

PLACE-OF-ORIGIN EFFECTS ON BRAND LOYALTY. AMERICAN FAST-FOOD RESTAURANTS UNDER EXAMINATION

Nadia Jiménez, Sonia San-Martín and José Manuel García-Gallego

Abstract

The present chapter explores the role of place-of-origin-related variables as antecedents of quality perception and loyalty toward American fast-food brands. The cognitive appraisal approach and the social identity theory help to propose a model that connects individual-related variables (animosity, ethnocentrism, metacognitive cultural intelligence) and brand-related variables (inner self-expressive brand, perceived quality and brand loyalty). The presented model was tested through empirical observation with 287 consumers of American fast-food brands. Partial least squares path modelling (SmartPLS3) was employed as a method to analyze the data. Results disclose a cognition-affection-behavior path that goes from metacognitive cultural intelligence to emotions such as animosity and inner self-expressive brand and, ultimately, behavioral brand loyalty. This investigation provides novel insight into key variables such as metacognitive cultural intelligence or the inner self-expressive brand in the field of place-of-origin regarding the service sector of restaurants.

Keywords:

Place-of-Origin; perceived quality; brand loyalty; inner self-expressive brand; ethnocentrism; animosity; cultural intelligence; Fast-food restaurants.

1. Introduction

Global brands looking to maintain solid consumer-brand relationships in a global consumer culture aim to gain acceptance and recognition among their targets by emphasizing their place-of-origin (PoO), which is identified in international marketing studies as the country-of-origin effect. However, articulating the country-of-origin effect and the emotions and attitudes activated when foreign products are evaluated (i.e., animosity, ethnocentrism, and cultural intelligence) is complex and still interesting. First, ethnocentrism, animosity and cultural intelligence can be regarded as emotional-related variables that drive consumer brand evaluation. Consumer ethnocentrism reflects the negative attitude toward foreign products and brands since purchasing them could damage the home economy (Tang et al., 2022). General and international consumer animosity is “the antipathy toward a certain country” (Hoffmann et al., 2011, p. 236). Moreover, metacognitive cultural intelligence implies that consumers reveal cultural awareness when interacting with elements from other cultures (Moyano et al., 2015).

Second, an inner self-expressive brand comprises consumers' perception that brands reflect one's inner self and shape their own identity playing a vital role in linking PoO-related emotions and consumer behavior (Carroll and Ahuvia, 2006); at the time, the brand perceived quality is assessed. In this sense, the proposed model considers the three components mentioned by literature to conform the consumer perceptions related to the product's country of origin (i.e., cognition, affection and conation) (Ahmed et al., 2013), or in other words, the path cognition-affection-behavior proposed by the cognitive appraisal theoretical approaches (Nyer, 1997).

At this point, the objective of this study is to ascertain the role of emotional-PoO-related variables as antecedents of quality perception and brand loyalty to build brand loyalty toward the United States of American¹ fast-food brands. Additionally, this study explores the mediating role of inner self-expressive brand. It is well-recognized that country-of-origin alters the evaluation of brands and purchases via persuading cognitive and affective elements (Maher and Carter, 2011).

The proposed model will be tested with a database of Spanish consumers referring to American fast-food restaurant brands because documenting the PoO impact in the service sector is less frequent in the marketing literature (Ahmed et al., 2013).

As contributions of this chapter, the following ones can be highlighted. Several studies have analyzed the influence of variables related to consumer emotions and personality in the scope of the PoO effect, such as animosity (Klein, 2002; Jiménez and San-Martín, 2010; Klein et al., 1998; Cheah et al., 2016) or ethnocentrism (Sharma et al., 1995; García-Gallego et al., 2015; Shimp and Sharma 1987; Han and Guo, 2018; Bizumic, 2019; Casado-Aranda et al., 2020). As far as we can tell, few research papers have introduced the analysis of variables such as the cultural intelligence (Azab and Holmqvist, 2022) or the self-expressive brand (Aji and Muslichah, 2023) in the field of PoO effect in the service sector. Besides, this study analyses worldwide recognized American fast-food brands, such as McDonald's and KFC. Thus, the present chapter offers a contribution that lies in theory-driven testing of the interaction among country-of-origin-related elements and brand-related variables, which might provide fresh perspectives and adjust how we expect to build brand loyalty in the sector of fast-food restaurants.

2. Theoretical framework

The social identity theory (Tajfel and Turner, 1986) is the most employed framework to understand the role that the country-of-origin related variables play in consumer behavior regarding foreign brands (Bourdin et al., 2021; DeQuero-Navarro et al., 2022; Sapić et al., 2019). Samiee and Chabowski (2021) affirm that the self-concept originates, albeit partially, from what an individual perceives as a member of a specific group. This theory proposes that consumers define and adjust their place in society through emotional and cognitive connections and those

¹ To simplify American will refer to United States of America (USA) onwards.

prescribe attitudes and behaviors (McGowan et al., 2017). As a case in point, marketing literature has posed the idea that in the consumer search for in-group identity, one crucial source could be the brands (Samiee and Chabowski, 2021; Kashif et al., 2015; Carroll and Ahuvia, 2006). Thus, the preference for some brands could help consumers to achieve social belongingness because brands receive meaning from the social group individuals are connected to, which is transferred to the brands' users (Kashif et al., 2015; McGowan et al., 2017). Maybe, that is why international marketing makes calls for attributing greater relevance to linking brand-related variables and country-of-origin variables (Abdellah-Kilani and Zorai, 2019; Magnusson and Westjohn, 2011; Brodie and Benson-Rea, 2016). This specific area is where this study pays attention, since this chapter aims to help comprehend how concepts are linked from the PoO and brand literature in understanding consumer loyalty.

2.1. The Place-of-Origin Effect and foreign brand evaluation and purchase

The increasing globalization and greater access to international markets have made the origin of the product or brand an attractive attribute for brand differentiation. From a consumer behavioral perspective and following the social identity theory, buyers use well-known brands to obtain the social recognition and identity they seek, awarding the PoO an essential role in consumers' purchase decision process (Lin and Chen, 2006). Similarly, global companies promote the image of the PoO to sway consumers' brand-purchase decisions among consumers in the guest market, defined as the country-of-origin effect by Schooler (1965), which is considered the first study devoted to this research topic.

One of the most widely accepted definitions of the PoO effect was provided in 2003 by Papadopoulos and Heslop, which describes the concept as a collection of PoO-related strengths and weaknesses that increase or decrease the value that a product or service offers to the seller and/or its clients. To express it another way, one could say that this effect reflects how much a product's place of origin influences consumers during the purchase process. In the same vein, Wegapitiya and Dissanayake (2018) refer to the PoO effect as any positive or negative effect reflected in the place of manufacture of the product on consumer preferences and choices.

PoO-effect research is a mature field. In fact, marketing academics have been fascinated by studying customer behavior in relation to brands from other cultures for decades (Ahmed and d'Astous, 2008; Papadopoulos and Heslop, 2003; Al-Sulaiti and Baker, 1998; Claret et al., 2012; Lagerkvist et al., 2014).

Most published manuscripts on the PoO effect have focused on the national level, analyzing the influence of product country-of-origin on consumer behavior (e.g., Klein et al., 1998; Verlegh, 2007; Al-Sulaiti and Baker, 1998; Godey et al., 2012; Lee et al., 2013; Zeugner-Roth et al., 2015; Kumar and Gautam, 2021; Qu et al., 2021). Sometimes the topic of discussion is whether

consumers favor local products over non-local ones (e.g., Bigné and Sánchez, 2002; Watson and Wright, 2000; Font et al., 2011). In other instances, the discussion focuses on consumers' preferences for foreign goods when the examined country is not a manufacturer of the product category (e.g., Orth and Krškab, 2002; Bruwer and Buller, 2012; Balestrini and Gamble, 2006; Jiménez and San-Martín, 2012).

Recent studies state that PoO still captivates researchers (Abdelwahab et al., 2020; Li, 2022). In the core of the issues that PoO investigation ought to attend are the demand for greater comprehension of the different edges of the PoO effect (e.g., the country of the brand versus the country of manufacture) and their impact on buyer behavior or the suggestion to prioritize brand origin over country-of-origin (Samiee, 2011; Kim and Park, 2010; Usunier, 2011). It is precisely the brand origin area that this study focuses on.

Empirical evidence from prior literature explains that PoO is important for consumers in their brand choices and therefore plays a vital role in promoting the brand across national borders (Kashif et al., 2015). The product's PoO effect affects consumers' assessment and selection of brands by triggering cognitive and affective components in the purchase process (Maher and Carter, 2011; Kashif et al., 2015). While both elements have a dual influence on purchase behavior, the dominant role of consumer affection triggers a favourable or unfavourable disposition towards purchasing foreign brands (Koschate-Fischer et al., 2012; Kashif et al., 2015).

In this line, some of the variables related to the affection that have been analyzed and that have had a greater presence in the literature specialized in PoO are, among others, animosity towards a particular origin (e.g. Klein, 2002; Jiménez and San-Martín, 2010; Cheah et al., 2016) or the intensity of consumer ethnocentrism (e.g. Sharma et al., 1995; Shimp and Sharma 1987; Samiee et al., 2005; Jiménez and San-Martín, 2010; García-Gallego et al, 2015; Dmitrovic et al., 2009; Han and Guo, 2018; Bizumic, 2019; Casado-Aranda et al., 2020). As discussed above, shoppers pursue recognition and social identity through shopping for globally reputed brands (Lin and Chen, 2006). In this sense, the identification of the self with the brand may play a fundamental role in consumer purchase decision processes. This is the reason why another interesting variable to analyze in the context of the PoO effect and in the realm of affections is the inner self-expressive brand perception, which has already been studied in the field of consumer behavior (e.g., Wallace et al., 2021; Carroll and Ahuvia, 2006).

