

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

Dalia Abdelwahab · Sonia San-Martin · Nadia Jiménez

Abstract:

This study explores how positive and negative region-of-origin biases influence the consumer tendency to switch brands. Attending the social identity and the cognitive appraisal theories, this study proposes a model that links animosity, negative emotions (target-region bias), and regional identification (home-region bias) to brand switching. It analyses the role of animosity as a potential trigger to negative emotions (anger and sadness) and explores their subsequent behavioural impact. Additionally, it captures the influence of regional identification on the consumer tendency to switch from target-region brands to home-region brands. The proposed model was empirically tested with 591 Spanish (regional) consumers of food and beverage brands, by quota sampling. Data were analysed using Structural Equation Modeling with SmartPLS3. Results show that regional identification significantly motivates consumers to switch brands. Animosity triggers the emotional reactions of anger and sadness, but only anger promotes switching to brands with regional characteristics and mediates the relation between animosity and in-group brands switching. The study provides considerable insight into the dynamics of (positive/negative) region-of-origin bias influences on brand switching. The findings also offer guidance to brand managers to effectively deal with origin obstacles and/or advantages in the business environment touched by animosity and switching behaviour.

Keywords: region of origin, regional identification, situational regional animosity, negative emotions, brand switching intention, food and beverage industry.

Please cite this article: Abdelwahab, D., San-Martín, S., & 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(1), 111-126.<https://doi.org/10.1057/s41262-021-00260-8>

1. Introduction

In the current uncertain market environment, many events (i.e. disruptions) that occur inside (or outside) the market, can interrupt the normality of market operations and challenge its stability and dynamics (Govender 2015). During uncertain disruptive periods, markets are faced with major threats and insecurities, in which consumers' choices and behaviours can be severely impacted or even altered in some cases (Campbell et al. 2020; Govender 2015). One form of out-of-market disruptions discussed in the literature is the external threat caused by political-related conflicts, such as public demonstrations or activism movements against an out-group origin. Even though the disruption happens away from the market, further actions that might go beyond the main source of the disruption are highly probable, especially if individuals feel that no action has been taken in responding to their (political or social) demands (Watanabe et al. 2019). Negatively targeting associated businesses operating in the market is a common way of the market disruption that can be followed in such circumstances (Watanabe et al. 2019). Behaviours such as brand switching, boycotting, and terminating the consumer-brand relationship may be encountered following a disruption in the market (Govender 2015; Hawkins 2019).

In recent years, marketing literature has started taking interest in the topic of out-of-market (i.e. external) disruptions as a major cause of brand-switching behaviour (Campbell et al. 2020; Kim 2019; Kim 2020). This study focuses on an external disruption to the market generated by an interregional conflict (i.e. animosity towards another region), causing a temporal or permanent change in the purchasing dynamics of the market.

Moreover, the study also discusses the positive association that members of a regional community might have towards their home-region (i.e. regional identification) and explores the proposition that members who hold a great degree of connection with their in-group are more likely to support locally produced goods (Lantz and Loeb 1998). In this sense, we chose to explore the home-region bias via regional identification, as consumers

not only identify themselves with their country, but also with their closest environment; the home-region (Fernández-Ferrín et al. 2020), and consider it to be part of their self-identity (Huang et al. 2015). Moreover, identification is a pure form of in-group favouritism that has not been fairly discussed in the place-of-origin literature; despite its strong association with the intergroup dynamics and the social identity perspective (Zeugner-Roth et al. 2015), which this research aims to shed light on.

In this sense, the current study discusses the topic from a (positive and negative) regional bias perspective, guided by the social identity theory. It sheds light on the consumer tendency to switch brands in response to an animosity outbreak and discusses the effect of having a strong identification with the consumer's own region-of-origin. This study specifically emphasises the home-region brands, as replacement to the target-region brands, which has been ignored in past literature.

The study will focus on Spain's food and beverage industry, in light of the market disruption caused by the Catalan independence act in Spain. Precisely, we will discuss a) food and beverage products given the importance of this market in the Spanish regional context, and the significance of the clues of origin in shaping the consumers' purchase decision (Van der Lans et al. 2001), especially in highly competitive markets such as the Spanish market (Gallardo 2014). We will also explore b) the region of Catalonia, representing the target-region in this study. This region has faced the heat of animosity and negative emotions from the rest of the Spanish regions for the political instability in the region (Brunat 2018), where many Catalan businesses suffered sales decline when operating in the national market -out of Catalonia- during this period of time (Abdelwahab et al. 2020). This conflicting situation has raised negative emotions of anger for some individuals and sadness for others (Lozano-Monterrubio and Huertas 2020). Anger and sadness are two dominant emotions that are likely to be activated during a crisis situation (Jin and Pang 2010; Kim and Cameron 2011) and are closely related to the in-group (versus out-group) comparison (DeSteno et al. 2004; Dang et al. 2020), moreover, both emotions are

strongly presented in the Spanish regional context within the framework of the Catalan conflict. Furthermore, we will also explore c) the home-region of Castilla y León, a wide Spanish region with highly competitive and diverse regional food and beverage brands (Agrodigital 2020) that can strongly compete against other regions' brands (e.g. Catalan brands) in the national market.

Having said that, the objectives of this study can be illustrated in the following manner. First, the current research aims to examine regional identification (home-region bias) and negative emotions triggered by animosity (target-region bias) as two out-of-the-market motives to brand switching. Second, we attempt to identify two underlying emotional reactions (anger and sadness) to the situational regional animosity. Third, this research intends to extend prior research by exploring each of the elicited emotions' distinct (direct and mediating) roles in triggering regional brand switching. Fourth, we seek to analyse the role of regional identification in shaping consumer attitudes towards regional purchase.

2. Theoretical background and proposed hypotheses

2.1. Region of origin bias and related variables

Origin-bias has been one of the most researched topics in marketing studies for many years (Aichner 2014). Researchers acknowledge its critical role in comprehending current and future purchase behavioural patterns (Johnson et al. 2016; Kumara and Canhua 2010), especially during intergroup conflicts and disputes (Huang et al. 2015; Verlegh 2007).

