relatively scarce and hence offers the potential for further research and to examine the topic from new angles. So far, researchers have primarily focused on the investigation of the theoretical foundation of C-XEN as well as on its conceptualization and potential measurement (Mueller & Broderick, 2010; Balabanis &

Diamantopoulos, 2016; Bartsch et al, 2016), but there is almost no empirical research, which explored the effect of C-XEN on consumer's behavior and purchase intentions (PI).

This study investigates both concepts, C-XEN and CET, and analyzes the attitudes, behavior and brand preferences of Austrian consumers. There are several factors that influence consumer attitudes and consequently their behavior, xenocentrism and ethnocentrism are two of them. Hence, the extents of C-XEN and CET are measured as well as several additional contextual factors, like the scope of consumer's cosmopolitanism, product category involvement and price sensitivity. It should be found out if consumer's xenocentric and ethnocentric tendencies play a role when making purchase decisions between domestic and foreign products, if consumers might act irrational in this particular instance.

On the one hand, being rational means making reasonable decisions which lead to a maximal utility for individuals (Vriend, 1996). On the other hand, irrational behavior can be defined as behavior based on inadequate reasoning or cognitive deficiency. It is more illogical and less useful than rational behavior (Fletcher, 1994).

Based on prior works by Mueller et al. (2016), Balabanis and Diamantopoulos (2016) and Diamantopoulos and Davydova (2017), the following questions were developed:

Can it be that xenocentric people buy foreign products even if they are of lower quality and/or more expensive than domestic ones? Do ethnocentric people buy domestic products although those are of lower quality and/or more expensive than foreign ones? The main objective of this work is to give answers to these questions and to extend findings in the fields of CET and the less explored C-XEN research. This will be realized by an empirical analysis of Austrian consumers. Results allow to gain new insights in consumer xenocentrism research, especially in the sphere of consumer attitudes and the consequent purchase behavior, and to derive new marketing strategies for managers that particularly take ethno- and xenocentric consumer attitudes into consideration.

2. Structure of the Thesis

Being able to present meaningful answers to the research questions, this paper covers a theoretical and an empirical part. First, all relevant terms and concepts are defined and a literature review is conducted, analyzing and summarizing the most important scientific contributions about CET and C-XEN. Based on the theoretical part, the research hypotheses are established. This is followed by the description of the research methodology (sample, data, variables and their measurement) and the empirical analyses. It is examined if the level of consumer xenocentrism and ethnocentrism provokes irrational consumer behavior when purchase decisions between domestic and foreign brands are made. Then, results are presented and a conclusion drawn. The final chapters cover implications, limitations and future research directions.

3. Theoretical Background

This chapter defines the main concepts of this study and provides a detailed description of prior literature, their methodologies, findings as well as limitations, the latter offering possibilities for further research.

The definition of the term ethnocentrism by Sumner in 1906, constituted the beginning of a new research era that developed into different directions. Initially, ethnocentrism was used in connection with sociology: Sumner (1906) stated that people view their own group as superior and the center of everything, while they disregard other groups that are culturally dissimilar at the same time.

Based on this definition, several decades later, Shimp and Sharma (1987) decided to pursue a very specific research direction, namely the role of the concept of ethnocentrism in connection with consumer attitudes. They created the term consumer ethnocentrism and defined it as "beliefs held by [...] consumers about the appropriateness, indeed the morality of purchasing foreign-made-products" (Shimp & Sharma, 1987, p.280). Besides, they declared that consumers tend to overestimate domestic products and underestimate foreign ones.

Generally, there exist extrinsic as well as intrinsic determinants of foreign and domestic product bias. The most important factors are product quality, price, country of origin (COO), prestige and social status. Wilcox (2015), for example, declared that COO has an influence on the purchase decision, because it is associated with brand quality and a brand's symbolic value.

Moreover, Hooper (2000) and Khan et al. (2012) described that consumers show a preference for foreign products, because the purchase of those goods is associated with high social status and augmented self-esteem.

However, also consumer ethnocentrism can be considered as intrinsic motive that affects consumer preferences. Many researchers analyzed consumer behavior and purchase intention in conjunction with the concept of CET, i.e. the preference for domestic products. As this work focuses mainly on C-XEN and its consequences, the following paragraph only shortly summarizes important previous CET studies.

Herche (1992), for instance, did a mail survey in the US, which was sent to automobile and PC owners, and found that CET positively influences the PI of domestic products. Sharma et al. (1995), who did a survey in Korea, indicated a negative relationship between CET and the attitude toward importing a foreign brand. Furthermore, Balabanis and Diamantopoulos (2004) examined product preferences of UK consumers for various product categories and concluded

that CET is positively related with the preference for domestic products. Though, CET explains only a small percentage of the variance in consumer preferences.

Followed by the definition of CET and the brief description of existing CET literature, the term xenocentrism is explained and the more recent concept of consumer xenocentrism. Like ethnocentrism, xenocentrism is also based in sociology, defined as "a view of things in which a group other than one's own group 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).

Since the late 2000s, xenocentrism is used as well in association with consumer attitudes and behavior. Within this context it can be defined as "a preference for foreign products even when domestic products are qualitatively and/or functionally similar or better" (Mueller & Broderick, 2010, p.2). Additionally, Balabanis and Diamantopoulos (2016, p.61) describe C-XEN as "a consumer's internalized belief of the inferiority of domestic products and a corresponding propensity to prefer foreign products for social aggrandizement". Thus, a xenocentric consumer is "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, 2010, p.6).

C-XEN cannot be considered as complete opposite of CET, it is another concept to explain consumer attitudes and behavior and it is even possible that the two constructs co-exist (Balabanis & Diamantopoulos, 2016). The main difference between CET and C-XEN is the fact that CET is based is based on Social Identity Theory (SIT), whereas consumer xenocentrism is grounded on System Justification Theory (SJT) (Balabanis & Diamantopoulos, 2016). Consequently, xenocentric consumers have different reasons to buy foreign products compared to ethnocentric consumers who prefer domestic products.

According to SIT, people's self-image consists of a personal and a social identity (Tajfel, 1979; Zeugner-Roth et al., 2015), the latter defined as "that part of an individual's self-concept which derives from his knowledge of his membership in a social group (or groups) together with the value and emotional significance attached to that membership" (Tajfel, 1974, p.69). Generally, people aim for a positive social identity to maintain or increase self-esteem, which can be accomplished by viewing one's own group (in-group) as better than out-groups (Turner, 1982). This is what CET is based on, the preference to buy domestic products due to a reluctance towards foreign products. Consequently, the social identity of ethnocentric people can be considered as national identity (Lantz & Loeb, 1996) and CET can be classified as a pro-in-group and anti-out-group concept (Balabanis & Diamantopoulos, 2004).

Alternatively, system justification can be defined 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). Countries can be considered as social arrangements and normally people make a distinction between their home country and foreign countries, on the basis of socioeconomic criteria. Contrary to Social Identity Theory, SJT assumes negative self-stereotyping (Jost & Banaji, 1994), implying that the home country is regarded as inferior compared to other countries. Consequently, consumers avoid the purchase of domestic products and opt for foreign products instead, because they convey signals of higher status (Balabanis & Diamantopoulos, 2016).

This is way, Balabanis and Diamantopoulos (2016) explained that consumer xenocentrism consists of two dimensions: perceived inferiority of domestic products and social aggrandizement. The former dimension originates as a result of a national inferiority feeling and negative perceptions of local values and culture. Thus, consumers have a negative view on domestic products. Apart from that, social aggrandizement is based on out-group favoritism and defined as the importance that consumers place on the symbolic value of foreign products in order to enhance their perceived social status (Balabanis and Diamantopoulos, 2016).

Additionally to the findings of prior studies (e.g. Mueller & Broderick, 2010; Mueller et al., 2016; Diamantopoulos & Davydova, 2017), this work shows that also consumer's xenocentric tendencies play a role when making purchase decisions between domestic and foreign brands. In 1951, Kent and Burnight were the first who defined the term xenocentrism, primarily in association with sociology. More than 50 years after the initial xenocentrism definition by Kent and Burnight, Mueller and Broderick approached the topic in 2010 and connected it with consumer behavior. Hence, the concept of consumer xenocentrism is quite a new phenomenon. Anyhow, over the last few years, other researchers have become aware of this phenomenon and it is rapidly gaining importance these days. Mueller and Broderick (2010 & 2016), Lawrence (2012) and Balabanis and Diamantopoulos (2016) can be identified as pioneers in this research field.

Mueller and Broderick (2010) did an extensive literature review and identified the need to look at consumer's attitudes, perceptions and buying behavior from a different angle. While there is a large body of literature about in-group favoritism and out-group derogation, i.e. the concept of CET, out-group preference and in-group reluctance, i.e. C-XEN, has most widely been neglected. Therefore, the authors wanted to present an alternative explanation for foreign product bias. They summarized existing research, which offers socio-psychological reasons for

the explanation of xenocentrism and subsequently developed a conceptual framework, where they associated xenocentrism with consumer attitudes and behavior. According to them, in the context of status enhancement, modernity, oppositional buying and ethnic identity presentation, consumers might be xenocentric and thus opt for foreign goods. Moreover, Mueller and Broderick (2010) described prior findings of C-XEN in conjunction with demographic characteristics, collectivism and individualism, the product-life-cycle as well as foreign propaganda and media. They also suggested the establishment of a measurement scale, but let that open for future research. So even if this was the first scientific paper, which paid attention to foreign product preference resulting from C-XEN, it was merely descriptive without any statistical testing.

Following the work of Mueller and Broderick (2010), it took several years until Balabanis and Diamantopoulos conceptualized C-XEN, created the C-XENSCALE to measure consumer xenocentrism and validated it with survey data from multiple studies in 2016.
As already mentioned above, they derived the C-XEN construct from System Justification Theory and divided it into two dimensions, perceived inferiority of domestic products and social aggrandizement. Then they developed the measurement scale based on the C-XEN concept.
Data was gathered from Greek consumers in in-depth interviews. After several expert consultations and additional testing, the C-XENSCALE was reduced to final ten items and the dimensions of the scale were regarded as stable and the scale itself as highly reliable and valid.

Mueller et al. (2016) were the first ones who did an exploratory work. It was a qualitative study conducted in China, an economically and culturally completely different country than Austria. Nonetheless, their results can be compared to the ones from this examination. The authors did focus group interviews and found that C-XEN is a prevalent phenomenon among Chinese consumers. Participants also stated that they believe that a large number of consumers would favor foreign products, mainly Western brands, over domestic ones, because they are often associated with higher quality and better functionality and because they are perceived to increase social status. In some cases, it has even come so far that Chinese people buy counterfeits of foreign brands just to be in possession of foreign products (Mueller et al., 2016). Regarding demographics and C-XEN, Mueller et al. (2016) depicted that the younger population, those with higher income and those living in urban areas are more xenocentric than the rest of the population. Although all the findings are highly interesting, the authors did not statistically support them.