Several elements have also come together in recent years, resulting in a marked rise in cross-cultural encounters (Lorenz et al. 2017). Some of these, such as increasing levels of globalization, easy access to global markets or increased labour mobility, require interaction between culturally different people (Wang et al., 2011; Lorenz et al. 2017). This, together with other country-specific aspects, exemplifies the diversification of consumers internationally (Chen et al., 2012; Lorenz et

al. 2017). This situation presents new challenges for brands in multicultural scenarios where certain conflicts or misunderstandings may arise in the provision and consumption of products or services. In this sense, variables such as cultural intelligence could be key when analyzing the purchasing behavior of consumers within the scope of the analysis of the product's PoO effect. This variable has already been studied in the field of service provision (Lorenz et al. 2017; Azab and Holmqvist, 2022).

Despite previous and remarkable attempts (Magnusson and Westjohn, 2011; Brodie and Benson-Rea, 2016), there is still no common conceptual guidance in studying consumer behavior related to PoO effect, including brand-origin perceptions (Samiee and Chabowski, 2021; Bourdin et al., 2021). What is well accepted in the literature about country-of-origin is that if we want to understand how PoO-related variables affect brand evaluation and purchase, the theoretical model should consider the traditional approach of the three components (i.e., cognition, affection, and conation) (Mandler et al., 2017; Bourdin et al., 2021). Attending to the original model proposed by Papadopoulos et al. (1998), cognition denotes knowledge about services, products and brands; affection denotes the favourable or unfavourable attitudes and emotions regarding the country-of-origin, and conation denotes real purchasing patterns about products or services when the PoO is relevant. In other words, this approach is founded on the idea that the PoO effect on consumer behavior embraces symbolic and emotional components, along with cognitions.

Thus, attending to the holistic model of the country-of-origin-influence proposed by Pharr (2005), ethnocentrism and animosity could be classified as affective antecedents of consumers' evaluation of foreign brands. In addition to these two PoO-related concepts, cultural intelligence arises as a metacognitive element that reflects the consumers' consciousness and awareness of different cultures (Moyano et al., 2015), which ought to be considered when the PoO effect is researched.

The following section presents a structural model composed of the variables mentioned above, explaining each one, as well as the proposed relationships between them based on their possible influence on consumer behavior through variables such as perceptions of quality or brand loyalty.

2.2. Development of a hypothesis

2.2.1. Perceived quality and brand loyalty

When studying the PoO effect, this is usually analyzed on the basis of its influence on consumers' purchasing behavior. Variables such as perceptions of quality or reliability (e.g., Ahmed and d'Astous, 2001; Ahmed et al., 1994; Roth and Romeo, 1992; Watson and Wright, 2000; Veale and Quester, 2009; García-Gallego et al., 2015), preferences (e.g., García-Gallego and Chamorro, 2017; Van Ittersum et al., 2003), attitudes (e.g., Han, 1989; Moon and Jain, 2002; Verlegh et al.,

2005), or purchase intentions (e.g., Roth and Romeo, 1992; Veale and Quester, 2009; García-Gallego et al., 2015, García-Gallego and Chamorro, 2018), among others, have been studied in the specialized literature.

Perceived quality is "the consumer's judgment about a product's overall excellence or superiority" (Zeithaml, 1988, p. 3). Brand loyalty can be termed conative loyalty (Oliver, 1999; Carroll and Ahuvia, 2006), or the intensity to which a customer is determined to continue buying a certain brand (Carroll and Ahuvia, 2006). As was already established, there is empirical proof that the PoO effect affects how consumers see the quality and reliability of a product (Agrawal and Kamakura, 1999; Pharr, 2005). Moreover, it has been corroborated that the size of the PoO effect is larger when measured on quality perceptions and smaller for purchase intentions, with attitudes remaining at an intermediate level. That is, the effect diminishes as it moves to further stages of the buying decision process (Verlegh and Steenkamp, 1999; Agrawal and Kamakura, 1999; Peterson and Jolibert, 1995).

Concerning the relationship between different consumer behavioral variables, the specialized literature has amply demonstrated the positive relationship between quality perceptions and purchase preferences or intentions and even actual purchase behavior (García-Gallego and Chamorro, 2018; Van Ittersum et al., 2003; Lee and Lockshin, 2011; Kashif et al., 2015; Erickson et al., 1984; García-Gallego et al., 2015; González and Villanueva, 2000). This study assesses the effect of quality perceptions on brand loyalty. As mentioned above, brand loyalty may be considered as how devoted the consumer is to repurchasing the brand (Carroll and Ahuvia, 2006). Therefore, it is expected that consumers who perceive brand quality will be more likely to buy the brand or, if they have consumed it before, to repurchase it and show loyalty towards it. Therefore, it is suggested that:

H₁: Perceived quality positively influences brand loyalty.

2.2.2. Inner self-expressive brand

The PoO effect, as previously mentioned, affects consumers' appraisal and decision-making via altering affective and cognitive components of attitudes (Kashif et al. 2015; Maher and Carter, 2011). In this regard, the dominant role of consumer affective drivers over cognitive processes has been demonstrated, with emotions triggering a favourable or unfavourable disposition towards purchasing imported products (Koschate-Fischer et al., 2012; Kashif et al. 2015).

In this context, the inner self-expressive brand is a personal-related variable that could influence consumers' purchasing behavior towards products and brands from different origins. Inner-self expressive brand is defined as "the extent to which consumers perceive that a brand reflects their inner self ('the kind of person I truly am inside')", according to Carroll and Ahuvia, (2006, p. 84,

85). Sometimes, consumers attempt to state who they would want to be rather than who they actually are (Wallace et al. 2021; Markus and Kunda, 1986) and, individuals use brands to express themselves (Aaker, 1999). Self-expressive branding is taken into account in existing literature when cultivating successful brand results (Wallace et al., 2021).

Self-expressive brands that show the capacity to mirror the self are those that consumers perceive to contribute to their image, display their self-concept, and communicate their identities (Ruane and Wallace, 2015; Carroll and Ahuvia, 2006). According to Wallace et al. (2021) and Bhattacharya and Sen (2003), social identity theory supports that customers who identify with a brand are driven by the need for self-definition. Thus, brands are used to achieve the personal expression of oneself (Morgan and Townsend, 2022).

Some studies have suggested that brand loyalty is impacted by self-expressive brand with the help of some mediator variables (Tsotsou, 2010; Vania and Sudiono, 2020). In the same line as this study, other authors have demonstrated a positive and direct impact of self-expressive brand perception on brand loyalty (e.g., Ruane and Wallace, 2015; Lee and Workman, 2015; Ramadhina, 2017; Aji and Muslichah, 2023).

The following assertion is made in light of the aforementioned:

H₂: Inner self-expressive brand positively influences brand loyalty.

2.2.3. Ethnocentrism and animosity

The PoO effect is induced by a series of affective constructs from fields such as psychology or sociology (Pharr, 2005). Among these variables is consumer ethnocentrism. It is a concept that emerges from the study of intergroup behavior and relations and, as mentioned above, has its roots in the discipline of sociology, a field in which one of the first definitions we can find is that of Sumner (1906, p. 13), quoted in Sharma et al. (1995), who defines ethnocentrism as: "the view of things in which one's own group is the centre of everything, and all others are scaled and rated with reference to it. . . . Each group nourishes its own pride and vanity, boasts itself superior, exalts its own divinities and looks with contempt on out- siders".

Shimp and Sharma (1987) modified the definition for use in the context of marketing, employing the variable consumer ethnocentrism to express customers' views on the morality or appropriateness of purchasing items from other countries. A high level of ethnocentrism implies a negative perception towards all foreign origins (Karoui and Khemakhem, 2019). That is, it is a negative bias towards everything that comes from abroad, without being explicit about a particular origin (Balabanis and Siamagka, 2017).

The literature specialized in the PoO effect has amply demonstrated the influence of ethnocentrism on consumer purchasing behavior (e.g., García-Gallego et al., 2015). Kashif et al. (2015) find preliminary evidence that PoO associations regarding the origin of brands and the affective variables triggered by the origin (e.g., ethnocentrism) determine consumers' service quality assessment and preference in foreign markets. Particularly, numerous studies have demonstrated that high levels of ethnocentrism favour quality perceptions and purchase intentions towards local products (Dmitrovic et al., 2009; Luque et al., 2004; Vadhanavisala, 2014; García-Gallego et al. 2015; Kashif et al., 2015; García-Gallego and Chamorro, 2017; 2018). Therefore, the subsequent affirmation is anticipated:

H₃: Ethnocentrism negatively influences perceived quality

Like ethnocentrism, animosity is an affective-based variable that comes from the field of psychology. Consumer animosity was introduced into the marketing literature by Klein et al. (1998). According to these authors, the term animosity is meant to describe individuals' negative feelings towards a country that harmed their nation in past events. In other words, it is a form of consumer protest or vindication of the political and organizational behaviors of one country towards their nation or another by rejecting the former's products. Specifically, Klein et al. (1998, p. 90) define animosity as "the remnants of antipathy towards a country related to previous or ongoing military, political or economic events, which will be reflected in the purchasing behavior of consumers in international markets".