This research is based on one of the commonly used theories in place-of-origin literature (Cobbs et al. 2019; Huang et al. 2015; Verlegh 2007; Zeugner-Roth et al. 2015), a theory that tackles the phenomenon of in-group versus out-group comparison and explains the relationship between individuals and different types and levels of origins, which is the social identity theory, proposed by Tajfel (1982). According to the theory, individuals

classify themselves and others as per their membership in certain groups or communities, whether being an in-group or out-group member. In-group is the (national, regional, social, ethnic, etc.) group membership that individuals feel strongly attached to (Zeugner-Roth et al. 2015), whereas out-groups are those origins that could be perceived as indifferent or unfavourable, in which discrimination against one origin could arise, especially if this origin projects a threat or danger to the welfare of the in-group. Discrimination might take the shape of a hostile or aggressive tendency towards the out-group and its associated products and brands (Cobbs et al. 2019; Zeugner-Roth et al. 2015).

To understand the complexity of the origin-bias phenomenon, we distinguish between two region-of-origin groups: home-region and target-region. The home-region bias is the favourability towards the own in-group regional origin, whereas the target-region bias represents the negativity towards an unfavourable out-group region. In the context of our study, we explore both forces in an attempt to understand how they behave in altering purchase decisions and encourage brand switching.

The current study examines *home-region* bias through regional identification. It can be described as the (positive) connection between members of a certain community and their region of residence, in which the region reflects a favourable enhanced image of one's self and projects the ideal perception of the self (Verlegh 2007). In other words, regional identification is the adoption of a specific regional origin as part of the individual's self-image (Cobbs et al. 2019), driven by an intense feeling of territorial belonging and in-group attachment to a certain region (Curran 2013).

Primarily, the in-group identification has been studied from the national perspective, where highly identified individuals with their country develop a strong positive bias towards their own in-group community and associated products (Verlegh 2007). Subsequent studies discussed the variable from a more regional focus

(Huang et al. 2015; Jader 2007), where individuals with a strong identification to their home-region and deep connection to the in-group community, are more likely to positively assess their home region-of-origin and support regional purchase as a result of such strong regional belongingness (Curran 2013; Huang et al. 2015).

Furthermore, we discuss *target-region* bias through a variable called situational regional animosity. Adapting the situational animosity definition by Jung et al. (2002) to regional cases, situational regional animosity can be defined as a circumstantial hostility or resentment developed towards a particular region within a country, following a current or recent unpleasant episodic event. Generally speaking, animosity can be "situational" sparked by an event of a temporary nature, or "stable" long-lasting and deeply rooted hostility towards an origin (Jung et al. 2002). This study focuses on understanding situational animosity from a regional perspective, as we consider it a crucial (origin-obstacle) element in comprehending purchase behaviour and brand-switching tendency during interregional conflicts.

Situational regional animosity is explored in this study from the perspective of animosity being the negative cognitive appraisal of events that project unfairness or danger to the well-being of the in-group, in the short or long run (Harmeling et al. 2015). Whereas the subsequent emotional reaction represents the negative sentiments experienced by consumers in response to such an unfortunate event. Previous literature examined the role of animosity in generating negative emotions, where an exclusive consideration was given to the specific emotion of anger as the main elected emotional response triggered by animosity (Antonetti et al. 2019; Harmeling et al. 2015; Klein et al. 1998). Leaving out a wide range of other discrete negative emotions that have rarely been acknowledged in the literature, such as fear, contempt, umbrage, and disgust (Antonetti et al. 2019; Harmeling et al. 2015; Maher and Mady 2010), as well as emotions that -as far as the authors' knowledge- have not been discussed in the literature, such as sadness.

2.2. Negative emotions and their link with animosity

Grounded on the cognitive appraisal theory (Lazarus 1991), this study discusses two basic negative emotional responses (Shaver et al. 1987) stemmed from the situational regional animosity: a high-certainty emotion (anger) and a low-certainty emotion (sadness), given that both emotions are strongly represented in the specific regional context that we are discussing in this study (Lozano-Monterrubio and Huertas 2020). Anger and Sadness can potentially be triggered during a conflict or in the presence of negativity towards someone, something or an origin (Kim and Cameron 2011). Both emotions have been studied in psychology from the in-group (versus out-group) comparison perspective (DeSteno et al. 2004; Dang et al. 2020), where Dang et al. (2020) noted a lack of research that examines the impact of anger and sadness in generating in-group favourability versus out-group negativity. Both emotions were also discussed in brand hatred literature (Zhang and Laroche 2020), and were linked to different product evaluations in the place-of-origin literature (Maheswaran and Chen 2006). Anger has been the focus of most place-of origin literature as the main emotional reaction generated by animosity (Antonetti et al. 2019; Harmeling et al. 2015). However for sadness, despite its association with group membership and brand hatred (Dang et al. 2020; Zhang and Laroche 2020), it has not been discussed in the animosity literature –as far as the author's knowledge-, which should be kept in mind when analysing the emotional reactions of animosity. Thus, we take this opportunity to address both emotions (i.e. anger and sadness) and discuss their behavioural outcome in a regional setting.

Anger is a strong, agonistic and impulsive negative emotional reaction that comprises expressions like mad, frustrated and irritated (Harmeling et al. 2015). Among the same valence emotions, anger is probably one of the easiest emotions to detect, given its clear and distinguishable nature compared to other negative emotions (Roos 1999). It describes the feeling of indignation or annoyance provoked by an event that is perceived as unfair, wrong or injustice to the in-group (Funches 2011; Li et al. 2017). Anger is often accompanied by the element of human control (Xing 2014), meaning that individuals who experience anger are more likely to point a finger at

the perceived source of the conflict, and blame it for the occurrence of such an unfavourable event (Funches 2011). In comparison, sadness is a retreat inward-focused negative emotion (Shi et al. 2017) that is closely associated with events that represent the loss of a valued object or someone (Li et al. 2017; Rodriguez Mosquera et al. 2017), it comprises feeling such as depressed, heartbroken and gloomy. Sadness is generally triggered by the occurrence of unpleasant circumstances that are out of the individual's control and no one to blame (Xing 2014).