In the same year, Prince et al. (2016) investigated the relationships between CET, C-XEN and C-COSMO, performing empirical analyses in different national research settings. Data was gathered from American and British consumers, in the US via a national online panel and in the UK via personal interviews. For both data sets, the authors found that CET is negatively associated with C-COSMO, while the connection between C-XEN and C-COSMO is positive. Moreover, the American sample showed a negative correlation between CET and C-XEN, which was by far not as strong as the relationship between CET and C-COSMO. The latter finding is of interest for this study, as it provides a better understanding of the interrelation between C-XEN and CET and because it indicates that consumer ethnocentrism and xenocentrism are indeed different constructs, but are not mutually exclusive, as the negative correlation is only weak. This suggests that ethnocentric consumers could prefer foreign products and xenocentric consumers could opt for domestic products under certain circumstances, like for example product superiority.

Besides, Prince et al. examined the effect of the three constructs on four distinct orientations, namely global consumption orientation, consciousness-of-kind, materialism and natural environment. However, they did not analyze the impact of xeno- and ethnocentric consumer attitudes on general purchase intentions.

The latest C-XEN study was done in 2017 by Diamantopoulos and Davydova and investigated the effect consumer xenocentrism on the purchase intention of domestic and foreign products with product country image and brand attitude as mediating factors. Additionally, CET and C-COSMO as well as brand familiarity, product category involvement and price sensitivity were included as control variables. Contrary to the qualitative work of Mueller et al. (2016), this was the first quantitative one, which tested the effect of C-XEN on PI with a specific product category and considering other consumer attitudes, CET and C-COSMO, as controls.

Data was collected in Russia from 153 consumers, asking them about specific domestic and foreign brands from the same product category, namely shoes. Results exhibit that there is a negative/positive relationship between C-XEN and the product country image of the home/foreign country. Moreover, the indirect relationship between C-XEN and brand attitude is significant, as product country image has a positive impact on brand attitude in both cases, the domestic and the foreign brand. Lastly, the authors found that C-XEN negatively/positively affects the PI of the home/foreign brand with product country image and brand attitude as significant mediators (Diamantopoulos & Davydova, 2017).

This paper can be partly compared to the work by Diamantopoulos and Davydova (2017), because it also tested the impact of C-XEN on purchase intention and similarly chose C-

COSMO, product category involvement and price sensitivity as control variables. However, while the former study was done in an emerging country, this one decided on a developed one. Besides, another product category was examined, using fictitious, not real brands.

3.1 Research Gap

Researchers should no longer concentrate mainly on CET when investigating consumer behavior, it is advisable to additionally take consumer xenocentrism into consideration, because it constitutes an additional consumer trait that can explain consumer behavior. Thus, the concept of C-XEN offers possibilities to better understand the minds of consumers.

While CET addresses favorable attitudes towards domestic products, over the years several constructs have been developed that deal with preferences for foreign countries and international and foreign products, like global consumption orientation, global identity, consumer cosmopolitanism, consumer world-mindedness, consumer affinity as well as consumer xenocentrism.

All of the latter concepts share consumer's positive mindsets towards foreignness and non-domestic products. This is also true for C-XEN, but it is supplementary characterized by a perceived inferiority of domestic products, which is not part of any of the other definitions.

Consequently, the reasons for the existence of C-XEN are different from the ones of the other constructs and so are the specific peculiarities of consumer xenocentrism.

To date, the former concepts have been researched extensively, whereas C-XEN research is very scarce and requires more in-depth analyses. It was not until 2010 that Mueller and Broderick dedicated themselves to this topic in a theoretical way, followed by qualitative and quantitative analyses done by Mueller et al. (2016), Balabanis and Diamantopoulos (2016) and Diamantopoulos and Davydova (2017).

Proceeding from their studies, the current work raises the question how consumer's attitudes and behavior affect their purchase intentions: Do they act rational or irrational when making purchase decisions depending on their level of xeno- or ethnocentrism? In this sense, irrationality means an attitude or behavior that is not based on logical reasons or clear thinking (Fletcher, 1994).

The present, limited findings of C-XEN research awaken the interest to find out more about this topic and it is assumed that for both, methodological as well as conceptual reasons, a careful

study of the level of xenocentrism/ethnocentrism influencing consumer behavior and consequently purchase intentions is timely of great value.

The preceding chapters gave a description of the theoretical background and the existing literature in the research field of consumer xenocentrism, consumer ethnocentrism and consumer behavior. Based on this first part of the paper, the remaining chapters present the empirical analysis and its findings, as it is the main purpose to make a contribution to existing literature and offer valuable information, on which managers can base new marketing strategies. In detail, the proximate section deals with the objective of this study, followed by the methodology, the empirical analysis and the description of the results. Then, the conclusion is presented and the ultimate sections cover implications, limitations and future research directions.

4. Research Purpose & Objective

The main objective of this work is to investigate if xeno- and ethnocentric tendencies of Austrian consumers lead to irrational behavior when making purchase decisions between domestic and foreign brands. From a theoretical perspective this is worth knowing, because in case of irrational behavior it can be inferred that product country origin plays a priority role for xeno- and ethnocentric consumers. Besides, managers might use this information to base their marketing and advertising strategies on it.

In detail, the levels of C-XEN and CET are measured with the C-XENSCALE by Balabanis and Diamantopoulos (2016) and the CETSCALE by Shimp and Sharma (1987) and the relevant contextual factors are identified. These are, consumer cosmopolitanism, which is another consumer trait, product category involvement and price sensitivity. Then, the relationship between C-XEN/CET and the PI of the foreign brand is tested and it is checked whether xeno-/ethnocentric consumers opt for the foreign/domestic product in cases it is inferior as well as when it is superior. It can be spoken of irrational behavior when xenocentric consumers prefer the foreign brand even if it is inferior and when ethnocentric consumers show a purchase intention for the domestic brand when it is inferior.

The findings of this paper may be a valuable contribution to current C-XEN research with regard to consumer attitudes and the consequent behavior and may be the basis on which future studies can build on. Additionally, empirical results may confirm the importance of the concept of consumer xenocentrism in the field of consumer research. Possible opportunities for management concerning strategic marketing actions in order to improve corporate profitability can be derived.

4.1 Research Questions, Hypotheses & Research Models

Resulting from the research objective, the following research questions were established:

- Do consumers behave irrationally when deciding between domestic and foreign products as a result of their xeno-/ethnocentric tendencies?
- Do xenocentric consumers always favor foreign brands compared to domestic ones, no matter whether the foreign brand is superior or inferior?
- Do ethnocentric consumers show a preference for domestic products over foreign ones in any case, even if the domestic brand is inferior compared to the foreign one?

Based on prior findings of Balabanis and Diamantopoulos (2016), Mueller et al. (2016) and Diamantopoulos and Davydova (2017), this paper suggests a link between consumer xenocentrism and the purchase intention of domestic versus foreign brands.

Only recently, Diamantopoulos and Davydova (2017) analyzed the impact of consumer xenocentrism on the PI of domestic and foreign products in a specific research country with a certain product category and found a positive/negative relationship between C-XEN and the PI of foreign/domestic products.

The current empirical analysis is an extension of their work, as it first additionally tests the effect of CET on PI and second examines the existence of consumer irrationality when xeno- and ethnocentrics make purchase decisions.

Consequently, the following research hypotheses are tested:

H1: If xenocentric consumers are rational, they should only prefer the foreign product when it is superior compared to the domestic one.

H2: If ethnocentric consumers are rational, they should only prefer the domestic product when it is superior compared to the foreign one.

The established hypotheses led to the development of the respective research models, which look as follows:
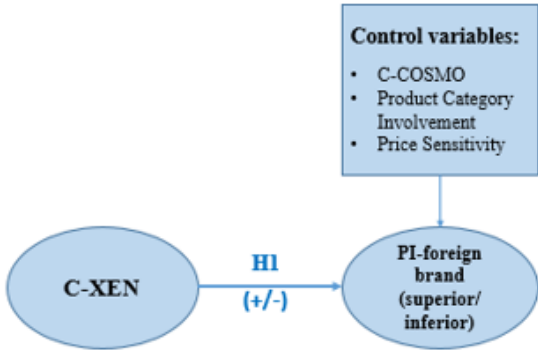

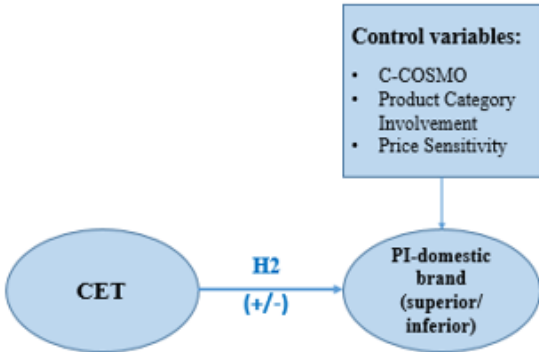Figure 1: Proposed Research Model 1   Figure 2: Proposed Research Model 2

The first research model represents hypothesis one and anticipates a positive relationship between C-XEN and the PI of the foreign brand when it is superior and a negative relationship when it is inferior compared to the domestic one, considering C-COSMO, product category involvement and price sensitivity as control variables.

The second research model represents hypothesis two and suggests that CET has a positive impact on the PI of the domestic brand if it is superior, but a negative effect when it is inferior to the foreign brand. Again, C-COSMO, product category involvement and price sensitivity are included as controls.

To test the hypotheses and being able to present relevant, significant findings, an Analysis of Covariance (ANCOVA) and multiple, linear regressions were performed. It was examined if C-XEN and CET (independent variables), measured with the C-XENSCALE (Balabanis & Diamantopoulos, 2016) and with a shortened CETSCALE (Shimp & Sharma, 1987), have an impact on PI (dependent variable), expressed as relative preference for the domestic versus the foreign brand. Additionally, consumer cosmopolitanism, product category involvement and price sensitivity were considered as control variables.

Results of the analyses were reviewed to see whether xenocentric consumers would not only buy the foreign, superior brand, but also the one which is inferior compared to the domestic one. Regarding ethnocentric consumers, it was checked if they also prefer the domestic brand when it is inferior in comparison to the foreign one.

4.2 Expected Findings

On the one side, it is expected that xenocentric consumers prefer buying foreign products. This prospect is based on the definition of C-XEN, which states that consumers prefer foreign products, even if those are of lower quality, because they perceive domestic products as inferior (Balabanis & Diamantopoulos, 2016). In case xenocentric consumers opt for foreign, superior products compared to domestic, inferior ones, it can be said that they act rationally. This is also the case when domestic brands are superior, because it is reasonable to choose the superior product in order to increase one's own benefit regardless of consumer attitude.