The influence of animosity on consumers' purchasing behavior towards given origins has been demonstrated in the literature through the years (Klein et al., 1998; Nes et al., 2012; Hoffmann et al., 2011; Abdelwahab et al., 2022), also in restaurants service context (Kim, 2019). Expressly, Rice and Wongtada (2007, p. 57) affirm that "consumers' attitudes and behavior regarding a brand might be a consequence of their feelings of animosity as well as feelings of affinity towards a country associated with the brand".

Adina et al. (2015) suggest that consumers use brands from specific origins in an act of self-expression if the origin is affine with them. The prior literature has circumscribed evidence, which shows that if consumers feel any kind of animosity or antipathy toward some specific brand origin, it could prompt that they do not match with the values and symbolism that a brand represents (Rice and Wongtada, 2007). Consequently, consumers might not use such brand to express themselves. Due to all the above, it would be logical to think that consumers with feelings of antipathy towards a given place would not feel represented by products and brands from that origin. According to this logic, one could think that this type of consumer would therefore not feel identified with the products and brands originating in the country towards which he or she shows animosity and would not want his or her values to be associated with those of his or herself.

Accordingly, the next hypothesis is proposed:

H₄: Animosity negatively influences the inner self-expressive brand.

Animosity has also been analyzed as an antecedent of ethnocentrism because, according to some authors, these two variables could be related (Nijssen and Douglas, 2004; Shankarmahesh, 2006). Hence, animosity could be seen as an affective-based construct that triggers a protecting sense and enhances solidarity with the group, national defence behavior, or ethnocentrism (Jiménez and San-Martín, 2010). The seminal work of animosity (Klein et al., 1998) included ethnocentrism as part of the model to explain consumer purchasing behavior but this study does mention ethnocentrism as an antecedent of animosity, which was later proved by subsequent studies (Nijssen and Douglas, 2004; Jiménez and San-Martín, 2010; Hoffmann et al., 2011; De Nisco et al., 2016).

It is argued that the animosity of consumers towards a given country can cause a general feeling of distrust towards everything external and an attitude of protection of one's own, which would manifest in adopting ethnocentric postures (Nijssen and Douglas, 2004). In a similar vein, De Nisco et al. (2016) suggest that external economic animosity stimulates protective and solidarity instincts in consumers developing an ethnocentric reaction. The perception of external threats to the group causes the group to close in on itself, and ethnocentrism is reinforced as a warning or safeguard measure.

Consequently, animosity is a crucial factor to take into account when researching consumers' opinions of foreign goods, particularly if this factor can heighten consumers' level of ethnocentrism. Jiménez and San-Martín (2010) found a significant effect of animosity on the level of consumer ethnocentrism for products with high-implication (i.e., automobiles), but suggested to test this relationship for products with lower-implication (e.g., fast-food).

Consequently, the following hypothesis is proposed:

H₅: Animosity positively influences ethnocentrism.

2.2.4. Metacognitive cultural intelligence

As explained above, several factors have led to a significant increase in cultural interactions in recent years (Lorenz et al. 2017). The way business is done has changed as a result of globalization, as well as managers' perspectives on what way to cope with culturally varied contexts (Gooden et al., 2017). This is the reason why cultural intelligence emerges as an important variable in business-consumer relations, mainly in the field of services, where different values and cultural norms can incite misinterpretations between firms' employees and consumers

(Bhawuk and Brislin, 2000 and Cushner and Brislin, 1996; in Lorenz et al. 2017) and adjustments in the service experience might be necessary.

Cultural intelligence describes the person's capacity to work effectively across cultures, including corporate, national, and ethnic aspects of cultures (Earley and Ang, 2003; Gooden et al., 2017). Cultural intelligence is “a specific form of intelligence focused on an individual's ability to grasp ... in [purchases] situations of cultural diversity” (Erez et al., 2013, p. 335). Ang and Dyne (2008) state that cultural intelligence, in its metacognitive dimension, is the degree to which a person will adapt to and employ techniques that are appropriate for the circumstance in which he or she is functioning. It describes a person's knowledge of culture when engaging in different cultural situations. Before and during encounters, people with high levels of metacognitive cultural intelligence are aware of the cultural contexts of others, and they are conscious of when and how to use their cultural knowledge (Ang et al., 2007).

There is a scarce investigation on cultural intelligence in the service sector, especially from the consumer point of view when foreign brands are assessed. One exception is the paper of Rahman et al. (2021) in the tourism sector, and another is the paper of Azab and Holmqvist (2022) in the retail service setting. Following the recommendation by Lorenz et al. (2017), in this paper, we will pay attention to the metacognitive dimension of cultural intelligence, as it is the main indicator of service providers' adaptation to different cultural contexts. As mentioned, its inclusion is proposed as a contribution to literature.

The literature has shown that the successful provision of a service may partially depend on the provider's ability to adapt to the consumer's cultural expectations (Zeithaml et al., 1993; Lorenz et al., 2017). Due to the cultural differences between the customer and the service provider, there is a chance for a negative service review (Lorenz et al. 2017; Sharma et al., 2012).

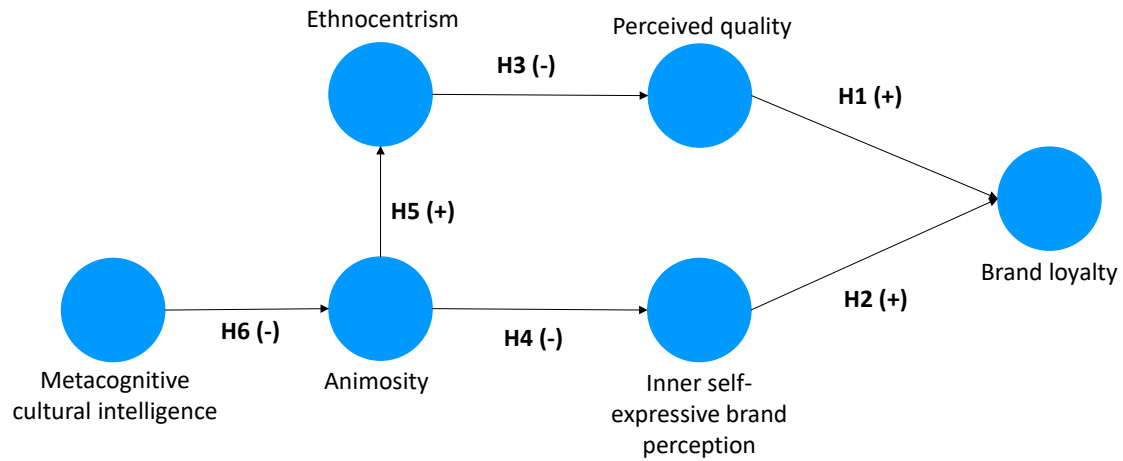
A pioneer relationship between cultural intelligence and consumer animosity could be postulated. It might be logical to think that individuals with diminished cultural intelligence have lower abilities to adapt to diverse cultural contexts and, therefore, might show higher animosity towards certain origins due to their lack of adaptation. For example, Nes et al. (2012) found that Norwegian consumers' dislike of America (USA) stemmed from their different cultures. Along the same line, Kalliny et al. (2016) find that managers that show higher levels of cultural intelligence understand and grasp cultural differences more accurately in case of facing high animosity feelings regarding a country. Analogous, we could guess that when consumers show a higher ability to comprehend situations of cultural diversity in a consumption context, this could mitigate the hostility toward a specific origin.

Because of the above, the following hypothesis is postulated:

H₆: Metacognitive cultural intelligence negatively influences animosity.

Figure 1 shows the hypotheses postulated in the structural model to analyze the relationships proposed for the variables explained above.

Figure 1. Proposed structural model



Source: self-production

3. Research Methodology

Concerning the product under analysis, the specialized literature displays reports on the PoO effect regarding industrial products (Edwards et al., 2007; Ahmed and d'Astous, 1995; Chen et al., 2011) and, above all, on consumer products (Baldauf et al., 2009; Chamorro et al., 2015; Font et al., 2011; Veale and Quester, 2009; Lee and Lockshin, 2011; Godey et al., 2012; Claret et al., 2012; Lagerkvist et al., 2014; Kumar and Gautam, 2021). The service sector is also present in PoO research, albeit to a lesser extent. Some examples are the studies by Kraft and Chung (1992) regarding export advisory services, by Shaffer and O'Hara (1995) about the procurement of legal services, by Lascu and Giese (1995) relating to retail services, by Bruning (1997) on airline service, by Ahmed et al. (2002) on cruises, by Lin and Chen (2006) on insurance companies and catering services, or García-Gallego and Chamorro (2017), on financial institutions. As well as the catering service (i.e., restaurants) has also attracted the interest of scholars in PoO and brand research (Kashif et al., 2015), as is the case for this study.