Following the cognitive appraisal theory, individuals might respond differently to a negative event, depending on their subjective interpretation of the incident (Harmeling et al. 2015; Li et al. 2017). For instance, in a study on the emotional reactions of the American Muslims for being stereotyped as "frightening" in their community after the 9/11 attack, some expressed anger while others expressed sadness, showing that even though they were all exposed to the same exact event, their responses were totally different depending on how they interpret the unfortunate event in their mind (Rodriguez Mosquera et al. 2017). The current research anticipates that anger and sadness might potentially be triggered during an interregional conflict. In the sense that some individuals might perceive the event as the targeted-region fault, blame the region for the mess that took place in the country due to the region's action, leading to the generation of anger and frustration towards the unfavourable origin (Graham-Harrison 2017). For others, who perceive the event to be out of anyone's control and see that nothing could have been done to avoid such a situation, a feeling of sadness and sorrowful (Xing 2014) over the escalation of the situation might be activated. In this case, individuals are expected to feel disappointed and heartbroken for having to witness the arguments and fights between the two sides of the conflict, leading to the generation of a division (instead of unity) between people and regions of the community (McCallum 2017). Therefore, based on the above argument, we anticipate that the more consumers harbour animosity towards a certain region, the more angry or sad they will feel, and thus:

H1: Situational regional animosity increases negative emotions of anger (H1a) and sadness (H1b).

2.3. Brand switching intention

Brand switching is one form of the consumer's variety-seeking orientation (Menidjel et al. 2017), where the consumer stops buying one brand and starts using an alternative brand of the same product category (Tzeng and Wong 2016). It involves terminating a current relationship with a brand and replacing it with a new one (Saeed and Azmi 2019). The literature highlighted two types of variety-seeking motives. The first type is called a "true" variety-seeking, where brand-switching is driven by the consumer's adventure spirit, wish to try new brands, boredom or a desire for a change (Lee et al. 2020; Meixner and Knoll 2012; Trijp et al. 1996). The second type is the "derived or temporal" variety-seeking orientation, which is the switching that is attributed to circumstantial changes or situational causes (in or out) of the marketing environment (Lee et al. 2020). For example, switching as a result of an alteration in the marketing mix (Meixner and Knoll 2012), an introduction of a new compatible product to the market (Lee et al. 2020), the occurrence of environmental obstacles or challenges (Kim 2020), or intergroup conflicts between different communities (Saeed and Azmi 2019). All these situational factors can indeed influence consumer purchase decision and guide the consumer to seek a change.

In this study, we pay attention to a temporal variety-seeking motive attributed to an interregional conflict within the borders of one country that might severely impact the market dynamics and encourage brand switching. The focus is specifically directed to the consumer tendency to switch from targeted-region brands to home-region brands, in which the trait of the brand being a regional in-group brand is considered in this study the main feature possessed by the alternative brands that the switching act is likely to be attributed to. We chose this particular trait to distinguish one brand from another given that the current research is founded on regional bias and in-group/out-group comparisons. Thus, it is essential to examine behaviour towards regional purchase, as

well as understand consumer preferences associated with different negative emotions of distinct nature and decision-making styles.

2.3.1. Negative emotions as antecedents

Anger is the most frequently examined emotion in the animosity and place-of-origin literature (Antonetti et al. 2019; Harmeling et al. 2015). It is one of the highly powerful behavioural triggers that can easily shape or alter many of the consumer's purchasing decisions and choices (Funches 2011; Romani et al. 2007). One of the recognisable characteristics of anger is that it is often accompanied by a high-level of activation (Rucker and Petty 2004), in which angry consumers frequently focus on the source of the unfavourable event and blame the responsible party for his/her action. This might encourage the consumer to actively confront or fight the source of the wrongdoing (Rodriguez Mosquera et al. 2017) through a wide range of behavioural responses, including a tendency to switch brands (Lee and Kim 2021).

Angry consumers tend to rely heavily on fewer or easy to recall product information when making a purchase decision, rather than carefully process all available information about the product features and characteristics (Rucker and Petty 2004; Xing 2014). In this sense, one of the extrinsic product cues the consumer focuses on during purchase is the product's place-of-origin information (Aichner 2014). Previous studies argued that consumers who are driven by anger of an unfair event tend to be more focused on the origin clues of the product over its intrinsic features (Maheswaran and Chen 2006).

Moreover, the literature showed that anger could trigger a defensive act to support oneself against a threatening event (Cramer 1991), in which the presence of an out-group threat may cause the consumers to direct their attention to in-group protectionism and local welfare preservation (Stürmer and Snyder 2009), which in our case could be achieved by shifting to a regional brand, instead of a non-regional alternative. In other words, angry

consumers are more likely to favour shifting to a brand originated from their own in-group community, as switching to an in-group brand might be considered as the ultimate retaliation act to support the in-group and defend it against the out-group unfair treatment or threat. This argument is in line with Rodriguez Mosquera et al. (2017), who mentioned that anger (compared to other emotions like sadness) is expected to trigger an active behavioural response that aims to benefit the in-group community, and also DeSteno et al. (2004) and Dang et al. (2020) in the psychology literature, who stated that anger could cause intergroup behavioural bias, in which it induces both in-group favourability and out-group negativity during a conflicting event.

Furthermore, in-group brands are often considered to be more familiar to the consumer than out-group brands (Supphellen and Rittenburg 2001), probably because of the close geographical proximity between the consumer and the brands that make in-group brands more recognisable to the consumer than other brands that are not. Angry consumers, who are willing to switch brands, might favour familiar brands (e.g. regional brands) that require less cognitive effort in the selection process (Lin 2014), given its ability to appear more recognisable to the eyes of the consumer, as compared to non-regional brands. With all the above arguments in consideration, we, therefore, hypothesise that:

H2: The negative emotion of anger increases switching from target-region brands to home-region brands.