In contrast, if xenocentrics prefer foreign products that are inferior to domestic ones, it can be spoken of irrational behavior.

On the other side, consumers who show high levels of ethnocentrism are expected to buy domestic products, as they think that it is immorally to purchase foreign products (Shimp & Sharma, 1987). Contrary to the expectations for xenocentric consumers, ethnocentric consumers are rational when making purchase decisions in favor of domestic brands when they are superior to foreign ones, but also when foreign brands are superior compared to domestic ones due to the same reason mentioned above for xenocentric consumers.

Irrationality can be observed when ethnocentric consumers show a preference for domestic, inferior brands versus foreign, superior ones.

5. Methodology

The following chapter explains the research design, presents the measurement of the relevant variables and gives a detailed description of the data collection process, the research period and the selected sample as well as the type of analysis.

An online survey was chosen as research method, because this way it was possible to easily and anonymously gather data from an adequate number of respondents at comparatively low costs (Babin & Zikmund, 2016) and within a reasonable time frame.

The research country is Austria and data was gathered from Austrian citizens. Findings will extend the ones of previous studies by Mueller et al. (2016) and Diamantopoulos and Davydova (2017), who collected their data from emerging countries, China and Russia respectively.
As a developed country, Austria is considered as optimal research country, as it can be seen as proper representation of Central and Western European countries in terms of its economic, political as well as socio-cultural environments and hence results of this work might also be valid for other Central and Western European countries, like Germany, Switzerland, France or the UK. Besides, they might also be useful for corporate managers in those countries.

The product category that is examined are bicycles. Initially, clothing and cars were considered as well. However, cars were excluded as they belong to the category of luxury goods. The decision was made against clothing, because of the difference between female and male clothes. One reason in favor of bikes is that Austrian consumers are familiar with them according to the pretest. Moreover, bicycles are neither convenience goods nor luxury goods, meaning that they are affordable for a majority of the population, but still require some consideration when making purchase decisions. Lastly, bicycles are not a gender-specific product and consequently represent the opinions of the male and female Austrian population likewise.

Instead of using real brands, it was decided to invent two fictitious brands, a domestic and a foreign one. The reason behind it, was to avoid distortions due to preconceived opinions about existing brands. Fictitious brands guarantee that respondents evaluate the brands merely based on the information presented in the questionnaire without any other prior knowledge. The domestic brand is the Austrian brand and the foreign brand was determined to be Swedish, because a pretest showed that Austrians value Swedish products similarly as Austrian products in terms of quality and competence, which is a prerequisite for this study.

Being able to analyze the effect of xeno- and ethnocentric consumer attitudes on PI, it is necessary to distinguish between a superior and an inferior brand. For that reason, two different advertisements were created, both displaying a picture of a bicycle and a short description of its main features (frame size, color, gears, material, weight, brakes and warranty), its brand name, country of origin and price. While the superior bike is available in two frame sizes, four different colors and with three types of brakes, the inferior bicycle is offered in only one frame size, two colors and two types of brakes. Moreover, the superior bike has 24 gears, weighs ten kilos, is made of aluminum, has a guarantee of ten years and costs 460 euros, whereas the inferior one has only twelve gears, weighs 14 kilos, is made of steel, has a guarantee of five years and its price is 420 euros.

Regarding brand names, neutral ones were chosen which should not directly be associated with brand origin and product superiority/inferiority, meaning that the names should not reveal if the brand origin is domestic or foreign and if the brand is superior or inferior.

5.1 Pretest

A pretest was done, to determine the most suitable foreign origin country. This country should produce bicycles and should have a similar country image like Austria, because Austrian consumers should value the quality and competence of foreign products as good as the ones of domestic products. The reason behind this expectation is that respondents should not base their product evaluations primarily on differing country images, because then it would be very difficult to determine whether C-XEN or CET tendencies have an impact on the purchase decision between the domestic and the foreign product.

France, Sweden, Switzerland and Japan were chosen as potential foreign origin country, because like Austria, all of them are highly developed, are in a similar economic position and are not considered as animosity countries to Austria.

Participants were asked which of the countries they mostly associate with bikes and the perceived product country images were measured with Roth and Romeo's (1992) dimensions: innovativeness, design, prestige and workmanship. Results show that Austrian consumers mainly associate France and Sweden with bicycles (28 respondents: 12 selected France, 9 selected Sweden), but because the country image of Sweden was rated more similarly to the one of Austria, Sweden was selected as foreign origin country (Average country images: Austria: 6.63, France: 4.5, Sweden: 6.0).

A second pretest tried to find out if consumers recognize the difference between two created advertisements and if they are able to identify the brand with superior attributes. Both advertisements presented a picture of a bike, the brand name, a description of its features (frame size, color, gears, material, weight, brakes and warranty) and the price, but did not contain any Country-of-Origin (COO) hints to avoid possible distortions resulting from those hints (see Appendix A). The superior bicycle comes in two frame sizes, four different colors and with three types of brakes, the inferior one is only available in one frame size, two colors and two types of brakes. It has only twelve gears, weighs 14 kilos, is made of steel, has a guarantee of five years and its price is 420 euros. On the contrary, the superior bike has 24 gears, weighs ten kilos, is made of aluminum, has a guarantee of ten years and costs 460 euros.

Participants were exposed to both advertisements, the one with superior bicycle features and the one with inferior characteristics, had to assess which brand is superior and were further asked to state how sure they are about their decision. Almost all respondents (92%) correctly identified the superior brand and 65% of those were more than 70% sure about their answer.

This pretest also showed that brand name preferences do not significantly differ, which implies that brand names should not affect consumer behavior and consequently PI (brand names: Elopeak and Velios; M-Elopeak = 4.73, M-Velios = 4.64).

5.2 Research Design

After the analysis of the pretests, the main survey was developed at umfrageonline.com (see Appendix B). The study design is a mixture of a within- and a between-group design. One the one hand, it is a within-group design, because each respondent is exposed to the domestic as well as the foreign brand. The advantages of this design are higher statistical significance and validity of the results and an error reduction due to individual differences ("The power advantage of within-subjects designs", 2018). On the other hand, it is also a between-group design, as respondents are randomly assigned to different conditions. Those conditions come into being through a randomization of the brand exposure and the brand name exposure. Randomization of the brand exposure means that some respondents are confronted with a questionnaire version where the domestic brand is superior and the foreign inferior, while others do a version where the foreign brand is superior and the domestic one inferior. In order to counterbalance the two brand names, they are also randomly assigned to the brands. The major advantage of a between-group design is the reduction of learning effects (Budiu, 2018).

In the end, there are four different conditions and consequently four questionnaire versions. The first version presents the domestic (Austrian) brand as superior and the foreign (Swedish) one as inferior with a specific brand name order, "Elopeak" for the domestic and "Velios" for the foreign brand. The second version is identical to the first one, only the brand names are switched. The third version consists of the domestic, inferior brand, named "Velios", and the foreign, superior brand, named "Elopeak". The final version is similar to the third one, only brand names are switched again.

All four survey versions are structured in the same way and consist of five sections: the first section is about the product country images of Austria and Sweden and is made up of questions about product innovation, design, prestige and workmanship (Roth & Romeo, 1992). The next part consists of questions about consumer attitudes, in particular about the ethnocentric, xenocentric and cosmopolitan tendencies of Austrians. This is followed by product category questions, including questions about product familiarity, product category involvement and price sensitivity. The fourth section presents the two created bicycle advertisements. Contrary to the second pretest about the identification of the superior/inferior brand, the advertisements contain COO cues this time and the questionnaire versions differ in the abovementioned randomization of the brand superiority/inferiority and brand name exposure. However, in all four versions, participants are always shown the domestic brand first and then the foreign one. They are asked to state their opinion on the quality of each of the brands, on a 7-point scale from low/bad quality to high/good quality, and they have to specify which bike they perceive as superior by choosing either the domestic brand, the foreign brand or the option that both brands are equally good. Next, respondents have to decide on a 7-point scale ranging from very difficult to very easy, how easy it was for them to name the superior brand. They also have to indicate how sure they are about their decision by sating a percentage between zero and hundred and they have to describe in a few words why they think that the selected bike is superior.

The last question of this part is a relative preference question about purchase, where the respondents determine which brand they would most likely buy. It is measured with a 6-point scale to ensure that participants make a clear decision in favor of one of the brands and cannot choose to be indifferent.

The final section deals with demographics, more precisely gender, age, education, occupation, income, residence and nationality. Nationality is of particular interest as this study is focused on Austrian citizens.

At umfrageonline.com it is possible to select that questions have to be answered in order to get to the next one. Thus, all questions of the survey were made compulsory, except the income question in order to avoid privacy concerns.

5.3 Measurement

The constructs that are relevant to examine if C-XEN and CET have an impact on PI are all measured with established scales from prior literature. Those scales were translated into German, because the questionnaire is in German. To verify the scales and check for their internal consistency, factor analyses (in all cases: Principal Axis Factoring with oblique rotation) were done and Cronbach's Alpha (α) calculated for each of the scales (see Table 1).

Construct	No. of Items	Cronbach's Alpha
Country Image	5	0.745
CET	5	0.901
C-XEN	10	0.900
C-COSMO	12	0.906
Category Involvement	6	0.904
Brand Quality	4	0.891
Price Sensitivity	4	0.700

Table 1 - Cronbach's Alpha: Construct Reliability

Roth and Romeo's 4-item scale (1992) was used to measure country image. With a Cronbach's Alpha value of 0.745, the scale was considered reliable, because according to Babin and Zikmund (2016) scales are reliable when α is above 0.7. Consumer xenocentrism was measured with the C-XENSCALE (10 items) adopted from Balabanis and Diamantopoulos (2016) and was also reliable ($\alpha=0.90$). Consumer ethnocentrism was measured with a shortened version (5 items) of the established CETSCALE by Shimp and Sharma (1987) and this scale was also highly reliable ($\alpha=0.901$). The cosmopolitanism scale (12 items) was adopted from Riefler et al. (2012) and the scale to measure brand quality (4 items) from Keller and Aaker (1992). Again, both scales were reliable with $\alpha=0.906$ and $\alpha=0.921$ respectively. The six-item product category involvement scale was adopted from Mittal (1989). The third item had to be recoded and then reliability analysis provided an α-value of 0.904. Lastly, an adapted price sensitivity scale was

used from Goldsmith and Newell (1997). Two of the five items had to be recoded, but one of them still was not reliable and hence was excluded from the analysis. The remaining four-item scale can be considered as barely reliable (α=0.654).