Notably, this chapter evaluated the service category of fast-food restaurants. That symbolizes a very cutthroat market (Min and Min 2013), with extensive-ranging substitutes that create intense competition between alternative fast-food brands from different origins (Kashif et al., 2015; Etemad-Sajadi and Rizzuto, 2013). Also, prior studies have found that the clue of origin and related constructs in this specific service category is essential for purchase decisions (Sapic et al., 2019). More than ever, American-brand fast-food restaurants are in the interest of research since American fast-food brands lead the market of fast-food restaurants worldwide. Spain is not the

exception since some Spanish fast-food options are tough competitors (Statista, 2021; Lopez, 2021). In this sense, prior literature has well-recognized some fast-food-specific brands linked to American (i.e., USA) origin, such as McDonald's and KFC (Schröder and McEachern, 2005; Kashif et al., 2015). We pay attention to 'American brands' because the association of PoO and brand is recognized in literature as a more stable notion and require less effort from consumers to ascertain the origin (Usunier, 2011).

A questionnaire was designed to collect information employing items from prior literature and tailored to the studied context to preserve content validity. The scale employed to assess ethnocentrism was adjusted from Klein et al. (2006), which agreed Tang et al. (2022) recommendations. The indicators of animosity follow the suggestions by Hoffmann et al. (2011) and Nes et al. (2012) to measure general animosity. The metacognitive cultural intelligence² scale adapted from Moyano et al. (2015) helps us to assess consumers' cultural awareness from different cultures when evaluating service encounters (Lorenz et al., 2017). Carroll and Ahuvia's (2006) study was followed to decide on the items to measure the inner self-expressive brand and brand loyalty. Finally, the scale from Sweeney and Soutar (2001) and Kashif et al. (2015) measures the perceived quality of fast-food service. The variables were operationalized on Likert scales from 1 to 5, where 1 is "strongly disagree" and 5 is "strongly agreed".

The survey was initially created in English and then translated into Spanish. We worked with two native English speakers and Spanish professors to ensure the questionnaire was accurate and clear. The translation/back-translation method was employed, paying attention to the suggestions of earlier researchers in the subject (e.g., Brislin, 1986; Behling and Law 2000). Furthermore, a questionnaire pre-test was carried out with six fast-food consumers to discard confusing and vague writing details and safeguard the readability and precision of the questionnaire.

The information obtained from 287 clients of American-brands fast-food restaurants was gathered using face-to-face questionnaires. Following our purpose of identifying fast-food buyers, a targeted non-probability sampling technique was used based on quizzing people who patronize American-brands fast-food restaurants in Spain. Regarding our sample characteristics, the typical fast-food buyers in Spain are men (53.7%) and women (46.3%) younger than 44 years old (90.1%). They usually finished high school (53.7%) and earned a monthly net income lower than 1000€ (74.6%). There are similarities between the profile of our sample and the data reported in the scarce open

² Cultural intelligence scale considers 4 dimensions (cognitive, metacognitive, motivational, and behavioral) (Engle and Nash, 2015). This study focuses on one of them, as previous studies did (Azab and Holmqvist, 2022).

studies about Spanish buyers of fast-food (INE, 2021), which are described as men (49.1%) and women (50.9%) younger than 44 years old (63.2%).

3.1. Analyses and results

First, univariate and bivariate analyses with SPSS were developed to exclude data with major abnormalities. Then an exploratory factor analysis was developed to confirm the unidimensionality of the latent constructs.

Second, the partial least squares structural equation modelling method was implemented with SmartPLS 4.0 software package. This method was selected to analyze the research data since it is widely accepted in the international marketing research area (Donthu et al., 2021), especially in studies where reflective and formative constructs coexist (Hair et al., 2019; Roldán and Sánchez-Franco, 2012).

The adequate fit of the model has supported (Henseler et al., 2016). The standardized root mean square residual (SRMR) and the normed fit index (NFI) have the following values: 0.053 and 0.904, respectively. Also, it should be mentioned that through the screening procedure, two items from the ethnocentrism scale were eliminated, and 1 item from the loyalty scale too because they show low loadings. Likewise, 1 item from the metacognitive cultural intelligence scale was dropped since its weight was insignificant.

Subsequently, and attending Hair et al. (2019), the reliability of the measurement model was tested using Cronbach's alpha (α) and the composite reliability (CR) coefficients of each construct. The value of α -Cronbach was greater than the advised cut-off value of 0.7, and the CR exceeded 0.8, implying adequate internal consistency (Bagozzi and Yi 2012). Furthermore, the average variance extracted (AVE) from every variable with values over the cutoff of 0.5 (Hair et al. 2011; Bagozzi and Yi 1988; Hair et al. 2019), showing acceptable convergent validity. In the case of the formative construct (i.e., metacognitive cultural intelligence), the multicollinearity must be addressed (Diamantopolous and Winklhofer, 2001). The values of the Variance Inflation Factor (VIF) and the tolerance allow us to discard any multicollinearity problem since the VIF and the tolerance values are, in all the cases, < 5 and > 0.1 , respectively (see Table 1) (Hair et al., 2006).

Table 1. Scales and results of measurement

Variable	Item detail	Loadings	α -Cronbach	CR	AVE
----------	-------------	----------	--------------------	----	-----

Brand loyalty	This is the only brand of fast-food that I will buy.	0.830***	0.749	0.856	0.665
	When I go to fast-food restaurant, I don't even notice competing fast-food brands.	0.808***			
	If my fast-food restaurant is out of service, I will postpone buying fast-food or go look for other of its restaurants.	Deleted			
	I'll 'do without' rather than buy another fast-food brand.	0.809***			
Inner self-expressive brand	This fast-food brand symbolizes the kind of person I really am inside.	0.938***	0.949	0.963	0.868
	This fast-food brand reflects my personality	0.941***			
	This fast-food brand is an extension of my inner self.	0.931***			
	This fast-food brand mirrors the real me.	0.917***			
Perceived quality	This fast-food brand is of good quality.	0.941***	0.888	0.913	0.637
	This fast-food brand has consistent quality.	0.918***			
	This fast-food brand has an acceptable standard of quality.	0.952***			
	This fast-food brand is the best.	0.941***			
	This fast-food brand is better than others brands.	0.918***			
	I can trust about the high quality of this fast-food brand.	0.952***			
Ethnocentrism	A Spanish should not buy foreign products, because this hurts Spanish business and causes unemployment	Deleted	0.801	0.869	0.624
	A real Spanish should always buy Spanish-made products.	0.763***			
	Only those products that are unavailable in Spain should be imported.	Deleted			
	Spanish products, first, last, and foremost.	0.750***			
	Spanish should not buy foreign products, because this hurts Spanish business and causes unemployment.	0.834***			

	Spanish consumers who purchase products made in other countries are responsible for putting their fellow Spanish out of work	0.810***			
Animosity	I dislike USA.	0.891***			
	I feel anger toward USA.	0.927***	0.882	0.927	0.808
	I do not like the mentality of people from USA.	0.880***			
		Weights	VIF	Tolerance	
Metacognitive cultural intelligence	I am conscious of the cultural knowledge I use when interacting with people with different cultural backgrounds.	Deleted			
	I adjust my cultural knowledge as I interact with people from other culture.	0.647***	1,693		0.591
	I am conscious of the cultural knowledge I apply to cross-cultural interactions.	0.975***	2,261		0.442
	I check the accuracy of my cultural knowledge as I interact with people from different cultures.	0.834***	2,018		0.496

Note: ***p<0.001

Source: self-production

The square roots of the AVE values were bigger than the inter-construct correlations (Fornell and Larcker 1981; Richter et al. 2016), and the heterotrait-monotrait ratio (HTMT) displayed values smaller than 0.9, so confirming the discriminant validity of the scales (Henseler et al., 2015) (Table 2).

Table 2. Heterotrait-monotrait (HTMT) ratio and correlation matrix

	(1)	(2)	(3)	(4)	(5)
(1) Brand loyalty	0.816	0.651	0.310	0.254	0.066
(2) Inner self-expressive brand	0.553	0.932	0.343	0.106	0.133
(3) Perceived quality	0.276	0.330	0.798	0.138	0.118
(4) Ethnocentrism	0.204	0.099	0.125	0.790	0.279
(5) Animosity	0.006	-0.120	-0.101	0.240	0.899

Note: The square root of the AVE is shown on the diagonal (in bold). Under the diagonal are displayed the correlations between reflective constructs, and up the diagonal is the HTMT.

Source: self-production

In addition, the literature suggests that it is vital to rule common method bias (CMB) out in behavioral research. Following Podsakoff et al. (2003), a statistical technique could identify the method bias. To check the CMB issue, we use the single-factor test of Harman (Podsakoff et al., 2003; Malhotra et al., 2006). Harman's test shows that CMB may be flawed if the first factor accounts for more than 50% of the variation (Fuller et al., 2016). A single unrotated factor accounted 25% of the data variation, according to the results of the exploratory factor analysis that loaded all items onto one factor. The aggregated variance of all factors explains 72.45% of the total variance. Hence, CMB problems were ruled out.

After checking the model's good measurement characteristics, we evaluated the proposed structured model and related hypotheses. The R-square value of the final dependent variable (brand loyalty) is 0.311 (Falk and Miller 1992). Following the testing, Table 3 shows the results of the hypothesized relationships. The findings disclose a direct positive effect of perceived quality (β : 0.105; $p < 0.01$) and inner self-expressive brand (β : 0.518; $p < 0.001$) on brand loyalty. Nevertheless, the findings do not support the impact of ethnocentrism on perceived quality (β : 0.125; $p > 0.05$). Moreover, the analysis also confirmed the direct positive effect of animosity on ethnocentrism (β : 0.240; $p < 0.001$) and the inverse effect of animosity on inner self-expressive brand (β : -0.120; $p < 0.001$). And lastly, the findings reveal a negative impact of metacognitive cultural intelligence (β : -0.188; $p < 0.001$;) on animosity.