The emotion of sadness is likewise a negative emotional reaction to an unpleasant event. However, it has a recognisably different nature from anger, especially in terms of its activation status (Maheswaran and Chen 2006; Xing 2014). With regard to the level of activation that accompanies sadness, literature reached mixed findings. On the one hand, some literature highlighted the inactive nature of the emotion, claiming that sadness is an emotion that has the characteristic of being in a state of deactivation (Rodriguez Mosquera et al. 2017; Romani et al. 2012; Rucker and Petty 2004). This means that consumers who experience sadness will not be

motivated to take any action to improve their situation (Romani et al. 2012), nor will they seek to achieve any desired outcome or even try to avoid the source of negativity (Xing 2014). On the other hand, others believe that consumers who feel sad may engage in behaviours that might help in making them feel better or happier (Shi et al. 2017), actions such as brand switching and brand avoidance are likely to occur whenever sadness is a factor (Romani et al. 2007).

Grounded on past research, we believe that consumers, who exhibit sadness during an animosity outbreak, might stop buying brands from the animosity-targeted region (Romani et al. 2007) to distance themselves from the source of negativity (Xing 2014). Moreover, they might also show higher favourability towards in-group community, aiming to benefit the home community and its members (Dang et al. 2020), which could be expressed in a switching tendency towards home-region brands to support local businesses and in-group brands.

Consumers who experience a sad event estimate the risk to be uncontrollable (Rodriguez Mosquera et al. 2017; Xing 2014). A feeling that they cannot effectively manage the situation or control the source of danger by themselves is present, motivating the consumers to stick with the known (in-group) brands that they know the best and are certain about the favourable outcome or pleasant experience that these brands can offer, as compared to other out-group brands. As explained earlier, local consumers tend to be more familiar with home-region brands (over non-regional ones), whereas a preference for such brands that can guarantee a higher level of certainty and a lower degree of risk might emerge (Lin 2014). This could be highly favourable for consumers who feel sad (Lin 2014), as they look for relief and happiness in their purchase transactions, which might help them to reduce the state of sadness (Hung et al. 2017). Following this sense, we anticipate that consumers, who experience sadness, are willing to switch brands, seeking regionally originated brands.

H3: The negative emotion of sadness increases switching from target-region brands to home-region brands.

2.3.2. Regional identification as an antecedent

According to the social identity theory, being a member of a particular defined group can create a favourable bias towards this group (i.e. in-group) over any other out-group communities (Zeugner-Roth et al. 2015). Members of a particular community consider the in-group to be part of their extended self, share a common sense of belongingness and superiority, and proudly identify themselves with such group membership (Zeugner-Roth et al. 2015). In particular, strongly identified individuals with their group often have a high sense of in-group preference and show strong favourability towards local brands purchase (Curran 2013; Huang et al. 2015).

In-group identification is about explaining the favourability towards one's own group or community (Zeugner-Roth et al. 2015), triggering a subsequent supportive behaviour towards home-origin brands (Verlegh 2007). In a regional setting, highly identified consumers with their region, consider their home-region brands to be unique and superior to all other non-regional alternatives, where a preference to regional brands has emerged from a strong sense of in-group pride and belongingness that consumers have towards their region (Curran 2013; Huang et al. 2015).

Although the in-group preference (generated by group-identification) does not necessarily mean out-group negativity or rejection (Zeugner-Roth et al. 2015), past research noticed that in the presence of a threat projected by an out-group on the welfare or safety of the in-group, highly identified consumers might seek to protect themselves and their in-group against the potential source of threat (Verlegh 2007; Zeugner-Roth et al. 2015). Thus, creating not only a favourable bias towards local brands but also negativity towards the perceived source of the conflict (Verlegh 2007; Zeugner-Roth et al. 2015), which could be translated into a rejection or avoidance behaviour to brands from that specific unfavourable origin.

For example, in a study of the regional food industry in Poland, Jader (2007) explained that after the country opened up its borders for international transactions (i.e. trade liberalisation), many foreign brands started competing against domestic and regional brands in the food market. As a result, a positive attitude was noticed in the market towards regional purchase. This in-group favourability resulted in consumers ditching foreign and non-regional brands, and switching to domestic purchase, triggered by a high sense of identification and territorial bond with their region of residence. Analogously, we propose that highly identified consumers with their region would prefer buying regional brands, over other brands that are originated from an animosity-targeted origin, in an attempt to support their regional market and in-group community that they are deeply connected with and consider their membership in such group a source of pride, also to help protecting their home-region from a potential threat generated by the unfavourable origin. Thus, we hypothesise that:

H4: Regional identification increases switching from target-region brands to home-region brands.

The proposed research model and related hypotheses are presented in Figure 1.

(Insert here Figure 1)

2.3.3. The mediating role of negative emotions

Grounded on the cognitive appraisal theory, we pay attention to the possible indirect or mediation impact of negative emotions -triggered by animosity- on the consumer tendency to switch to regional brands during an interregional conflict. The literature highlighted the indirect impact of animosity on purchasing behaviour through negative emotions (Antonetti et al. 2019; Harmeling et al. 2015; Kim 2019; Leong et al. 2008). In particular, Harmeling et al. (2015) recognised the mediation of similar negative emotions, such as agonistic (e.g. anger) and retreat (e.g. fear) emotions evoked by animosity outbreak in predicting consumer behaviour. In

addition, Kim (2019) examined the mediating role of negative emotions in the relationship between animosity and brand switching, and acknowledged the strong role of emotions in explaining such a relationship.