Principal axis factor analyses were conducted to examine the dimensionality of the scale items. A factor analysis was done for each of the concepts used and results showed that all KMO-values of sampling adequacy were significant and above 0.7. Moreover, in none of the analyses there was a problem with multicollinearity, i.e. all correlation values were below 0.9 with a determinant value greater than 0.00001. The percentage of variance-values indicated that most of the constructs are unidimensional, as only one factor had an Eigenvalue above one. However, the C-XEN, C-COSMO and product category involvement constructs are two-dimensional, because they had two factors with an Eigenvalue greater than one (see Appendix C).

Generally, it can be inferred that all adopted and adapted scales are reliable and measure the constructs they are supposed to measure.

5.4 Data Collection & Sample

Data was gathered via online questionnaires created at umfrageonline.com and data collection started at the end of April, 2018. As already mentioned, the research country is Austria and only Austrian citizens should be targeted. It was decided to do snowball sampling and so questionnaires were first sent to family and friends, who then also forwarded it to acquaintances. As this technique did not deliver enough respondents, additional participants were acquired with the help of clickworker.com, where access to a consumer panel is granted for a fee. After a little bit more than four weeks, data collection ended on the 31st of May, 2018.

The initial sample consisted of 234 respondents who did the survey, but not all of those questionnaires were valid. Several respondents had to be excluded, as they were not Austrian citizens or did not finish the survey. These exclusions led to a final sample of 219 Austrian consumers (151 of those participants were from clickworker.com): 52 participants did the first version, 50 the second one, 57 the third and 60 did the fourth survey version.

Overall, 57% participants are female and 43% male, 43% are between 18 and 25 years old and another 30% are between 26 and 40. A majority is well educated, 45% did Matura (comparable to a high school diploma) and an additional 32% have a university degree. The remaining respondents did compulsory school (5%) or an apprenticeship (18%). Regarding occupation, the segmentation looks as follows: 39% employees, 35% pupils and students, 10% self-

employed, 5% unemployed, 5% pensioners, 1% parental leave and 5% any other occupation. 33% of the whole sample earn less than 800 euros per month. It is assumed that this circumstance is owed to the fact that pupils and students constitute a relatively large segment. However, 12% have an income of more than 2500 euros per month and also 27% have between 1500 and 2500 available. The remaining 27% earn between 800 and 1500 euros. Lastly, 130 participants (59%) are living in urban areas, while 89 (41%) are living on the countryside.

5.5 Data Analysis

To test the relationship between consumer xenocentrism/ethnocentrism and the purchase intention of domestic versus foreign brands, an ANCOVA and multiple, linear regressions were performed.

An ANCOVA was considered the most suitable test to analyze all four questionnaire versions together. Results of all versions were merged into one dataset. Due to the randomization of the superior/inferior brand description as well as the brand name order, there was a problem when putting the data together regarding the questions about the brand quality, the selection of the superior brand and the PI. Two versions presented the domestic brand as superior, while the other two versions displayed the foreign brand as superior and also brand names were switched. Hence, responses from the different conditions could not be matched.

This is why it was necessary to create two nominal setting variables. The first binary setting variable, called "choice setting", enabled to differentiate between the superior/inferior brand description conditions: the domestic superior – foreign inferior brand condition was coded with zero and the domestic inferior – foreign superior condition was coded with one. The second setting variable, "name order setting", allowed for a distinction between the brand name order conditions: Elopeak-Velios was coded with zero and Velios-Elopeak with one.

After some consideration, it was deemed meaningfully to add another setting variable. The "bike selection"-setting variable made it possible to distinguish between respondents who correctly chose the superior brand as being superior, those who identified the inferior brand as superior and those who stated that both brands are equally good. This way it could additionally be examined if the correct assessment of the superior and inferior brand has an effect on PI.

In the end, an ANCOVA was run with the three setting variables as fixed factors, C-XEN and CET as independent variables (IV), purchase intention of the foreign brand as dependent

variable (DV) and cosmopolitanism (C-COSMO), product category involvement and price sensitivity as control variables.

Initially, various variables have been considered as controls. However, prior studies (e.g. Diamantopoulos & Davydova, 2017) employed product category involvement and price sensitivity. Being able to compare the results to the ones of former studies, it was decided to use those variables as controls. Furthermore, C-COSMO was added as control variable, because a positive relationship between cosmopolitan consumers and rational decision-making can be suggested. A positive relationship means that the more cosmopolitan consumers are, the more rationally they act and consequently would always prefer to buy the superior brand, no matter where this brand comes from. This can be explained by the fact that cosmopolitan consumers by definition do not show a preference for domestic or foreign products, i.e. they are indifferent between domestic and foreign products (Oberecker et al., 2008), because they are free from local and national bias and prejudices. They will always buy the superior product, because they are open towards new ideas and show a preference for products that best deliver the desired function, regardless of tradition or social influence (Cannon et al., 1994).

Additionally to the ANCOVA, multiple, linear regressions were done to get more detailed results on the effect of C-XEN/CET on PI and the consequent identification of rational/irrational consumer behavior deriving from xeno-/ethnocentric tendencies. This time not all four versions were analyzed within one dataset, but the two versions that present the domestic superior – foreign inferior brand condition were examined together and the other two versions where the domestic brand is inferior and the foreign one superior.

For each of the two datasets, a multiple, linear regression was performed with C-XEN and CET as independent variables and the PI of the foreign brand as dependent variable.

6. Findings

This chapter presents the results of all analyses done and declares the findings of this study with respect to the research hypotheses. Prior to this, statistical assumptions are tested and some pre-analyses performed to check for product country image similarity, examine the xeno- and ethnocentric tendencies of Austrians and the demographic differences or similarities regarding consumer xenocentrism. Moreover, it is analyzed if respondents can see a difference in the quality of the presented brands, if they are able to recognize the superior brand and if those who correctly selected the superior brand, would also buy it.

The main hypotheses are then examined conducting an ANCOVA and multiple, linear regressions.

6.1 Statistical Assumptions

Before running the analyses, relevant statistical assumptions were tested to guarantee reliable and meaningful results.

6.1.1 Normal Distribution of Data

Normally distributed data is one requirement when performing parametric tests such as ANCOVA. The Kolmogorov-Smirnov (KS) test checks for normality of data. In this case, the distribution of the variables C-XEN, CET, C-COSMO, product category involvement and price sensitivity was not normal, because the KS-test was significant for each of those variables. However, in large samples of 30 and more, the sampling distribution tends to be normal regardless of the population distribution (Field, 2009). As the sample of this study encompasses 219 participants, a normal distribution can be assumed.

6.1.2 Homogeneity of Variance

It was also necessary to confirm homogeneity of variance, which is a prerequisite when running an ANCOVA. If two or more groups are examined, it has to be ensured that the variances are almost the same across the groups (Field, 2009). This can be done with Levene's test, which tests the null hypothesis that the variances are similar across groups. Results show that the variances of C-XEN and CET do not significantly differ across treatment and thus are equal across the groups under research. For C-XEN, the variances for the respondents of each of the

four created questionnaire conditions were similar (F(3,215)=0.641, n.s.) and so they were for CET (F(3,215)=0.844, n.s.).

6.2 Preliminary Analyses

First of all, a related-samples t-test was performed to check whether the country images of Austria and Sweden are similar. This should be the case, because for this research purpose, Austrians should evaluate the quality and competence of domestic and foreign products equally or at least very similarly. It would be very difficult to determine whether C-XEN or CET tendencies have an impact on purchase intention if country images are differing, as product evaluations by participants will be influenced by this circumstance.

Although the t-test is significant and hence suggests a difference between the country images with the one of Austria being rated slightly better on average, this difference is so small that it is almost negligible (CI-AUT: M=5.36, SE=0.064 and CI-SWE: M=5.08, SE=0.089; t(218)=3.16, p<0.05).

Another related-samples t-test was done to examine if participants are more xenocentric or ethnocentric. As this t-test was significant, it can be observed that the levels of C-XEN and CET do differ with respondents being a little bit more ethnocentric on average, but it can also be concluded that Austrians are neither very xenocentric nor ethnocentric (C-XEN: M=2.17, SE=0.071 and CET: M=3.15, SE=0.106; t(218)= -7.77, p<0.05).

Next, it was tested if Austrian consumers were able to make a distinction between the qualities of the superior and the inferior brand. For that, the domestic superior – foreign inferior brand condition was analyzed separately from the domestic inferior – foreign superior brand condition. Results of the former condition confirm a difference between the rated brand qualities (brand quality-superior: M=4.91, SE=0.114 and brand quality-inferior: M=4.46, SE=0.112; t(101)=3.29, p<0.05), which is also supported by the findings of the latter condition (brand quality-superior: M=4.99, SE=0.099 and brand quality-inferior: M=4.57, SE=0.097; t(116)= -4.41, p<0.05). In both cases, respondents generally rated the quality of the superior brand to be slightly better.

In addition, it was highly interesting to know if participants could recognize the superior brand and how many of them would also buy it in the end, because the intended purchase of the brand which was previously identified as superior suggests rational behavior. From the 219 respondents, only 54.7% correctly selected the superior brand. However, 80% of them would

also buy it (7.5% would buy the inferior brand and 12.5% were indifferent regarding PI), which means that those consumers act rational, as they would buy the brand they previously identified as being superior. Alternatively, 18.3% of all participants thought that the inferior brand is superior and 57.7% of them would also buy the inferior brand (17.5% would buy the superior brand and 25% were indifferent). Here, it can also be said that this percentage shows rational behavior, even if it did not detect the superior brand. The remaining 27% stated that they think that both brands are equally good. From those 27%, the majority (69.4%) was also indifferent when it comes to purchase decision, 15.3% would buy the superior brand and another 15.3% would buy the inferior brand.

Lastly, the socio-demographic similarities and differences regarding consumer xenocentrism were tested. As the focus of this work lies on C-XEN, they were not examined for CET. Most of the following statements were directly taken or slightly adapted from prior literature and analyzed with independent-samples t-tests or correlations.

Among others, Batra et al. (2000) and Mueller et al. (2016) explained that younger people are more xenocentric than older ones. A correlation analysis showed that there is a weak, negative relationship between age and consumer xenocentrism ($r = -0.21$, $p < 0.01$), which supports the aforementioned supposition.

It was also worth knowing if there are gender differences to see whether women or men are more xenocentric. In this case, the independent t-test was not significant ($t(183.4) = 1.702$, $p > 0.05$), meaning that there is no difference in the level of C-XEN between women and men.

Another comparison, already examined by several researches (e.g. Bullis, 1997), suggests that consumers from urban areas are comparatively more xenocentric than people from the countryside. According to Mueller and Broderick (2010), this might be because "those in urban areas have more knowledge, exposure and access (both economic and physical) to foreign products" (Mueller & Broderick, 2010, p.12). Nonetheless, results of the t-test are not significant again and thus cannot confirm that the urban population is more xenocentric ($t(160.2) = -0.279$, $p > 0.05$).