Table 3. Structural model estimation

Path	β
H1: Perceived quality $\rightarrow$ Brand loyalty	0.105**
H2: Inner self-expressive brand $\rightarrow$ Brand loyalty	0.518***
H3: Ethnocentrism $\rightarrow$ Perceived quality	0.125 ^{n.s.}
H4: Animosity $\rightarrow$ Inner self-expressive brand	-0.120 ***
H5: Animosity $\rightarrow$ Ethnocentrism	0.240***
H6: Metacognitive cultural intelligence $\rightarrow$ Animosity	-0.188***

Notes: *** $p < 0.001$; ** $p < 0.01$; n.s.: non-significant

Source: self-production

Additionally, the mediator role of inner self-expressive brand in the proposed model is explored with the help of SPSS PROCESS macro model 4 with 5,000 bootstrapping samples (Hayes, 2013). Results suggest a full mediator role of inner self-expressive brand in the direct impact of animosity

on brand loyalty, since when we control the mediator, the effect of animosity on brand loyalty became non-significant (Coeff: 0.053; $p > 0.05$; Confidence Interval: Upper limit of -0.029 and Lower limit of 0.136).

4. Conclusions

In recent literature, it is well recognized that PoO influences brand evaluation and purchases by persuading the cognitive and affective domains (Maher and Carter, 2011). In this context, the core purpose of this chapter was to ascertain the role of affective-based-PoO variables as antecedents of quality perception and brand loyalty toward American fast-food brands, and supplementary, to find out the mediating role of inner self-expressive brand between animosity and brand loyalty.

Regarding the main objective of our research and as other authors suggested (Van Ittersum et al., 2003; Erickson et al., 1984; Lee and Lockshin, 2011; González and Villanueva, 2000; Kashif et al., 2015; García-Gallego and Chamorro, 2018), there is a direct link between quality perceptions and purchase behavior and intentions.

Apart from quality perceptions (more objective path), inner self-expressive brand (more affective path) can lead to loyalty to the brand. Thus, our results align with other research such as Ruane and Wallace (2015), Lee and Workman (2015), and Aji and Muslichah (2023), although none of these studies tests this relation in the case of fast-food brands.

Furthermore, animosity plays a negative role to gain loyalty as it reduces the inner self-expressive brand perception and the implicit affective brand-consumer bonding, which in turn would reduce brand loyalty, giving empirical support to previous theoretical allusions (Rice and Wongtada, 2007). In this way and according to the supplementary purpose of our study, the inner self-expressive brand plays a key full mediating role in our cognitive-affection-behavior path underlying in the proposed model.

Moreover, the antipathy towards a country reflected in animosity also reinforces the protection of the group the consumer belongs to (ethnocentrism), which will involve buying products from the country where the consumer lives and not foreign products from the country towards which the consumer exhibits negative feelings and emotions. A similar result was found for other sectors by Jiménez and San-Martín (2010) and De Nisco et al. (2016).

Contrary to expected, ethnocentrism does not affect perceive quality in the case of American fast-food brands. Maybe ethnocentrism can influence more on the evaluation of product quality for domestic brands than for foreign brands, as suggests the study by Supphellen and Rittenburg (2001). Another possible explanation of this non-significant relation can be related to the fact that fast-food brands are clearly and firmly positioned in Spain (Statista, 2021; Lopez, 2021) and

might already surpassed the initial rejection barrier. Anyway, future research should analyze how the testing sector affects the ethnocentrism-perceive quality relation.

Finally, and taking into account that international marketing literature suggests that culture is important during service provision (Lorenz et al., 2017), our results show the importance of metacognitive cultural intelligence to reduce feelings of animosity, as other authors suggested from managerial perspective (Kalliny et al., 2016). To the extent of our knowledge, this link has been almost unexplored in fast-food literature and consumer perspective.

Apart from offering valuable insight into academic literature, this study allows us to outline interesting *managerial implications*. Firstly, this study shows the importance of knowing the target, especially for new brands launched to the market, precisely if some sort of animosity is detected. If this is the case, our results reveal a protective factor, which is metacognitive cultural intelligence, which can reduce or mitigate animosity and, in this way, to enhance emotional bonding and, finally, brand loyalty. The literature has shown that the successful provision of a service may partially depend on the provider's ability to adapt to the cultural expectations of the consumer (Zeithaml et al., 1993; Lorenz et al., 2017). In this sense, it seems key to knowing the cultural values of the market to avoid the generation or increase of animosity and promote a short brand launch adoption and diffusion (to shorten the first stages of the product-life cycle) (Flight et al., 2011). Prior literature suggested that cultural intelligence has been critical to successful business interactions in international markets (Gooden et al., 2017). Thus, managers of firms must be aware of the implications of cultural intelligence for organizational performance if they hope to function effectively in global marketplaces.

This research can help not only new brands, but also positioned brands to reinforce brand loyalty. Existing literature considers self-expressive branding to nurture positive brand results (Wallace et al., 2021). In this sense, we must remember that relational marketing strategies can be applied to brands to transmit personal values and enhance and strengthen an emotional consumer-brand bond through inner self-expressive brand. Advertising and communication campaigns should focus on cultural and emotional values that can favour inner self-expressive brand and, in the end, brand loyalty.

Taking the previous discussion into account, this chapter contributes to academic literature as few studies (i.e., Azab and Holmqvist, 2022; Rice and Wongtada, 2007) have introduced the analysis of variables such as cultural intelligence or the self-expressive brand in the field of PoO in service sector. In addition, this piece of research focuses on how foreign fast-food brands can get brand loyalty in the service sector, which is an under-researched field of a topic in PoO literature to the extent of our knowledge.

Despite the current academic and substantial practical implications, some *limitations* should be noted for potential future study topics that need more investigation. First, this research examines just one country (Spanish consumers evaluating American brands) and one sector, fast-food restaurant brands, which restricted the generalization of results. Hence, a larger sample size would be strongly advised for future research with the goal of generalization. Second, although this study contributes to the literature on country-of-origin, it only used cross-sectional data collection to investigate variables intervening in a cognition-affection-behavior path. Accordingly, further studies –in particular, longitudinal ones- are highly advised to capture the changes that may occur over time. Finally, this study focuses on relevant brand-related and one affective-based PoO variable, but further research could enhance the current understanding of country-of-origin effect by examining more factors that this study did not take into consideration (i.e., brand globalness or localness) (Bourdin et al., 2021).

References

- Aaker, J. L. (1999). The malleable self: The role of self-expression in persuasion. *Journal of Marketing Research*, 36, 45–57.
- Abdellah-Kilani, F., and Zorai, R. (2019). Brand Origin Recall Accuracy (BORECA): a new measure of brand origin salience. *International Marketing Review*, 36(3), 464-482.
- Abdelwahab, D., San-Martín, S., and Jiménez, N. (2020). Between love and boycott: a story of dual origin brands. *Spanish Journal of Marketing – ESIC*, 24(3), 377-402.
- Abdelwahab, D., San-Martín, S., and Jiménez, N. (2022). Does regional bias matter? Examining the role of regional identification, animosity, and negative emotions as drivers of brand switching: an application in the food and beverage industry. *Journal of Brand Management*, 29, 111–126.
- Adina, C., Gabriela, C., and Roxana-Denisa, S. (2015). Country-of-origin effects on perceived brand positioning. *Procedia Economics and Finance*, 23, 422-427.
- Agrawal, J., and Kamakura, W.A. (1999). Country-of-origin: a competitive advantage? *International Journal of Research in Marketing*, 16(4), 255-268.
- Ahmed, S.A., and d'Astous, A. (1995). Comparison of country-of-origin effects on household and organizational buyers' product perceptions. *European Journal of Marketing*, 29(3), 35-51.
- Ahmed, S.A., and d'Astous, A. (2001). Canadian consumers' perceptions of products made in newly industrializing East Asian countries. *International Journal of Commerce and Management*, 11(1), 54-81.
- Ahmed, S.A., and d'Astous, A. (2008). Antecedents, moderators, and dimensions of country-of-origin evaluations. *International Marketing Review*, 25(1), 75-106.
- Ahmed, S.A., d'Astous, A., and El Adraoui, M. (1994). Country-of-origin effects on purchasing managers' product perceptions. *Industrial Marketing Management*, 23(4), 323-332.
- Ahmed, Z., Anang, R., Othman, N., and Sambasivan, M. (2013). To purchase or not to purchase US products: role of religiosity, animosity, and ethno-centrism among Malaysian consumers. *Journal of Services Marketing*, 27(7), 551-563.
- Ahmed, Z., Johnson, J.P., Ling, C.P., Fang, T.W., and Hui, A.K. (2002). Country-of-origin and brand effects on consumers' evaluations of cruise lines. *International Marketing Review*, 19(3), 279-302.
- Aji, H. M., and Muslichah, I. (2023). Is halal universal? The impact of self-expressive value on halal brand personality, brand tribalism, and loyalty: case of Islamic hospitals. *Journal of Islamic Marketing*, 14(4), 1146-1165.