Therefore, we propose that as consumers develop stronger regional animosity towards an out-group, negative emotional response -stemmed from the unfavourable appraisal of the event- will be triggered in response to the animosity outbreak, which in turn will encourage the consumer to engage in a behavioural act (i.e. brand switching), in an attempt to cope with such a conflicting situation, and reduce the distress or suffering caused by the unfortunate event (Harmeling et al. 2015; Kim 2019). Thus:

H5: Negative emotions (anger and sadness) mediate the impact of situational regional animosity on switching to regional brands.

3. Research methodology

We investigate in this study the region of Catalonia, as an animosity-targeted region, given the current political turbulence in this particular Spanish region as a result of the Catalan independence declaration and calls for boycotting the region and its products (Brunat 2018). This regional instability had a major impact on the Catalan businesses operating beyond their regional territory, where brands originated from Catalonia have suffered sales decline in the national market (Abdelwahab et al. 2020). Meanwhile, brands originated from other regions (i.e. out of Catalonia) witnessed market growth and sales improvement during the same time frame (Brunat 2018).

In the light of this external disruption in the market, signs of negative emotions such as; anger and sadness that describe the emotional reaction towards the Catalan animosity, were found in the Spanish communities. Based on past observations, the Catalan issue is considered to be a very emotionally charged topic in the country.

Lozano-Monterrubbio and Huertas (2020) observed that messages expressing feelings of sadness and anger were

the most commonly used emotions to describe what is happening in Catalonia. Spanish regions that perceive the event as the region's fault, blame Catalonia for escalating the situation and for not putting the national interest ahead of the regional interest, feel anger and frustration as a result of such an unfavourable event (Graham-Harrison 2017). Others describe the situation as "a sad time for Spain", a time that generates a division between people and regions within one country, causing a deep feeling of sadness and sorrow (McCallum 2017).

Furthermore, for this study, we chose the food and beverage brands to explore, in a regional setting, as it is an important category in the home and target regions chosen. The percentages of different food and beverage product categories analysed are listed as follows: meat (28.6%), milk (28.6%), cheese (15.4%), water (2.5%), fruits and vegetables (6.3%), cereals (5.4%), honey (3.6%), alcoholic drinks (8.1%) and others (1.5%). We specifically chose this sector for the following reasons: (1) The food and beverage industry is a highly competitive market (Meixner and Knoll 2012), where a wide range of varied options are presented with little or no differentiation among various alternatives in such markets, alongside the low switching costs, as the consumer may find it easy to shift brands whenever needed. (2) Since this research is mostly based on the region-of-origin bias as an external motive for brand switching, it is vitally important to analyse a product category in which the origin clue is of great significance in the purchase decision, such as the food and beverage product category (Beverland and Lindgreen 2002; Van der Lans et al. 2001).

The study was conducted with regional consumers of Castilla y León (home-region), a wide region in Spain. We chose this region to be the subject of our investigation because it has strong, high quality and diverse food and beverage brands (Agrodigital 2020), which can act as alternatives or replacements to the Catalan brands in the Spanish market. Castilla y León is the second in agricultural production with 10% of the national production (López del Paso et al. 2019), and 10.5% contribution to the food and beverage sector. Products such as cereals, potatoes, meat, milk and fruits and vegetables stand out above all in this region (Agrodigital 2020; Belloso

Pérez 2019). The region highly supports its regional products of food beverage through a quality brand program "Tierra de Sabor" that reinforces the development and promotion of regional quality brands (Belloso Pérez 2019).

Additionally, to confirm the suitability of the chosen regions, at the early stages of this study, we conducted an exploratory investigation with 20 food and beverage consumers from Castilla y León. Participants were asked to fill out a short one table survey; containing two columns dedicated to the regions in question (Catalonia and Castilla y León), and rows listing different food and beverage products (e.g. meat, milk, dairy products, water, fruits and vegetables, and others). The goal of this task was to uncover the extent of the regional consumer's abilities to identify different alternative brands from the target-region (Catalonia), as well as, the home-region (Castilla y León), in which 90% of the responders could indeed list at least one food or beverage brand from both regions of origins. Confirming that, consumers from Castilla y León are highly aware of brands from the home and target regions.

For the purpose of this study, a questionnaire was designed using scales adapted from the previous literature to the context of regional food and beverage purchase to fulfil content validity. Accordingly, to measure animosity, the scale by Hinck (2005) was employed knowing that Hinck's adapted -to the regional context- the original animosity scale of Klein et al. (1998), which has been well-accepted to measure consumer animosity for decades in the country-of-origin literature (e.g. Cheah et al. 2016; Heinberg 2017; Huang et al. 2010; Riefler and Diamantopoulos 2007; Wang et al. 2013). Negative emotions were measured attending to the 5-point Likert scale of Laros and Steenkamp's (2005) study, and responders were asked to indicate to what extent they experience negative emotions (anger and sadness) towards the region of Catalonia, rating their responses from (1) I feel this emotion "not at all" to (5) "extremely". Moreover, the scale by Huang et al. (2015) was adjusted to measure regional identification. We chose this scale as Huang and colleagues adapted and validated Verlegh's

(2007) scale of national identification to the regional context of Taiwan. Finally, for brand switching, the chosen scale followed the study of Hsieh et al. (2012), a highly cited article on switching intention in the marketing literature. All variable measures used 5-point Likert scales.

It is important to note that, as recommended by Klein (2002), the animosity and negative emotions questions were placed last in the questionnaire to avoid any response bias that would occur if participants responded to the negative bias questions first. This is particularly significant for sensitive and controversial topics (Heinberg 2017), such as the Catalan issue in Spain. Moreover, the survey was conducted via an anonymous (self-administered) questionnaire to obtain higher levels of data faithfulness and reduce response bias. To maintain respondent anonymity, questions that could reveal the respondents' identity (e.g., name, home address, place of work, phone number, or email address) were not included in the questionnaire. By avoiding such personal information, there is no way to link individual participants to their answers, which ensured the anonymity and confidentiality of participants. Additionally, the questionnaire started by explaining the purpose of the questionnaire briefly and ensuring that the questionnaire is part of an academic marketing research project and that the respondents' anonymous answers will only be used for academic purposes.