In 1995, Sharma et al. revealed that people with higher income are less ethnocentric. When analyzing if wealthier consumers are more xenocentric than less affluent people, previous literature offers conflicting results. On the one hand, researchers found that consumers with a higher income prefer to buy foreign products in order to present their social status (e.g. Belk, 2000 and Mueller et al., 2016). On the other hand, James (1993) argues that the purchase of foreign brands more easily increases the status of the less wealthy population compared to the wealthy one and hence he declares that less affluent consumers tend to be more xenocentric.

Findings of this study support the proposition of James (1993). The ordinal income variable was regrouped into a nominal one, the low income group ranging from zero to 1500 euros per month and the high income group earning more than 1500 euros per month. The independent-samples t-test was significant ($t(209)=2.37$, $p<0.05$) indicating that the lower income respondents are on average more xenocentric (M=2.32, SE=0.096) than the high income participants (M=1.97, SE=0.109).

Finally, it was examined if better educated people are more xenocentric. This proposition was adapted from Cannon et al. (1994) who assumed that education is positively correlated with consumer cosmopolitanism. Indeed, they found that higher education leads to a higher level of cosmopolitanism. Several years later, Riefler and Diamantopoulos (2009) tested this proposition on Austrian consumers, but they could not support it. A cosmopolitan consumer is defined as "an open-minded individual whose consumption orientation transcends any particular culture, locality or community and who appreciates diversity including trying products and services from a variety of countries" (Riefler & Diamantopoulos, 2009, p. 415). As this definition coincides with the one of C-XEN regarding the point of foreign product preference, it was interesting to know if Austrians are more xenocentric when they are better educated. For that, the ordinal education variable was regrouped into a nominal one, low education consisting of compulsory school, professional school and apprenticeship and high education including everything above matriculation. Results of the independent-samples t-test show that there is no difference in the level of C-XEN when looking at various education levels ($t(217)= -0.119$, $p>0.05$).

Summarizing, this study supports prior research in the following two findings: younger people and the less wealthy population are more xenocentric than older and wealthy people. All other socio-demographic characteristics were not significant.

6.3 Analysis

Now that assumptions have been tested and the preliminary analyses done, findings of the main analyses can be presented. To examine if C-XEN and CET do have an impact on consumer's purchase intention, an ANCOVA was performed at first.

ANCOVA was chosen as type of analysis, as it allows to include multiple continuous variables as supplementary predictor variables of the DV that do not constitute the main independent variable (Field, 2009). Consequently, the ANCOVA was run with consumer xenocentrism and ethnocentrism as independent variables, PI of the foreign brand as DV and C-COSMO, product

category involvement and price sensitivity as covariates. Additionally, the created setting variables, choice, name order and bike selection setting, were added as fixed factors. With the choice setting variable, the distinction between the domestic superior – foreign inferior/domestic inferior – foreign superior brand description conditions was possible, the name order setting variable allowed to distinguish between the brand name order conditions and the bike selection setting variable enabled to differentiate between respondents who correctly chose the superior brand as being superior, those who identified the inferior brand as superior and those who stated that both brands are equally good.

All relevant assumptions were met (see chapter 6.1 Statistical Assumptions).

Initially, the ANCOVA was done with only two fixed factors, the choice setting and the name order setting variables, to distinguish between the four different conditions. Table 2 shows the relevant descriptive statistics.

Descriptive Statistics

Dependent Variable: Purchase Intention

Choice	Name order	Mean	Std. Deviation	N
Domestic superior-Foreign inferior	Elopeak-Velios	2,33	1,642	52
	Velios-Elopeak	2,84	1,633	50
	Total	2,58	1,650	102
Domestic inferior-Foreign superior	Elopeak-Velios	4,17	1,368	60
	Velios-Elopeak	3,75	1,845	57
	Total	3,97	1,624	117
Total	Elopeak-Velios	3,31	1,755	112
	Velios-Elopeak	3,33	1,800	107
	Total	3,32	1,773	219

Table 2 - ANCOVA 1 - Descriptive Statistics

Levene's test was not significant ($p=0.168$), which indicates homogeneity of group variances. Results of the ANCOVA show that none of the covariates is significantly related to the PI of the foreign brand (C-COSMO: $p=0.245$, product category involvement: $p=0.102$, price sensitivity: $p=0.510$), but the factor "choice setting" has an impact on the PI ($F_{(1,210)}=42.8$, $p<0.05$). The one group exposed to the domestic superior - foreign inferior brand condition had the lower mean PI of the foreign brand with a value of 2.58, while the other group subjected to the domestic inferior - foreign superior brand condition had the higher mean PI of the foreign brand (M=3.97).

Also C-XEN and CET have an effect on the purchase intention when controlling for the effect of C-COSMO, product category involvement and price sensitivity (C-XEN: $F_{(1,210)}=12.24$,

p<0.05 and CET: F(1,210)=8.77, p<0.05) (see Table 3). The b-value of C-XEN (b=0.354) says that, all other things being equal, if C-XEN increases by one unit, PI of the foreign brand rises by 0.4 units, which means that there is a positive relationship between consumer xenocentrism and the purchase intention of foreign products. CET has a b-value of -0.22, which suggests a negative impact on the PI of the foreign brand (if CET increases by one unit, PI-foreign brand decreases by 0.22 units) (see Table 4).

ANCOVA

Dependent Variable: Purchase Intention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	190,926ᵃ	8	23,866	10,131	,000
Intercept	40,046	1	40,046	16,999	,000
CET	20,665	1	20,665	8,772	,003
C-XEN	28,833	1	28,833	12,239	,001
C-COSMO	3,201	1	3,201	1,359	,245
Category involvement	6,364	1	6,364	2,702	,102
Price sensitivity	1,027	1	1,027	,436	,510
Choice setting	100,815	1	100,815	42,796	,000
Name order setting	,257	1	,257	,109	,741
Error	494,700	210	2,356		
Total	3099,000	219			
Corrected Total	685,626	218			

a. R Squared = ,278 (Adjusted R Squared = ,251)

Table 3 - ANCOVA 1

Parameter Estimates

Dependent Variable: Purchase Intention

Parameter	B	Std. Error	t	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Intercept	4,037	,866	4,663	,000	2,330	5,744
CET	-,220	,074	-2,962	,003	-,366	-,074
C-XEN	,354	,101	3,498	,001	,154	,553
C-COSMO	,125	,107	1,166	,245	-,086	,336
Category involvement	-,119	,072	-1,644	,102	-,261	,024
Price sensitivity	-,085	,128	-,660	,510	-,337	,168

Table 4 - ANCOVA 1 - Parameter Estimates

After this analysis, it was decided to run another ANCOVA with all three setting variables as fixed factors, including the bike selection-setting variable. This enabled to further examine if

the correct selection of the superior brand has an effect on the PI. Table 5 shows the relevant descriptive statistics.

Descriptive Statistics

Dependent Variable: Purchase Intention

Choice	Name order	Bike selection	Mean	Std. Deviation	N
Domestic superior-Foreign inferior	Elopeak-Velios	Wright	1,59	,979	32
		Wrong	4,60	1,776	10
		Equally Good	2,40	1,075	10
	Velios-Elopeak	Wright	1,88	1,166	25
		Wrong	4,20	1,814	10
		Equally Good	3,53	1,187	15
	Total		2,58	1,650	102
Domestic inferior-Foreign superior	Elopeak-Velios	Wright	4,74	1,155	38
		Wrong	2,43	1,397	7
		Equally Good	3,53	,834	15
	Velios-Elopeak	Wright	5,00	1,581	25
		Wrong	2,46	1,561	13
		Equally Good	3,00	1,291	19
	Total		3,97	1,624	117

Table 5 - ANCOVA 2 - Descriptive Statistics

Levene's test was not significant (p=0.083), verifying the assumption of homogeneity of variances. Findings of this ANCOVA are very similar to the first one. Again, no covariate has a significant impact on the PI of the foreign brand (C-COSMO: p=0.118, product category involvement: p=0.112, price sensitivity: p=0.565), neither do the factors "name order setting" (p=0.507) and "selection setting" (p=0.481). Only "choice setting" influences the purchase decision (F(1,202)=7.76, p<0.05). The test group which did the domestic superior - foreign inferior brand questionnaire version had a mean PI of the foreign brand of 2.58 and the other group which answered the domestic inferior - foreign superior brand questions had a mean PI of the foreign brand of 3.97.

Besides, C-XEN is positively related to the PI of the foreign brand (F(1,202)=9.33, p<0.05) with a b-value of 0.252 and CET shows a significant, negative relationship (F(1,202)=9.19, p<0.05, b= -0.18) (see Table 6). If C-XEN increases by one unit, the purchase intention of the foreign brand increases by 0.3 units and if CET raises by one unit, the PI of the foreign brand decreases by 0.2 units (see Table 7).

ANCOVA

Dependent Variable: Purchase intention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	389,657ᵃ	16	24,354	16,621	,000
Intercept	35,291	1	35,291	24,086	,000
CET	13,458	1	13,458	9,185	,003
C-XEN	13,663	1	13,663	9,325	,003
C-COSMO	3,613	1	3,613	2,466	,118
Category involvement	3,732	1	3,732	2,547	,112
Price sensitivity	,486	1	,486	,332	,565
Choice setting	11,370	1	11,370	7,760	,006
Name order setting	,648	1	,648	,443	,507
Selection setting	2,150	2	1,075	,734	,481
Error	295,969	202	1,465		
Total	3099,000	219			
Corrected Total	685,626	218			

a. R Squared = ,568 (Adjusted R Squared = ,534)

Table 6 - ANCOVA 2

Parameter Estimates

Dependent Variable: Purchase Intention

Parameter	B	Std. Error	t	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Intercept	3,012	,716	4,207	,000	1,600	4,424
CET	-,179	,059	-3,031	,003	-,295	-,063
C-XEN	,252	,082	3,054	,003	,089	,415
C-COSMO	,135	,086	1,570	,118	-,035	,305
Category involvement	-,095	,059	-1,596	,112	-,212	,022
Price sensitivity	-,059	,102	-,576	,565	-,260	,142

Table 7 - ANCOVA 2 - Parameter Estimates

Summarizing, it can be argued that the level of consumer xenocentrism plays a role, because the more xenocentric Austrian consumers are, the more they are willing to buy the foreign brand. The results for consumer ethnocentrism are also significant and suggest that consumers who are more ethnocentric show a lower intention to purchase the foreign brand. When it comes to covariates, none of them is significant, neither are name order setting nor selection setting. All of those variables do not have an effect on the PI of the foreign brand. The only factor that is significant, is choice setting. This means that consumer's purchase decision also depends on which condition they are exposed to, the domestic superior – foreign inferior or the domestic inferior – foreign superior one. Findings of both ANCOVA's indicate that the mean PI of the

foreign brand is 2.58 (N = 102, SD = 1.65) for the domestic superior –foreign inferior brand condition, while it is 3.97 (N = 117, SD = 1.62) for the domestic inferior – foreign superior brand condition. That the latter mean PI is higher, makes sense in so far that the foreign brand is presented as superior.