- Al-Sulaiti, K.I., and Baker, M.J. (1998). Country-of-origin effects: a literature review. *Marketing Intelligence and Planning*, 16(3), 150-199.
- Ang, S., and Van Dyne, L. (2008). Conceptualization of cultural intelligence: definition, distinctiveness, and nomological network. In Ang, S. and Van Dyne, L. (Eds), *Handbook of Cultural Intelligence: Theory, Measurement, and Applications*, M. E. Sharpe, New York, NY, 3-15.
- Ang, S., Van Dyne, L., Koh, C., Ng, K.Y., Templer, K.J., Tay, C., and Chandrasekar, N.A. (2007). Cultural intelligence: its measurement and effects on cultural judgment and decision making, cultural adaptation and task performance. *Management and Organization Review*, 3(3), 335-371.
- Azab, C., and Holmqvist, J. (2022). Discrimination in Services: How Service Recovery Efforts Change with Customer Accent. *Journal of Business Ethics*, 180(1), 355-372.
- Bagozzi, R. P., and Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74-94.
- Bagozzi, R. P., and Yi, Y. (2012). Specification, evaluation, and interpretation of structural equation models. *Journal of the Academy of Marketing Science*, 40(1), 8-34.
- Balabanis, G., and Siamagka, N. T. (2017). Inconsistencies in the behavioral effects of consumer ethnocentrism. *International Marketing Review*, 34(2), 166-182.
- Baldauf, A., Cravens, K. S., Diamantopoulos, A., and Roth, K. (2009). The Impact of Product-Country Image and Marketing Efforts on Retailer-Perceived Brand Equity: An Empirical Analysis. *Journal of Retailing*, 85(4), 437-452.
- Balestrini, P., and Gamble, P. (2006). Country-of-origin effects on Chinese wine consumers. *British Food Journal*, 108(6), 396-412.
- Behling, O., and Law, K. S. (2000). *Translating questionnaires and other research instruments: Problems and solutions*. Thousand Oaks: Sage.
- Bhattacharya, C. B., and Sen, S. (2003). Consumer-company identification: A framework for understanding consumers' relationships with companies. *Journal of Marketing*, 67 (2), 76-88.
- Bhawuk, D., and Brislin, R. (2000). Cross-cultural training: a review. *Applied Psychology*, 49(1), 162-191.
- Bigné, J.E., and Sánchez, J. (2002). Preferencia de productos nacionales versus extranjeros en un ámbito económico común. *Información Comercial Española*, 796(1), 222-234.
- Bizumic, B. (2019). Effects of the dimensions of ethnocentrism on consumer ethnocentrism. *International Marketing Review*, 36(5), 748-770.

- Bourdin, D., Halkias, G., and Makri, K. (2021). The compensatory influences of country stereotypes and the global/local nature of brands: An extended framework. *Journal of Business Research*, 137, 28-38.
- Brislin, R. W. (1986). The wording and translation of research instruments. In W. J. Lonner and J. W. Berry. (Eds), *Field Methods in Cross-Cultural Research*. Washington: Sage Publications, 137–164.
- Brodie, R. J., and Benson-Rea, M. (2016). Country-of-origin branding: An integrative perspective. *Journal of Product and Brand Management*, 25(4), 322–336.
- Bruning, E.R. (1997). Country-of-origin, national loyalty, and product choice: the case of international air travel. *International Marketing Review*, 14(1), 59-74.
- Bruwer, J., and Buller, C. (2012). Country-of-origin (COO) brand preferences and associated knowledge levels of Japanese wine consumers. *Journal of Product and Brand Management*, 21(5), 307-316.
- Carroll, B. A., and Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, 17, 79–89.
- Casado-Aranda, L. A., Sánchez-Fernández, J., Ibáñez-Zapata, J. Á., and Liébana-Cabanillas, F. J. (2020). How consumer ethnocentrism modulates neural processing of domestic and foreign products: A neuroimaging study. *Journal of Retailing and Consumer Services*, 53, 101961.
- Chamorro, A., Rubio, S., and Miranda, F.J. (2015). The region-of-origin (ROO) effect on purchasing preferences: the case of a multiregional designation of origin. *British Food Journal*, 117(2), 820-839.
- Cheah, I., Phau, I., Kea, G., and Huang, Y.A. (2016). Modelling effects of consumer animosity: consumers' willingness to buy foreign and hybrid products. *Journal of Retailing and Consumer Services*, 30(5), 184-192.
- Chen, X.-P., Liu, D., and Portnoy, R. (2012). A multilevel investigation of motivational cultural Intelligence, Organizational Diversity Climate, and Cultural Sales: Evidence From US Real Estate Firms. *Journal of Applied Psychology*, 97(1), 93–106.
- Chen, Y.M., Su, Y.F., and Lin, F.J. (2011). Country-of-origin effects and antecedents of industrial brand equity. *Journal of Business Research*, 64(11), 1234-1238.
- Claret, A., Guerrero, L., Aguirre, E., Rincón, L., Hernández, M.D., Martínez, I., Peleteiro., J.B., Grau, A. and Rodríguez-Rodríguez, C. (2012). Consumer preferences for sea fish using conjoint analysis: exploratory study of the importance of country-of-origin, obtaining method, storage conditions and purchasing price. *Food Quality and Preference*, 26(2), 259-266.

- Cushner, K., and Brislin, R.W. (1996). *Intercultural Interactions: A Practical Guide*, Sage Publications, Thousand Oaks, CA and London.
- De Nisco, A., Mainolfi, G., Marino, V., and Napolitano, M.R. (2016). Effect of economic animosity on consumer ethnocentrism and product-country images. A binational study on the perception of Germany during the Euro crisis. *European Management Journal*, 34(1), 59-68.
- DeQuero-Navarro, B., Barakat, K. A., Shultz, C. J., Araque-Padilla, R. A., and Montero-Simó, M. J. (2022). Consumer animosity and perceived cultural distance: Toward mutual well-being for refugees and host countries. *Journal of Consumer Affairs*, 56(4), 1496-1524.
- Diamantopoulos, A., and Winklhofer, H.M. (2001). Index Construction with Formative Indicators: An Alternative to Scale Development. *Journal of Marketing Research*, 38(2), 269-277.
- Dmitrovic, T., Vida, I., and Reardon, J. (2009). Purchase behavior in favor of domestic products in the West Balkans. *International Business Review*, 18(5), 523-535.
- Donthu, N., Reinartz, W., Kumar, S., and Pattnaik, D. (2021). A retrospective review of the first 35 years of the International Journal of Research in Marketing. *International Journal of Research in Marketing*, 38(1), 232-269.
- Earley, P.C., and Ang, S. (2003). *Cultural Intelligence: An Analysis of Individual Interactions across Cultures*. Stanford University Press, Palo Alto, CA.
- Edwards, R., Gut, A.M., and Mavondo, F. (2007). Buyer animosity in business to business markets: evidence from the French nuclear tests. *Industrial Marketing Management*, 36 (4), 483-492.
- Engle, R., and Nash, B. (2015). Does it matter if researchers use individual Dimension Constructs or only aggregated constructs of Cultural Distance and Cultural Intelligence? *Journal of International Business Research*, 14(2), 47-65.
- Erez, M., Lisak, A., Harush, R., Glikson, E., Nouri, R., and Shokef, E. (2013). Going global: Developing management students' cultural intelligence and global identity in virtual culturally diverse teams. *Academy of Management Learning and Education*, 12(3), 330-355.
- Erickson, G.M., Johansson, J.K., and Chao, P. (1984). Image variables in multi-attribute product evaluations: country-of-origin effects. *Journal of Consumer Research*, 11(2), 694-699.
- Etemad-Sajadi, R., and Rizzuto, D. (2013). The antecedents of consumer satisfaction and loyalty in fast-food industry: A cross-national comparison between Chinese and Swiss consumers. *International Journal of Quality and Reliability Management*. 30(7), 780-798.

- Falk, R.F., and Miller, N.B. (1992). A Primer for Soft Modeling. University of Akron Press, Akron.
- Flight, R. L., Allaway, A. W., Kim, W. M., and D'Souza, G. (2011). A study of perceived innovation characteristics across cultures and stages of diffusion. *Journal of Marketing Theory and Practice*, 19(1), 109-126.
- Font, M., Realini, C., Montossi, F., Sañudo, C., Campo, M.M., Oliver, M.A., Nute, G.R., and Guerrero, L. (2011). Consumer's purchasing intention for lamb meat affected by country-of-origin, feeding system and meat price: a conjoint study in Spain, France and United Kingdom. *Food Quality and Preference*, 22(5), 443-451.
- Fornell, C. and Larcker, D.F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 35–39.
- Fuller, C.M., Simmering, M.J., Atinc, G., Atinc, Y., and Babin, B.J. (2016). Common methods variance detection in business research. *Journal of Business Research*, 69(8), 3192–3198.
- García-Gallego, J. M., and Chamorro-Mera, A. (2018). The region-of-origin effect in the choice of banks. *International Journal of Bank Marketing*, 36(7), 1367-1385.
- García-Gallego, J.M., and Chamorro-Mera, A. (2017). COO vs ROO: importance of the origin in customer preferences towards financial entities. *International Marketing Review*, 34(2), 206-223.
- García-Gallego, J.M., Chamorro-Mera, A., and García- Galán, M.M. (2015). The region-of-origin effect in the purchase of wine: the moderating role of familiarity. *Spanish Journal of Agricultural Research*, 13(3), 1-11.
- Godey, B., Pederzoli, D., Aiello, G., Donvito, R., Chan, P., Oh, H., Singh, R., Skorobogatikh, I.I., Tsuchiya, J., and Weitz, B. (2012). Brand and country-of-origin effect on consumers' decision to purchase luxury products. *Journal of Business Research*, 65(10), 1461-1470.
- González, M.J., and Villanueva, M.L. (2000). La receptividad de los consumidores navarros hacia los productos de origen regional y nacional. In Gobierno de Navarra (Ed.), *Navarra y la sociedad del conocimiento*, Gobierno de Navarra, Navarra, 533-550.
- Gooden, J., Creque, C.A., and Chin-Loy, C., (2017). The Impact Of Metacognitive, Cognitive And Motivational Cultural Intelligence On Behavioral Cultural Intelligence. *International Business and Economics Research Journal*, 16(3), 223-230.
- Hair, J. F., Ringle, C. M., and Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2),139–52.
- Hair, J. F., Risher, J. J., Sarstedt, M., and Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24.

- Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E., and Tatham, R.L. (2006) Multivariate data analysis 6th Edition. NJ.
- Han, C.M. (1989). Country-of-origin: Halo or summary construct? *Journal of Marketing Research*, 26, 222-229.
- Han, C. M., and Guo, C. (2018). How consumer ethnocentrism (CET), ethnocentric marketing, and consumer individualism affect ethnocentric behavior in China. *Journal of Global Marketing*, 31(5), 324-338.
- Hayes, A.F. (2013), Introduction to Mediation, Moderation and Conditional Process Analysis, The Guilford Press, New York, NY.
- Henseler, J., Hubona, G., and Ray, P. A. (2016). Using PLS path modeling in new technology research: Updated guidelines. *Industrial Management and Data Systems*, 116(1), 2–20.
- Henseler, J., Ringle, C. M., and Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–35.
- Hoffmann, S., Mai, R., and Smirnova, M. (2011). Development and validation of a cross-nationally stable scale of consumer animosity. *Journal of Marketing Theory and Practice*, 19(2), 235-252.
- INE (2021). Determinantes de la salud. Cifras absolutas. Retrieved in August 2022 from: <https://www.ine.es/jaxi/Datos.htm?path=/t15/p419/a2017/p03/10/&file=06006.px>
- Jiménez, N., and San-Martín, S. (2010). The role of country-of-origin, ethnocentrism and animosity in promoting consumer trust. The moderating role of familiarity. *International Business Review*, 19(1), 34-45.
- Jiménez, N., and San-Martín, S. (2012). Emerging markets commerce: The role of country-of-origin and animosity in purchase intention. *International Journal of Business and Management*, 7(17), 34-42.
- Kalliny, M., Benmamoun, M., Chun, W., and Kim, S. (2016). US Companies Entry Mode to Muslim Countries: The Impact of Manager Animosity. *The 7th Global Islamic Marketing Conference (GIMAC7) proceedings*.
- Karoui, S., and Khemakhem, R. (2019). Consumer ethnocentrism in developing countries. *European Research on Management and Business Economics*, 25(2), 63-71.
- Kashif, M., Awang, Z., Walsh, J., and Altaf, U., (2015). I'm loving it but hating US. Understanding consumer emotions and perceived service quality of US fast-food brands. *British Food Journal*, 117(9), 2344-2360.

- Kim, S., and Park, H. (2010). Effects of country of manufacture and country of brand on consumers' quality perception and purchase intention. *Journal of Korean Marketing Association*, 25(2), 19-40.
- Kim, J. H. (2019). Animosity and switching intention: moderating factors in the decision making of Chinese ethnic diners. *Cornell Hospitality Quarterly*, 60(2), 174-188.
- Klein, J. G. (2002). Us versus them, or us versus everyone? Delineating consumer aversion to foreign goods. *Journal of International Business Studies*, 33(2), 345-363.
- Klein, J. G., Ettenson, R., and Krishnan, B. C. (2006). Extending the construct of consumer ethnocentrism: when foreign products are preferred. *International Marketing Review*, 23(3), 304-321.
- Klein, J. G., Ettenson, R., and Morris, M. D. (1998). The animosity model of foreign product purchase: An empirical test in the People's Republic of China. *Journal of Marketing*, 62(1), 89-100.
- Koschate-Fischer, N., Diamantopoulos, A., and Oldenkotte, K. (2012). Are consumers really willing to pay more for a favorable country image? A study of country-of-origin effects on willingness to pay. *Journal of International Marketing*, 20(1), 19-41.
- Kraft, F.B., and Chung, K.H. (1992). Korean importer perceptions of US and Japanese industrial goods exporters", *International Marketing Review*, 9(2), 59-73.
- Kumar, S., and Gautam, A., (2021). Country-of-origin Effect on Purchase Intention Towards Italian Luxury Fashion: Mediating Role of Brand Perception and Social Status. *Metamorphosis*, 20(1) 16-24.
- Lagerkvist, C.J., Berthelsen, T., Sundström, K., and Johansson, H. (2014). Country-of-origin or EU/non- EU labelling of beef? Comparing structural reliability and validity of discrete choice experiments for measurement of consumer preferences for origin and extrinsic quality cues. *Food Quality and Preference*, 34(1), 50-61.
- Lascu, D.N., and Giese, T. (1995). Exploring country bias in a retailing environment: implications of retailer country-of-origin. *Journal of Global Marketing*, 9(1/2), 41-58.
- Lee, J.K., Lee, B.K., and Lee, W.N. (2013). Country-of-origin fit's effect on consumer product evaluation in cross-border strategic brand alliance. *Journal of Business Research*, 66(3), 354-363.
- Lee, R., and Lockshin, L. (2011). Halo effects of tourists' destination image on domestic product. Perceptions. *Australasian Marketing Journal*, 19(1), 7-13.

- Lee, S.H., and Workman, J.E. (2015). Determinants of brand loyalty: self-construal, self-expressive brands, and brand attachment. *International Journal of Fashion Design, Technology and Education*, 8(1), 12-20.
- Li, X. (2022). The impact of place-of-origin on price premium for agricultural products: empirical evidence from Taobao. com. *Electronic Commerce Research*, 22(2), 561-584.
- Lin, L.-Y., and Chen, C.-S. (2006). The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: an empirical study of insurance and catering services in Taiwan. *Journal of Consumer Marketing*, 23(5), 248-265.
- Lopez (2021). Largest fast-casual restaurant franchises in Spain 2019, by number of units. Available <https://www.statista.com/statistics/772214/leading-fast-food-chains-number-of-stores-in-spain/>
- Lorenz, M.P., Ramsey, J.R., Tariq, A., and Morrell, D.L. (2017). Service excellence in the light of cultural diversity: the impact of metacognitive cultural intelligence. *Journal of Service Theory and Practice*, 27(2), 475-495.
- Luque, T., Ibáñez, J.A., and Rodríguez, M.A. (2004). Análisis de los efectos provocados por el etnocentrismo del consumidor en la evaluación de los productos procedentes de diferentes países. *Revista Europea de Dirección y Economía de la Empresa*, 13(4), 139-154.
- Magnusson, P., and Westjohn, S. A. (2011). Is there a country-of-origin theory?. *Handbook of research in international marketing*, 292-316.
- Maher, A.A., and Carter, L.L. (2011). The affective and cognitive components of country image: perceptions of American products in Kuwait. *International Marketing Review*, 28(6), 559-580.
- Malhotra, N.K., Kim, S.S., and Patil, A. (2006). Common method variance in IS research: A comparison of alternative approaches and a reanalysis of past research. *Management Science*, 52(12), 1865–1883.
- Mandler, T., Won, S., and Kim, K. (2017). Consumers' cognitive and affective responses to brand origin misclassifications: Does confidence in brand origin identification matter? *Journal of Business Research*, 80, 197–209.
- Markus, H., and Kunda, Z. (1986). Stability and malleability of the self-concept. *Journal of Personality and Social Psychology*, 51(4), 858–866.
- McGowan, M., Shiu, E., and Hassan, L. M. (2017). The influence of social identity on value perceptions and intention. *Journal of Consumer Behavior*, 16(3), 242-253.
- Min, H., and Min, H. (2013). Cross-cultural competitive benchmarking of fast-food restaurant services. *Benchmarking: An International Journal*, 20(2), 212-232.