Before collecting data, to guarantee a clear and understandable survey, the questionnaire was translated (English to Spanish) and back-translated by two English native researchers and Spanish language professors. Then a pre-test was conducted using one-to-one in-depth interviews with six food and beverage consumers (Beatty and Willis 2007), lasting around one hour each, and some issues were discovered and corrected in the final version of the survey.

Data was then collected, by using a semi-probabilistic quota sample of 622 Spanish regional consumers of food and beverage brands, during the year 2020. We used age quotas to have answers from all age buyers of food and

beverages. Since consumers from 18 and above buy these kinds of products in Spain, and it is important to know the opinion of them all; similar quotas to the Spanish population were considered (Statista 2020). The sample included respondents between the ages of 18-24 (18.4%), 25-34 (20.6%), 35-44 (23.1%), 45-54 (19.8 %) and 55 and above (18.1 %), and the typical age of food and beverage consumers in Spain are 18-24 (6.4%), 25-34 (19.3%), 35-44 (28.8%), 45-54 (29.7%) and 55 and above (15.7%), as demonstrated by Statista (2020). Respondents were approached by the researchers in different data collection points, outside of supermarkets in the region of Castilla y León, and at different times of the day to obtain a wide range of the representative cross-sectional sample. Furthermore, respondents were requested to answer a filtering question to ensure their eligibility to answer the questionnaire, by asking the respondents to identify whether they are from the region of Castilla y León or not.

The collected data were processed by IBM-SPSS statistical software package to screen the data for normality indicators, possible outliers, out of range or missing values. Accordingly, out of the 622 questionnaires, 31 invalid replies were excluded due to the extensive missing data fields resulting in a satisfactory response rate of 78.8% with a sampling error of $\pm 4\%$ ($p=q=0.5$).

The demographic profile of the sample shows that the common buyers of food and beverage are women (55.5%), from 35 to 54 years of age (42.9%), usually with an educational background at university degree level (37.8%), couple with/without a child (52.7%), employed (44.8%) and with a personal income of €901 to €1500 per month (43.5%), and the majority is married or in a relationship (52.5%). This sample replicates the demographic profile of an average Spanish consumer of food and beverages (Statista 2020), described as women (49%), average age of 35-54 years (58.5%), with low to medium levels of income (55%).

4. Analyses and Results

First, we carried out an exploratory factor analysis to establish the scale dimensionality of our model variables (O'Leary-Kelly and Vokurka 1998), and as expected our results revealed a single dimension for each set of items measuring each construct, which confirmed the uni-dimensionality of our model constructs. Furthermore, the descriptive statistics of Skewness and Kurtosis were used to check the normality of our data. Their absolute values were observed to be for animosity (-0.321; -0.981), anger (0.623; -0.795), sadness (1.091; 0.618), identification (-0.531; -0.276) and brand switch (-0.116; -0.616), respectively. All the values fell between the normal ranges of -1 and +1, suggesting normally distributed data (Hair et al. 2016). The only exception was the Skewness value of sadness of 1.091, it indicated a slight degree of non-normality. However, as Hair et al. (2016) recommended, this slight skewness should be accepted as normal since the deviation from normality was not severe. Therefore, we rule out serious abnormality problems in our data set.

We then proceeded with the assessment of the adequate fitness of the measurement model through SmartPLS 3.0 (Table I). Hair et al. (2011) acknowledged the capability of PLS to analyse a wider range of sample sizes, claiming that PLS "works with much smaller as well as much larger samples" (p. 143). PLS approach was utilized in this study as the model proposed is more exploratory-oriented, and complex with various exogenous variables and several direct and indirect relationships (Hair et al. 2011). Due to the low correlation of one item of the regional identification scale, we had to remove it. The deleted item was a reversed coded statement, with a factor loading of 0.349 (Figure 2). The item stated; "I do not feel any ties with (my) region". Notable, the same item was also omitted from the regional identification scale of Huang et al.'s (2015) study. Reverse coded items are useful and advisable in some cases to control true answers and that is why we included the reverse coded item in our study (Weijters and Baumgartner 2012), but sometimes interviewees confuse reverse coded items with the other items when answering the questionnaire, and when screening the database of our sample answers we think this may have happened, causing the elimination of one item.

Reliability test was then conducted by measuring the Cronbach's Alpha (Cronb. α) and composite reliability (CR) coefficients of each construct. Results from the assessment indicated values surplus the recommended cut-off values of 0.8 and 0.7, respectively, confirming a good internal consistency of the scales (Bagozzi and Yi 1988). Furthermore, the values of the average variance extracted (AVE) in each case, provided values ranged from 0.718 to 0.890, exceeding the recommended value of 0.5 threshold (Bagozzi and Yi 1988). Convergent validity was likewise verified. Moreover, the discriminant validity was also confirmed in our model (Table II), since the square root of the AVE for every construct was greater than its correlations with other constructs (Fornell and Larcker 1981). Also, the Heterotrait-Monotrait ratio (HTMT) was less than 0.90, which further supported the discriminant validity of the model (Henseler et al. 2015).

(Insert here Table I and Table II)

We also assessed the common method variance by using Harman's single-factor test (Podsakoff and Organ 1986), and found that the percentage variance explained by a single factor to be 40.001%, indicating a lack of concern for the common method bias.

The next step after validating the measurement model was to analyse the proposed structured model and related hypotheses. A good fit model was identified through several goodness-of-fit indices. The standardised root mean square residual (SRMR) was found to be 0.05, SRMR less than 0.08 suggests a good fit model (Henseler et al. 2016). Furthermore, following Cohen (1988) 's f-square threshold guidelines, where small, medium and large effect sizes are represented with values ≥ 0.02 , 0.15 and 0.35, respectively. Our results indicated that animosity had a large impact on anger (F-Squared=0.54), and a medium impact on sadness (F-Squared=0.15), while regional identification had a medium impact on the switch to regional brands (F-Squared=0.15).