To get more detailed results, two multiple, linear regressions were run. For that, data gathered from the two questionnaire versions that present the domestic superior – foreign inferior brand condition and the other two versions where the domestic brand is inferior and the foreign one superior were analyzed independently of one another. For each of the merged datasets, regressions were done with C-XEN and CET as independent variables and PI of the foreign brand as dependent variable.

It was decided to do regressions to reinforce the findings of the ANCOVA and to test if Austrian consumers make rational or irrational purchase decisions depending on their level of xenocentrism and ethnocentrism.

First, the two domestic superior – foreign inferior brand versions were examined. A multiple, linear regression was calculated to predict the PI of the foreign brand with C-XEN and CET. There was no problem with multicollinearity, because there was no strong correlation between the predictor variables ($r < 0.9$) and the Variance Inflation Factor was smaller than five. Moreover, the Durbin-Watson Test did not indicate autocorrelation, as its value was 1.954 (see Appendix C).

The regression equation was significant ($F_{(2,99)} = 10.688$, $p<0.01$), with an R Square of 0.178, meaning that C-XEN and CET account for only 17.8% of the variation in the PI of the foreign brand. Nevertheless, a moderate, positive relationship between C-XEN and the PI of the foreign brand was found (b = 0.583) and a weak, negative relationship between CET and the PI of the foreign brand (b = -0.276) (see Appendix C). If C-XEN increases by one unit, the PI of the foreign brand rises by 0.5 units, while it decreases by 0.3 units if CET increases by one unit. On the one hand, this result suggests irrational behavior of xenocentric consumers, as they prefer to buy the foreign brand, even if it is inferior. On the other hand, ethnocentric consumers act rationally, because they do not opt for the foreign product.

Next, a multiple, linear regression was run for the two domestic inferior – foreign superior brand versions. Contrary to the findings of the previous regression, C-XEN did not have a significant impact on the PI of the foreign brand in this case ($t_{(116)} = 1.86$, $p > 0.01$), but CET had ($t_{(116)} = -3.08$, $p < 0.01$). The b-value is -0.275, which indicates a weak, negative relationship between CET and the PI of the foreign (see Appendix C). Consequently, it can be

stated that ethnocentric Austrian respondents behave somehow irrationally, because they do not favor the foreign brand, even if it is superior, but prefer the domestic, inferior one.

6.4 Summary of the Findings

Results of the ANCOVAs confirm prior findings by Mueller et al. (2016) and Diamantopoulos and Davydova (2017) that C-XEN has a positive impact on the PI of the foreign brand, while CET has a negative effect.

The general conclusion of the multiple regressions looks as follows: in the case of the domestic superior – foreign inferior brand versions, the level of consumer xenocentrism has a significant, positive effect on the PI of the foreign, inferior brand, which constitutes irrational behavior, as xenocentric consumers show a preference for buying the foreign brand, although it is inferior. Those findings do not support research hypothesis 1. However, ethnocentric consumers behave rationally, because CET is negatively associated with the PI of the foreign, inferior brand, which supports research hypothesis 2. From the domestic inferior – foreign superior brand versions it can be implied that the more ethnocentric Austrians consumers are, the more they are willing to buy the domestic, inferior brand, which can be considered as irrational behavior and consequently does not support research hypothesis 2. C-XEN does not significantly affect the PI of the foreign, superior brand. Thus, it cannot be stated if xenocentric consumers prefer the foreign product when it is superior.

Hence, it can be inferred that it depends on the exposure to the domestic superior – foreign inferior versus the domestic inferior – foreign superior brand versions if C-XEN and CET do have an impact on the PI of the foreign brand and if consumers act rationally when making their purchase decisions.

Furthermore, it can be implied that the product country origin highly matters for xenocentric and ethnocentric consumers.

7. Conclusion

Additionally to the established and much examined concept of consumer ethnocentrism, consumer xenocentrism represents an additional research field, which offers the opportunity to investigate consumer behavior from a new perspective and hence enables researchers to better understand consumer's minds.

The main objective of this thesis was to examine if xeno- and ethnocentric tendencies of Austrian consumers lead to rational or irrational behavior when making purchase decisions between domestic and foreign brands. For that, the relationship between consumer xenocentrism/ethnocentrism and the purchase intention of domestic versus foreign brands was tested.

Prior findings by Balabanis and Diamantopoulos (2016), Mueller et al. (2016) and Diamantopoulos and Davydova (2017) indicate a link between consumer xenocentrism and the purchase intention of domestic versus foreign brands.

This present study is an extension of their work, as it analyzes the existence of consumer rationality/irrationality when xeno- and ethnocentrics make purchase decisions.

Data was collected via an online questionnaire and the final sample consisted of 219 respondents, all Austrian citizens. The levels of xenocentrism and ethnocentrism were measured, consumer's attitudes towards the domestic and foreign brand and their resulting purchase intention.

Findings indicate that C-XEN has a positive effect on the PI of foreign brands, while CET is negatively related to it. Moreover, it was found that xenocentric consumers behave irrationally, because they favor the foreign, inferior brand compared to the domestic superior one. Ethnocentrics show a general preference for the domestic brand, when it is inferior, but also superior to the foreign brand. Based on these results, it can be revealed that product country origin mainly determines the decision between domestic and foreign products made by xeno- and ethnocentric consumers.

This information is not only an interesting theoretical contribution and useful for future research, but also for managers who should consider it when planning marketing and advertising strategies.

8. Theoretical & Managerial Implications

This chapter describes implications of the study, theoretical as well as managerial ones.

8.1 Theoretical Implications

This work should be a valuable contribution to current literature in the field of C-XEN by calculating the effect of C-XEN/CET on purchase intention of Austrian consumers and consequently investigating if their behavior is irrational when making purchase decisions. A quantitative analysis was done in Austria that focused on consumer attitudes and their consequent behavior, when consumers express a foreign/domestic product bias. First, this work builds on previous studies by Mueller and Broderick (2010), Mueller et al. (2016), Balabanis and Diamantopoulos (2016) and Diamantopoulos and Davydova (2017) and is only the third empirical one and the first that quantitatively examines consumer's rationality based on their xeno- and ethnocentric tendencies.

Moreover, it can be demonstrated that the phenomenon of C-XEN is not only observable in developing and emerging countries (Mueller et al., 2016), but is also prevalent in highly developed countries. Results of this thesis show that C-XEN has a positive impact on consumer's purchase intention of the foreign brand, while there is a significant negative relationship between CET and the PI of the foreign brand. The findings about C-XEN are in line with the ones by Mueller et al. (2016), who declared that consumer xenocentrsim is highly prevalent in China and that a large part of the Chinese population prefers foreign products. Thus, the finding that xeno- and ethnocentric tendencies do affect PI can be considered as an important theoretical contribution.

The investigation of the rationality of consumer behavior resulting from the level of xeno- and ethnocentrism is another relevant implication as it demonstrates that xeno- and ethnocentrics behave irrationally under certain circumstances. Xenocentric consumers opt for foreign products even if they are inferior to domestic ones and consumers with a high level of ethnocentrism prefer domestic, inferior products over foreign, superior ones in one of the test conditions. It can be concluded that the product country origin plays a highly important role for xeno- and ethnocentric consumers when making purchase decisions.

8.2 Managerial Implications

In addition to the implications for prospective studies, the deduction of opportunities for management actions can be considered as highly useful.

Results suggest that xenocentric consumers prefer foreign products even when they are inferior, while ethnocentric consumers are not willing to buy a foreign brand even if it is superior, but opt for the domestic, inferior brand. For domestic companies this means that ethnocentric consumers are no problem, they will buy their products anyway. However, if they want to increase the number of buyers, they have to particularly target xenocentric consumers and develop strategies that might convince them to buy their brand. One way to do this, is to not obviously specify the country of origin (COO) or present other domestic attributes so that consumers do not immediately realize where the product comes from. Another option is to convey consumers that the brand is of high quality and certainly comparable to the one of foreign brands. Besides, companies can demonstrate their extraordinary experience and expertise compared to foreign companies.

At the same time, foreign companies can surely number xenocentric consumers among their customers, but not the ones with a high level of ethnocentrism. The latter might be reached if companies assure that the purchase of foreign products does not harm the domestic economy. Again, avoidance of COO characteristics is a recommendation. Instead, marketing strategies should be focused on the uniqueness as well as the superiority of the foreign products.

Consequently, it is advised to the management of domestic as well as foreign companies, to take the concepts of C-XEN and also CET into consideration. Based on the findings of this research, marketing managers can derive implications on how to deal with the issues of consumer xeno- and ethnocentrism. They might adjust their marketing strategies to optimally target consumers and subsequently improve efficiency and financial performance.

9. Limitations and Future Research Directions

9.1 Limitations

As this is one of the first experimental, quantitative studies of C-XEN and CET in relation to consumer behavior, there exist some limitations that are explained in the following chapter. Those limitations offer potential for prospective research.

Austria, a highly developed country, was chosen as research country. On the one hand, it can be argued that Austria is a good representation for Central and Western European countries in terms of its economic, political as well as socio-cultural environments and thus results of this work might also be valid for other Central and Western European countries. On the other hand, a disadvantage might be that the findings are only be applicable to other developed countries that have a similar country image and are culturally alike.

What is more, research hypotheses were tested with just one product category, namely bicycles. Bikes were selected, because the pretest indicated that Austrians are familiar with bicycles. Additionally, as it is neither a convenient product, the purchase of a bike requires some consideration, nor is it a luxury good, which means that the majority of the population can afford a bicycle. For those reasons, bicycles were considered highly appropriate. However, for sure there are more product categories that fulfill the aforementioned criteria.

Being able to make a distinction between a superior and an inferior product, two fictitious brands with corresponding advertisements were developed. It was decided to use fictitious brands for the analysis, to avoid potential distortions of the results due to prior positive or negative attitudes and opinions about real brands. Nevertheless, it would also be interesting to know how findings would look like when examining existing brands.

The questionnaire was designed so that each respondent saw advertisements of both fictitious brands and had to decide afterwards which of the two brands was superior. In this study only a little bit more than half of the participants (54.7%) correctly selected the superior bicycle. Although it was tried to make the distinction between the superior and inferior brand obvious, this percentage is not very high.

9.2 Future Research

Based on the limitations of this work, future research directions can be derived that offer opportunities to further extend the knowledge about consumer xenocentrism as well as consumer behavior.