- Moon, B.J., and Jain, S.C. (2002). Consumer processing of foreign advertisements: roles of country-of-origin perceptions, consumer ethnocentrism, and country attitude. *International Business Review*, 11(2), 117-138.
- Morgan, C., and Townsend, C. (2022). Why the drive: The utilitarian and hedonic benefits of self-expression through consumption. *Current Opinion in Psychology*, In press, 46, 101320.
- Moyano, M., Tabernero, C., Melero, R., and Trujillo, H. M. (2015). Spanish version of the cultural intelligence scale (CQS). *Revista de Psicología Social*, 30(1), 182-216.
- Nes, E. B., Yelkur, R., and Silkoset, R. (2012). Exploring the animosity domain and the role of affect in a cross-national context. *International Business Review*, 21(5), 751-765.
- Nijssen, E. J., and Douglas, S. P. (2004). Examining the animosity model in a country with a high level of foreign trade. *International Journal of Research in Marketing*, 21(1), 23–38.
- Nyer, P. U. (1997). A study of the relationships between cognitive appraisals and consumption emotions. *Journal of the Academy of Marketing Science*, 25(4), 296-304.
- Oliver, R.L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63, 33–44.
- Orth, U.R., and Krškab, P. (2002). Quality signals in wine marketing: the role of exhibition awards. *International Food and Agribusiness Management Review*, 4(4), 385-397.
- Papadopoulos, N., and Heslop, L.A. (2003). Country equity and product-country images: state of art in research and implications. In Jain, S.C. (Ed.), *Handbook of Research in International Marketing*, Edward Elgar, Cheltenham, 402-433.
- Papadopoulos, N., Heslop, L.A., and Bamossy, J.G. (1998). A comparative image analysis of domestic versus imported products, *International Journal of Research in Marketing*, 7, 283-294.
- Peterson, R.A., and Jolibert, A.J.P. (1995). A meta-analysis of country-of-origin effects. *Journal of International Business Studies*, 26(4), 883-900.
- Pharr, J.M. (2005). Synthesizing country-of-origin research from the last decade: is the concept still salient in the era of global brands? *Journal of Marketing Practice and Theory*, 13(4), 34-45.
- Podsakoff, P.M., MacKenzie, S.B., Lee, J.Y., and Podsakoff, N.P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879-903.
- Qu, M., Quach, S., Thaichon, P., Frazer, L., Lawley, M., Arli, D., Weaven, S., and Roberts, R.E., (2021). Understanding Chinese consumers' pre-purchase value expectations: the role of country-of-origin effect. *Asia Pacific Journal of Marketing and Logistics*, 33(8), 1861-1877.

- Rahman, M. S., Abdel Fattah, F. A. M., Hussain, B., and Hossain, M. A. (2021). An integrative model of consumer-based heritage destination brand equity. *Tourism Review*, 76(2), 358-373.
- Ramadhina, F.A. (2017). The Influence Of Hedonic Product, Self-Expressive Brand, And Satisfaction On Brand love And Brand loyalty: Study Of Starbucks Consumers In Malang. *Jurnal Ilmiah Manajemen*, 5(2), 1-15.
- Rice, G., and Wongtada, N. (2007). Conceptualizing inter-attitudinal conflict in consumer response to foreign brands. *Journal of International Consumer Marketing*, 20(1), 51-65.
- Richter, N. F., Sinkovics, R. R., Ringle, C. M. and Schlägel, C. (2016). A critical look at the use of SEM in international business research. *International Marketing Review*, 33(3), 376–404.
- Roldán, J.L., and Sánchez-Franco, M.J. (2012). Variance-based structural equation modeling: guidelines for using partial least squares in information systems research. In Mora, M., Gelman, O., Steenkamp, A. and Raisinghani, M. (Eds), *Research Methodologies in Engineering of Software Systems and Information Systems: Philosophies, Methods and Innovations*, Information Science Reference, Hershey, PA., 193-221.
- Roth, M. S., and Romeo, S. B. (1992). Matching Product Category and Country Image Perceptions: A Framework for Managing Country-of-Origin Effects. *Journal of International Business Studies*, 23, 477-497.
- Ruane, L., and Wallace, E. (2015). Brand tribalism and self-expressive brands: social influences and brand outcomes. *Journal of Product and Brand Management*. 24(4), 333–348.
- Samiee, S. (2011). Resolving the impasse regarding research on the origins of products and brands. *International Marketing Review*, 28(5), 473-485.
- Samiee, S., and Chabowski, B. R. (2021). Knowledge structure in product-and brand origin–related research. *Journal of the Academy of Marketing Science*, 49(5), 947-968.
- Samiee, S., Shimp, T., and Sharma, S. (2005). Brand origin recognition accuracy: its antecedents and consumers’ cognitive limitations. *Journal of International Business Studies*, 36(4), 379-398.
- Sapic, S., Filipovic, J., and Dlacic, J. (2019), Consumption in fast-food restaurants in Croatia and Serbia. *British Food Journal*, 121(8), 1715-1729.
- Schooler, R. (1965). Product bias in the central American common market. *Journal of Marketing Research*, 2(4), 394-397.
- Schröder, M. J., and McEachern, M. G. (2005). Fast foods and ethical consumer value: a focus on McDonald's and KFC. *British Food Journal*, 107(4), 212-224.
- Shaffer, T.R., and O’Hara, B.S. (1995). The effects of country-of-origin on trust and ethical perceptions of legal services. *Service Industries Journal*, 15(2), 162-185.

- Shankarmahesh, M. N. (2006). Consumer ethnocentrism: An integrative review of its antecedents and consequences. *International Marketing Review*, 23(2), 146-172.
- Sharma, P., Tam, J.L., and Kim, N. (2012). Intercultural service encounters (ICSE): an extended framework and empirical validation. *Journal of Services Marketing*, 26(7), 521-534.
- Sharma, S., Shimp, T.A., and Shin, J. (1995). Consumer ethnocentrism: a test of antecedents and moderators. *Journal of the Academy of Marketing Science*, 23(1), 26-37.
- Shimp, T.A., and Sharma, S. (1987). Consumer ethnocentrism: construction and validation of the CETSCALE. *Journal of Marketing Research*, 24(3), 280-289.
- Statista (2021). Ranking de cadenas de comida rápida por valor de marca en el mundo en 2021. Retrieved in August 2022 from: <https://es.statista.com/estadisticas/680401/ranking-de-cadenas-de-restaurantes-de-comida-rapida-por-valor-de-marca-en-el-mund/>
- Supphellen, M., and Rittenburg, T. L. (2001). Consumer ethnocentrism when foreign products are better. *Psychology and Marketing*, 18(9), 907-927.
- Sumner, W.G. (1906). Folkways: A Study of the Sociological Importance of Usages. *Manners, Customs, Mores, and Morals*. Gin and Company, Boston.
- Sweeney, J. C., and Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203-220.
- Tajfel, H., and Turner, J.C. (1986). The social identity theory of intergroup behavior. In Worchel, S. and Austin, W.G. (Eds), *The Psychology of Intergroup Relations*, Nelson-Hall, Chicago, IL, 7-24.
- Tang, H. L., Liu, X., & Fu, Q. (2022). Assessing measurement invariance of the CETSCALE in Guangxi, China. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2269-2284.
- Tsiotsou, R. (2010). Brand loyalty through brand attachment and brand trust: a relational perspective. *Paper presented at the Proceedings of 6th Thought Leaders International Conference in Brand Management*. USI Università della Svizzera italiana, Lugano, Switzerland.
- Usunier, J.C. (2011). The shift from manufacturing to brand origin: suggestions for improving COO relevance. *International Marketing Review*, 28(5), 486-496.
- Vadhanavisala, O. (2014). Ethnocentrism and its influence on intention to purchase domestic products: a study on Thai consumers in the central business district of Bangkok. *Au Journal of Management*, 12(2), 20-30.
- Van Ittersum, K., Candel, M., and Meulenberg, M. (2003). The influence of the image of a product's region of origin on product evaluation. *Journal of Business Research*, 56(3), 215-226.

- Vania, A., and Sudiono, K.A. (2020). Peran brand love sebagai mediasi hedonic product dan self-expressive brand terhadap brand loyalty. *Jurnal Bisnis dan Manajemen*, 7(2), 133-144.
- Veale, R., and Quester, P. (2009). Do consumer expectations match experience? Predicting the influence of price and country-of-origin on perceptions of product quality. *International Business Review*, 18(2), 134-144.
- Verlegh, P., and Steenkamp, J. (1999). A review and meta-analysis of country-of-origin research. *Journal of Economic Psychology*, 20(5), 521-546.
- Verlegh, P.W. (2007). Home country bias in product evaluation: the complementary roles of economic and socio-psychological motives. *Journal of International Business Studies*, 38(3), 361-373.
- Verlegh, P., Steenkamp, J., and Meulenberg, M. (2005). Country-of-origin effects in consumer processing of advertising claims. *International Journal of Research in Marketing*, 22(2), 127-139.
- Wallace, E., Torres, P., Augusto, M., and Stefurn, M. (2021). Outcomes for self-expressive brands followed on social media: Identifying different paths for inner self-expressive and social self-expressive brands. *Journal of Business Research*, 135, 519–531.
- Wang, M., Zhan, Y., Mccune, E., and Truxillo, D. (2011). Understanding newcomers' adaptability and work-related outcomes: testing the mediating roles of perceived P-E fit variables. *Personnel Psychology*, 64(1), 163-189.
- Watson, J.J., and Wright, K. (2000). Consumer ethnocentrism and attitudes toward domestic and foreign products. *European Journal of Marketing*, 34(9/10), 1149-1166.
- Wegapitiya, B. M. A. C., and Dissanayake, D. (2018). Conceptual review on country-of-origin effect in international markets. *International Journal of Business and Management Invention*, 7(9), 12-19.
- Zeithaml, V.A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *The Journal of Marketing*, 52(3), 2-22.
- Zeithaml, V.A., Berry, L.L., and Parasuraman, A. (1993). The nature and determinants of customer expectations of service. *Journal of the academy of Marketing Science*, 21(1), 1-12.
- Zeugner-Roth, K. P., Žabkar, V., and Diamantopoulos, A. (2015). Consumer ethnocentrism, national identity, and consumer cosmopolitanism as drivers of consumer behavior: A social identity theory perspective. *Journal of international marketing*, 23(2), 25-54.