Moreover, the effect size of anger on switching to regional brands was found to be close to small (F -Squared=0.01).

The estimation of the hypothesised direct and indirect relationships was then tested (Table III). Consistent with our expectations, the influence of animosity in inducing negative emotions of anger (H1a) and sadness (H1b) were supported. Moreover, the direct impact of anger on switching to regional brands (H2) was verified in this study. Our analysis also confirmed the direct positive relationship between regional identification and regional brand switching (H4).

Furthermore, we performed the mediation analysis (H5); the *total effect* of animosity (i.e. the exogenous variable) on switching (i.e. the endogenous variable) was examined, and a significant relationship between the two variables was found ($\beta=0.193$; $p<0.001$; $F=0.038$). We then inspected the *direct effect* of animosity on switching, after controlling for each of the negative emotions separately. Following Kenny et al. (1998) recommendations, in the presence of multiple mediators, a separate analysis may be performed to account for each of the separate indirect effects independent from the other. In this sense, we considered the mediation of one emotion at the time. First, we performed the analysis using one mediator (anger) while omitting the other (sadness) from the model, and second, we consider the other mediator (sadness) and omitting anger. The result of the direct effect showed a reduction in the effect when controlling for anger, suggesting a partial mediation relationship ($\beta=0.169$; $p<0.05$; $F=0.021$), however for sadness no signs of mediation were observed ($\beta=0.183$; $p<0.001$; $F=0.031$). Furthermore, we tested the *indirect effect*, where evidence of mediation was detected for the path: Animosity→ Anger→ Switch ($\beta =0.075$; $p<0.05$), and an insignificant result for the path: Animosity→ Sadness→ Switch ($\beta =0.027$; $p>0.05$) was concluded. Followed by a Sobel testing for anger (2.379; $p<0.05$) and sadness (-0.315; $p>0.05$) that further verified the same result. Thus, we concluded that anger mediated the impact of animosity on regional switching. Nevertheless, our results revealed that the direct effect of sadness on

switching intentions (H3) and mediation (H5) effect of sadness between animosity and switching intentions were not supported in this research.

(Insert here Table III and Figure 2)

5. Discussion

The objectives of this investigation were fourfold. This research attempted to (1) identify two distinct negative emotional reactions (anger and sadness) that animosity might potentially trigger (2) explore the differential role of anger and sadness in motivating switching to brands with regional features (3) examine the impact of regional identification to induce switching from target-region brands to home-region brands, and finally (4) explore the indirect (mediation) role of the negative emotions in the relationship between animosity and regional brand switching. The proposed research has been developed in the food and beverage industry context, considering the Catalan regional conflict and its implications at the regional level of Castilla y León.

Consistent with our expectations, our findings show that situational regional animosity can in fact trigger both anger and sadness during an interregional conflict. This signifies that regional consumers who develop animosity towards a targeted-region might feel anger and blame the perceived source of conflict, or saddened by the whole (uncontrollable) situation. This finding is consistent with Lozano-Monterrubio and Huertas (2020) observation on the (Catalan) regional context, where anger and sadness were the most frequently expressed emotional reaction to describe the political turbulence in the region.

Moreover, the specific emotion of anger is found to promote switching to regional brands. This finding expands previous literature by indicating that angry consumers would favour switching to brands with regional origin traits, in an attempt to support the in-group community against out-group threats (Cramer 1991; Stürmer and

Snyder 2009). Furthermore, we do not only confirm the direct role of anger in triggering brand switching, but also the indirect mediating role played by the emotion in the model relationships. In other words, our result indicates that consumers who hold animosity towards a target-region and anger is elected during the interregional conflict, switching tendency towards home-region brands will be triggered. This result is consistent with previous animosity findings that acknowledged the indirect role of anger triggered by animosity in predicting the consumer's purchase behaviour (Harmeling et al. 2015).

Our results also show that sadness does not trigger any behavioural outcome within our research framework. This result confirms the passive nature of the emotion, which is consistent with the finding of Xing (2014) that acknowledged the lack of any motivational willingness for consumers who experience sadness to achieve the desired goal or avoid any undesired ones. Also, Durkin et al. (2018) highlighted that in respect to the high uncertainty emotions, sadness was found to be ineffective in triggering behavioural outcome. In our opinion, one probable reason for this non-significant relationship can be attributed to the fact that sadness is a low-arousal emotion that may not be related to action-related behaviours (Septianto and Chiew 2018). Sadness seems to be not strong enough, or perhaps, it might not trigger activation capable of leading to a change in consumers behaviour (Rucker and Petty 2004). In other words, sadness lacks intensity and/or activation to trigger switching behaviour. We encourage future research to further investigate other behavioural outcomes to the feeling of sadness as a negative emotion triggered by animosity.

Furthermore, in line with previous literature, the current study confirms the relationship between regional identification and the consumer's likelihood to switch to regional brands, which means that strongly identified consumers with their region may find purchasing a regional brand to be more convenient, as regional purchase might reflect their support to the in-group (Huang et al. 2015). This is consistent with the findings of Verlegh

(2007), who acknowledged the presence of positive bias towards domestic purchase guided by the consumers' degree of closeness with their in-group.

5.1. Theoretical implications

This research contributes to the literature in a variety of directions. First, it contributes to place-of-origin literature by directing attention to the consumers' perception of the alternative (switched-to) brands, instead of the animosity targeted (switched-from) brands. Precisely we focus on the in-group brands as an alternative switching option, in a regional setting, that has been mostly ignored in prior literature. Second, this research expands previous literature on consumer animosity, by introducing sadness as an emotional reaction triggered by situational regional animosity. As far as the authors' knowledge, sadness has not been recognised as a potential negative emotion triggered by animosity before. Moreover, this research acknowledged the differential impact of sadness (versus anger) in inducing behavioural outcome, which has been discussed in psychology as motives for in-group versus out-group comparison (DeSteno et al. 2004), but not from a marketing origin-bias perspective. Third, prior studies had highlighted the direct and mediating role of negative emotions in altering consumer behaviour (Antonetti et al. 2019; Harmeling et al. 2015; Kim 2019). However, none had examined the differential impact of negative emotions in triggering a switching behaviour to home-region brands, which this research sheds light on.