It is advised to replicate the study in other countries, developed and also emerging ones, to see whether findings are similar. As this research was done in a developed country, results cannot be easily applied to other countries, especially not if they have differing economic, political and socio-cultural environments and also country images like, for example, emerging countries. Moreover, the effect of C-XEN and CET on PI should be tested on various product categories. There are more product categories, consumers are familiar with that lie between convenience and luxury products. Optimally, it should be products that are not gender-specific to get results that do not greatly distinguish between women and men. Obviously, it would also be interesting to get to know how the situation looks like when examining other types of products, convenience goods or even luxury goods, like for example groceries, cosmetics, furniture, clothes, electronics or automobiles.

Furthermore, performing an analysis with existing brands is advisable to be able to compare findings to the ones obtained from the examination of the fictitious brands. In this case, variables like brand familiarity and brand attitude should definitely be included as control variables. They might have a significant impact on the relationship between C-XEN/CET and purchase intention, because consumers do have established opinions about real brands.

To increase the percentage of participants who correctly identify the superior bike, it is recommended to exaggerate the description of the superior and inferior product, so that it is more obvious for consumers to recognize a difference. This way, possible distortions due to the incorrect selection of the superior brand can be avoided.

In this study, no control variable showed a significant result. Therefore, the inclusion of more and other control variables should be considered, like for example brand attitude or brand quality.

Future researchers can ground their works on this thesis, extend its scope and provide insights, which might be comparable to these or totally new ones. Especially interesting would be to know what the reasons for the irrationality of Austrian consumers might be and if this behavior can also be observed in other countries, economically and culturally similar as well as dissimilar ones. Moreover, it can be analyzed if there are differences in the levels of C-XEN when looking at demographic characteristics in different research settings, because this study only depicted a

distinction between age and income regarding the level of xenocentrism, whereas prior literature also identified variations in education (e.g. Cannon et al., 1994; Riefler & Diamantopoulos, 2009) and residence (e.g. Bullis, 1997).

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11.   Appendix

Appendix A – Pretest

Elopeak – City-Rad

- Rahmenhöhe: 26" & 28"
- Farbe: grau, blau, schwarz, weiß
- Gänge: 24
- Material: Aluminium
- Gewicht: 10kg
- Vorder-, Rück- & V- Bremsen
- Garantie: 10 Jahre

460,-

Velios – City-Rad

- Rahmenhöhe: 26"
- Farbe: schwarz, weiß
- Gänge: 12
- Material: Stahl
- Gewicht: 14kg
- Vorder- & Rückbremsen
- Garantie: 5 Jahre

420,-

Appendix B - Questionnaire Version 1: Domestic Superior – Foreign Inferior

Konsumentenumfrage

Seite 1

.

universität wien

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Die nachfolgende Umfrage wird im Rahmen einer Masterarbeit am Lehrstuhl für Internationales Marketing der Universität Wien durchgeführt.
Wir sind besonders an Ihrer Meinung als Konsumenten interessiert und Ihre Teilnahme ist äußerst wertvoll für uns.
Diese Studie dient ausschließlich wissenschaftlichen Zwecken und wird nicht an Dritte weitergegeben.
Die Umfrage beansprucht circa 8-10 Minuten Ihrer Zeit.

Bitte lesen Sie sich folgende Punkte genau durch:

• Bitte lesen Sie sich die Fragen genau durch und folgen Sie den Angaben.
• Es gibt keine richtigen oder falschen Antworten, wir sind nur an Ihrer persönlichen Meinung interessiert.
• Es gibt keine Zeitbeschränkung. Bitte nehmen Sie sich Zeit, die Umfrage auszufüllen.
• Alle Ihre Informationen werden vertraulich behandelt und ausschließlich für Forschungszwecke verwendet.

Für weitere Informationen zu dieser Studie, stehen wir Ihnen gerne unter folgender Email-Adresse zur Verfügung:
a00952718@unet.univie.ac.at

Vielen Dank für Ihre Teilnahme!

Im Nachfolgenden möchten wir Sie gerne zu Ihrer Meinung über Österreich und Schweden befragen.

Geben Sie jeweils für Österreich und Schweden an, wie innovativ Sie die Produkte der Länder finden, wobei Innovation die Verwendung neuer Technologien und technischer Fortschritt bedeutet. *

Geben Sie jeweils für Österreich und Schweden an, wie Sie generell das Design der Produkte finden, wobei Design definiert wird als Erscheinungsbild, Stil, Farbe und Vielfalt. *

	nicht ansprechbar						sehr ansprechbar	nicht beurteilbar
Österreich	○	○	○	○	○	○	○	○
Schweden	○	○	○	○	○	○	○	○

Wie prestigeträchtig schätzen Sie österreichische und schwedische Produkte ein, wenn Prestige Exklusivität, Status und Reputation des Markennamen bedeutet? *

	nicht prestigeträchtig						sehr prestigeträchtig	nicht beurteilbar
Österreich	○	○	○	○	○	○	○	○
Schweden	○	○	○	○	○	○	○	○

Wie beurteilen Sie die Verarbeitung österreichischer und schwedischer Produkte, wobei Verarbeitung Beständigkeit, Langlebigkeit, Kunstfertigkeit und Herstellungsqualität bedeutet? *

	schlecht						sehr gut	nicht beurteilbar
Österreich	○	○	○	○	○	○	○	○
Schweden	○	○	○	○	○	○	○	○

Wie sehr mögen Sie folgende Länder im Allgemeinen? *

	gar nicht						sehr
Österreich	○	○	○	○	○	○	○
Schweden	○	○	○	○	○	○	○

In welchem Ausmaß stimmen Sie folgenden Aussagen zu/nicht zu?
(Zahlen nahe bei 1 stehen für eine niedrige Zustimmung, während Zahlen nahe bei 7 für eine hohe Zustimmung stehen. Bitte wählen Sie eine Zahl von 1 bis 7, die Ihre Meinung am besten widerspiegelt.) *

	Stimme überhaupt nicht zu 1	2	3	4	5	6	Stimme voll und ganz zu 7
Österreicher sollen keine ausländischen Produkte kaufen, denn das schadet der heimischen Wirtschaft und erhöht die Arbeitslosigkeit.	◯	◯	◯	◯	◯	◯	◯
Es ist nicht richtig ausländische Produkte zu kaufen, weil dadurch Arbeitsplätze in Österreich gefährdet werden.	◯	◯	◯	◯	◯	◯	◯
Ein wahrer Österreicher sollte stets österreichische Produkte kaufen.	◯	◯	◯	◯	◯	◯	◯
Auch wenn ich mehr bezahlen muss, kaufe ich lieber österreichische Produkte.	◯	◯	◯	◯	◯	◯	◯
Wir sollten stets in Österreich hergestellte Waren kaufen, anstatt andere Länder reich zu machen.	◯	◯	◯	◯	◯	◯	◯

In welchem Ausmaß stimmen Sie folgenden Aussagen zu/nicht zu? *

	Stimme überhaupt nicht zu 1	2	3	4	5	6	Stimme voll und ganz zu 7
Es gibt wenige inländische Produkte, die dieselbe Qualität wie ausländische Produkte haben.	◯	◯	◯	◯	◯	◯	◯
Mir fallen keine inländischen Marken ein, die so gut sind wie die ausländischen Marken, die ich kaufe.	◯	◯	◯	◯	◯	◯	◯
Ich vertraue ausländischen Unternehmen mehr als inländischen, weil diese mehr Erfahrung und Ressourcen haben.	◯	◯	◯	◯	◯	◯	◯
Bei den meisten Produktkategorien übertreffen ausländische Marken inländische.	◯	◯	◯	◯	◯	◯	◯
Ich vertraue ausländischen Produkten mehr als inländischen.	◯	◯	◯	◯	◯	◯	◯
Die Verwendung ausländischer Produkte erhöht mein Selbstwertgefühl.	◯	◯	◯	◯	◯	◯	◯
Leute, die inländische Produkte kaufen, werden von anderen weniger geachtet.	◯	◯	◯	◯	◯	◯	◯
Ich bevorzuge ausländische Marken gegenüber inländischen, da die meisten meiner Bekannten ausländische Marken kaufen.	◯	◯	◯	◯	◯	◯	◯
Der Kauf ausländischer Produkte macht mich moderner.	◯	◯	◯	◯	◯	◯	◯
Ich kaufe ausländische Marken, um mich von anderen zu differenzieren.	◯	◯	◯	◯	◯	◯	◯

In welchem Ausmaß stimmen Sie folgenden Aussagen zu/nicht zu? *

	Stimme überhaupt nicht zu 1	2	3	4	5	6	Stimme voll und ganz zu 7
Wenn ich reise, versuche ich bewusst mit der lokalen Kultur und den Traditionen in Berührung zu kommen.	○	○	○	○	○	○	○
Ich habe gern die Möglichkeit, Leute aus vielen verschiedenen Ländern kennen zu lernen.	○	○	○	○	○	○	○
Ich habe gern Kontakt mit Leuten verschiedener Kulturen.	○	○	○	○	○	○	○
Ich interessiere mich sehr für andere Länder.	○	○	○	○	○	○	○
Für mich ist es wichtig, Zugang zu Produkten aus vielen verschiedenen Ländern zu haben.	○	○	○	○	○	○	○
Die Verfügbarkeit ausländischer Produkte im inländischen Markt stellt wertvolle Vielfalt dar.	○	○	○	○	○	○	○
Ich genieße das Angebot einer umfangreichen Auswahl an Produkten aus verschiedenen Ländern.	○	○	○	○	○	○	○
Immer wieder die gleichen lokalen Produkte zu kaufen, wird mit der Zeit langweilig.	○	○	○	○	○	○	○
Ich schaue gerne Filme aus verschiedenen Ländern.	○	○	○	○	○	○	○
Ich höre gerne Musik anderer Kulturen.	○	○	○	○	○	○	○
Ich probiere gerne Gerichte anderer Kulturen.	○	○	○	○	○	○	○
Ich probiere gerne Sachen, die anderswo auf der Welt konsumiert werden.	○	○	○	○	○	○	○

Nachfolgend beantworten Sie bitte einige Fragen über Fahrräder.

Wie vertraut sind Sie mit der Produktkategorie Fahrräder? *

gar nicht vertraut   ○ ○ ○ ○ ○ ○ ○   sehr vertraut

In welchem Ausmaß stimmen Sie folgenden Aussagen zu/nicht zu? *

	Stimme überhaupt nicht zu						Stimme voll und ganz zu
	1	2	3	4	5	6	7
Ich interessiere mich sehr für Fahrräder.	○	○	○	○	○	○	○
Fahrräder sind sehr wichtig für mich.	○	○	○	○	○	○	○
Für mich sind Fahrräder überhaupt nicht wichtig.	○	○	○	○	○	○	○
Ich würde ein Fahrrad äußerst sorgfältig wählen.	○	○	○	○	○	○	○
Ein Fahrradkauf ist eine wichtige Entscheidung für mich.	○	○	○	○	○	○	○
Welches Fahrrad ich kaufe, ist sehr wichtig für mich.	○	○	○	○	○	○	○

In welchem Ausmaß stimmen Sie den folgenden Aussagen zu/nicht zu? *

	Stimme überhaupt nicht zu						Stimme voll und ganz zu
	1	2	3	4	5	6	7
Ich bin weniger geneigt mir ein neues Fahrrad zu kaufen, wenn ich denke, dass dieses teuer sein wird.	○	○	○	○	○	○	○
Generell ist mir der Preis beim Fahrradkauf sehr wichtig.	○	○	○	○	○	○	○
Ich denke, dass neuere Fahrradmodelle meistens teurer sind als ältere, doch das ist mir egal.	○	○	○	○	○	○	○
Es macht mir nichts aus mehr zu bezahlen, um ein neues Fahrrad zu kaufen.	○	○	○	○	○	○	○
Ich würde einen zusätzlichen Aufwand in Kauf nehmen, um ein günstiges Fahrrad zu finden.	○	○	○	○	○	○	○

Es folgen die Werbungen zweier Fahrradmarken. Sehen Sie sich diese genau an und beantworten Sie bitte nachfolgende Fragen dazu.

Marke Elopeak

Elopeak – City-Rad

Österreichische Qualität

Made in Austria

- Rahmenhöhe: 26" & 28"
- Farbe: grau, blau, schwarz, weiß
- Gänge: 24
- Material: Aluminium
- Gewicht: 10 kg
- Vorder-, Rück- & V-Bremsen
- Garantie: 10 Jahre

460,-

Marke Velios

Velios – City-Rad

Qualität

MADE IN SWEDEN

- Rahmenhöhe: 26"
- Farbe: schwarz, weiß
- Gänge: 12
- Material: Stahl
- Gewicht: 14 kg
- Vorder- & Rückbremsen
- Garantie: 5 Jahre

420,-

Bitte bewerten Sie die Qualität der Marke Elopeak auf einer Skala von 1-7.
(Zahlen nahe bei 1 stehen mehr für eine Zustimmung zu den Charakteristiken auf der linken Seite, während
Zahlen nahe bei 7 mehr für eine Zustimmung zu den Charakteristiken auf der rechten Seite stehen.) *

	1	2	3	4	5	6	7	
niedrige Qualität	○	○	○	○	○	○	○	hohe Qualität
minderwertige Qualität	○	○	○	○	○	○	○	höherwertige Qualität
schlechte Qualität	○	○	○	○	○	○	○	gute Qualität
schlechter als die meisten anderen Marken	○	○	○	○	○	○	○	besser als die meisten anderen Marken

Bitte bewerten Sie die Qualität der Marke Velios auf einer Skala von 1-7. *

	1	2	3	4	5	6	7	
niedrige Qualität	○	○	○	○	○	○	○	hohe Qualität
minderwertige Qualität	○	○	○	○	○	○	○	höherwertige Qualität
schlechte Qualität	○	○	○	○	○	○	○	gute Qualität
schlechter als die meisten anderen Marken	○	○	○	○	○	○	○	besser als die meisten anderen Marken

Bitte beurteilen Sie welche der beiden Fahrradmarken besser ist? *

◯ Elopeak

◯ Velios

◯ Beide sind gleich gut

Wie einfach war es für Sie zu entscheiden, welche Fahrradmarke besser ist? *

	1	2	3	4	5	6	7	
sehr schwierig	◯	◯	◯	◯	◯	◯	◯	sehr einfach

Wie sicher sind Sie, dass die von Ihnen ausgewählte Fahrradmarke besser ist. *

[   ] %

Bitte beschreiben Sie in wenigen Worten, warum die von Ihnen ausgewählte Fahrradmarke Ihrer Meinung nach besser ist. *

[   ]

Welches der beiden Fahrräder würden Sie am ehesten kaufen? *

Elopeak	◯	◯	◯	◯	◯	◯	Velios

Abschließend benötigen wir noch einige persönliche Angaben.

Geschlecht: *

◯ Männlich

◯ Weiblich

Alter (in Jahren): *

[   ]

Höchste abgeschlossene Ausbildung: *

◯ Pflichtschule

◯ Lehre/Fachschule

◯ Matura

◯ Universität/FH

◯ Andere

Beschäftigung: *

◯ Schüler/Student

◯ Angestellte/-r

◯ Selbstständige/-r

◯ Arbeitslos

◯ Karenz

◯ Pensionist

◯ Andere

Monatliches Einkommen:

◯ Weniger als 800€

◯ 800-1500€

◯ 1500-2500€

◯ mehr als 2500€

Wohnsitz: *

◯ Stadt

◯ Ländlicher Raum

Nationalität *

◯ Österreich

◯ Andere

Appendix C - SPSS Output

Multiple Regression - Domestic superior – foreign inferior brand versions:
IV: C-XEN and CET, DV: PI:

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,421[a]	,178	,161	1,511	1,954

a. Predictors: (Constant), C-XEN & CET

b. Dependent Variable: Purchase intention

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48,812	2	24,406	10,688	,000
	Residual	226,060	99	2,283		
	Total	274,873	101			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,174	,458		4,742	,000
	CET	-,276	,100	-,253	-2,768	,007
	C-XEN	,583	,149	,356	3,900	,000

Multiple Regression - Domestic inferior – foreign superior brand versions:

IV: C-XEN and CET, DV: PI:

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,321[a]	,103	,087	1,551	2,269

a. Predictors: (Constant), C-XEN & CET

b. Dependent Variable: Purchase intention

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31,467	2	15,733	6,537	,002
	Residual	274,397	114	2,407		
	Total	305,863	116			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,313	,427		10,091	,000
	CET	-,275	,089	-,274	-3,083	,003
	C-XEN	,243	,131	,165	1,855	,066

Factor Analysis:

Country Image - Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,494	49,885	49,885	1,919	38,381	38,381
2	,824	16,483	66,368			
3	,701	14,017	80,385			
4	,561	11,223	91,609			
5	,420	8,391	100,000			

Extraction Method: Principal Axis Factoring.

CET - Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Factor	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,631	72,612	72,612	3,343	66,868	66,868
2	,668	13,363	85,975			
3	,331	6,619	92,594			
4	,255	5,105	97,699			
5	,115	2,301	100,000			

Extraction Method: Principal Axis Factoring.

C-XEN - Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
Factor	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	5,465	54,648	54,648	5,111	51,109	51,109	4,397
2	1,493	14,928	69,576	1,106	11,062	62,171	4,142
3	,661	6,606	76,182				
4	,490	4,905	81,087				
5	,465	4,646	85,732				
6	,361	3,615	89,347				
7	,319	3,189	92,536				
8	,296	2,957	95,493				
9	,247	2,470	97,964				
10	,204	2,036	100,000				

Extraction Method: Principal Axis Factoring.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

C-COSMO - Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
Factor	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	6,113	50,942	50,942	5,745	47,873	47,873	5,193
2	1,836	15,301	66,243	1,484	12,369	60,242	3,825
3	,972	8,100	74,343				
4	,646	5,386	79,729				
5	,583	4,859	84,589				
6	,450	3,748	88,337				
7	,344	2,866	91,203				
8	,290	2,415	93,619				
9	,261	2,177	95,796				
10	,231	1,927	97,723				
11	,164	1,364	99,087				
12	,110	,913	100,000				

Extraction Method: Principal Axis Factoring.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Product Category Involvement - Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4,082	68,028	68,028	3,885	64,750	64,750	3,333
2	1,023	17,058	85,086	,799	13,319	78,070	3,277
3	,361	6,010	91,095				
4	,279	4,656	95,751				
5	,136	2,270	98,021				
6	,119	1,979	100,000				

Extraction Method: Principal Axis Factoring.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Price Sensitivity - Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,976	49,411	49,411	1,323	33,072	33,072
2	,822	20,554	69,964			
3	,658	16,455	86,419			
4	,543	13,581	100,000			

Extraction Method: Principal Axis Factoring.

Brand Quality - Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,018	75,457	75,457	2,714	67,841	67,841
2	,494	12,339	87,796			
3	,254	6,362	94,157			
4	,234	5,843	100,000			

Extraction Method: Principal Axis Factoring.

Appendix D – Abstract - German

Zusätzlich zum Konzept des Konsumenten-Ethnozentrismus (CET), gewinnt Konsumenten-Xenozentrismus (C-XEN) in den letzten Jahren an Bedeutung. Aus diesem Grund untersucht die gegenwärtige Arbeit, ob xeno- und ethnozentristische Konsumenten-Tendenzen zu irrationalem Verhalten führen, wenn Kaufentscheidungen zwischen inländischen und ausländischen Marken getroffen werden, um zu sehen, ob das Herkunftsland des Produkts eine vorrangige Rolle für xeno- und ethnozentrische Konsumenten spielt. Irrationalität bedeutet in diesem Sinne, eine Einstellung oder ein Verhalten, das nicht auf logischen Gründen oder klarem Denken basiert (Fletcher, 1994).

Eine empirische Studie wurde unter österreichischen Konsumenten durchgeführt, mit fiktiven inländischen und ausländischen Marken derselben Produktkategorie, um die Forschungshypothesen zu testen.

Ergebnisse bekräftigen die vorherigen Resultate von Müller et al. (2016) und Diamantopoulos und Davydova (2017), da sie zeigen, dass Konsumenten-Xenozentrismus einen positiven Effekt auf die Kaufintention der ausländischen Marke hat.

Was noch wichtiger ist, ist die Tatsache, dass sich xenozentristische Konsumenten irrational verhalten, im dem Falle, dass die ausländische Marke minderwertiger ist, als die inländische, weil sie es bevorzugen, die ausländische, minderwertigere Marke zu kaufen.

Betreffend ethnozentrischer Konsumenten wurde festgestellt, dass diese eine generelle Präferenz für inländische Produkte aufweisen, sowohl wenn diese besser, als auch minderwertiger sind, als die ausländischen Produkte.

Infolgedessen kann geschlussfolgert werden, dass das Herkunftsland des Produkts eine äußerst wichtige Rolle für xeno- und ethnozentrische Konsumenten spielt.

Die finalen Kapitel umfassen eine Zusammenfassung, theoretische Implikationen sowie Implikationen für Manager, Einschränkungen dieser Arbeit und zukünftige Forschungsrichtungen.

Stichwörter: Konsumenten-Xenozentrismus, C-XENSCALE, System-Berechtigung, Konsumenten-Ethnozentrismus, Konsumentenverhalten, irrationales Verhalten, Kaufintention