Fourth, this study extends current knowledge on brand switching, especially in the context of place-of-origin literature, by introducing switching to regional brands. Animosity literature has been criticised for the lack of studies that direct attention to the consumer reaction towards local-brands purchase during animosity outbreaks (Heinberg 2017). The current research focuses on this literature gap and concludes that the effect on regional brand switching would differ according to the type of emotion evoked by situational regional animosity during the conflict. Finally, this study contributes to the literature by explaining home-region bias through regional

identification, which we consider it to be an additional input to our framework and the extended body of research, as the wide majority of place-of-origin literature, focused on consumer ethnocentrism in their explanation of the favourability towards domestic purchase (Verlegh 2007), whereas, in-group identification received less attention in the literature (Verlegh 2007), in which the current research acknowledged and statistically confirm its importance in shaping consumer purchase behaviour during an unstable market condition.

5.2. Managerial implications

Our results may help brands operating in an unstable market -whether the brand is a target-region brand or an alternative one- to acquire a more holistic picture about the true magnitude of the (positive and negative) origin bias, especially in complex and competitive marketplaces such as the Spanish market. Based on the findings of this research, whenever signs of (positive or negative) origin bias are presented in the market, serious influences on the market dynamics may arise. Hence, marketers should not overlook such signs and potential implications. We feature our managerial recommendations in the following main questions: (1) how can brands from both sides (switched-from and switched-to brands) deal with origin bias in the short-term? And (2) what plans should be implemented by the switched-from brands to mitigate the impact of unfriendly origin obstacles and to ensure their business continuity during these tough times?

Brands from animosity-targeted origins operating in non-regional markets may find it extremely challenging to maintain market share during the height of an ongoing feud, especially if anger is the dominant emotion stemmed from the animosity outbreak. Therefore, we strongly advise brands operating in an unfriendly or unstable business environment to proceed with caution and to closely monitor the level of consumer aggression and negativity towards their brands and its origin. This may help in the early detection of a potential threat or danger to their business if a possible animosity wave targeting their brands is about to erupt. Having this

awareness of the situation -ahead of time- can help to respond effectively and in a timely manner to the unfortunate event, especially if a strong response strategy is implemented that can effectively deal with such animosity outbreaks from its early stages (Ettenson and Klein 2005).

One suggested tactic that could be employed to mitigate the current (or expected) suffering and discourage switching from brands that are the target of animosity is to deliberately disassociate the brand from the unfavourable origin, and instead promote a more favourably perceived origin-association of the brand to the consumers. For instance, in an interregional context, Catalan brands when operating in the Spanish market -out of their regional territory- can emphasise a more favourable "broad" origin-association (i.e. EU origin), rather than specifying particular regional labelling. Accordingly, this suggestion might be attained through more customised and adaptive marketing strategies depending on the market sensitivity (versus favourability) to certain origins. This tactic may help the brand to appear more domestic and thus assist in containing the potential negative impact of an animosity outbreak. Another disassociation tactic that could be employed is moving the company's headquarters away from the conflicting location to avoid any unfavourable association between their brand and a specific regional dilemma.

As for regional brands that seek local expansion during market instability, our results reveal that regional identification can in fact motivate the consumer to switch to brands with regional characteristics. Therefore, for companies that desire expansion within their geographical territories, regional labelling and building awareness of brands' regionality might be some powerful differentiation tools to attract new regional consumers. As for regional authorities that would like to promote and support regional purchase within their regional territories, investing in "regional identification" projects and launching "buy regional" campaigns that are directed towards reinforcing regional belongingness, might help in the revival of regional brands' sales figures (Kreitner 2011). For instance, in Spain there are several programs that are intended to distinguish quality regional food and

beverage brands from other non-regional alternatives, programs such as “Tierra de Sabor” in Castilla y León (Belloso Pérez 2019), “Calidad Certificada” in Andalusia (Eurocarne 2003), and “Galicia Calidade” in Galicia (López Serrapio 2017). They are all programs that support regional brands' development, invest in bridging the gap between regional brand and consumer, and help to create a strong affective connection between regional consumers and their region which will then extend to its brands (i.e. regional brand favourability).

Furthermore, unstable periods can actually be the perfect timing for (direct and indirect) competitors to focus on attracting potential switchers who are prompted by positive and/or negative origin bias. Based on our research findings, we highly recommend companies to take into consideration -when segmenting the market- different emotions elected by the animosity outbreak. And accordingly, companies should create tailored marketing plans for every sub-segment of the market (e.g. consumers with various negative emotions) to achieve more stable and durable business-to-consumer relations and build a stronger base of loyal customers.

5.3. Limitations and future research

Despite the research contributions, several limitations need to be addressed in future avenues of research. First, this study assesses a specific unstable market condition for a single event, region and country. We are referring to the Spanish interregional conflict associated with the Catalan region, which might have limited the generalisation of our model. Nevertheless, we collected the information not during or just after the conflict (2018), but a bit later (2020) to see if the negative emotions, attitudes and behavioural intentions still remain. In addition, this study just examined one region, which limited the generalisation of our results. Thus, a broader sample in future studies would be highly recommended for the aim of generalisation. Also, it would be interesting to expand the scope of this study and further investigate how the proposed model would perform in other settings (e.g. other countries, regions, groups, etc.), likewise through other sources of conflicts (e.g. war/economic feuds) that might create either stable or situational impact on the market dynamics.

Second, although this research provides valuable insights into the current brand-switching literature, it only employed a cross-sectional one point-of-time data collection. Thus, additional investigations –in particular longitudinal ones- are highly recommended to be considered in the future, to capture the changes that take place over time and to answer questions like what will happen after this situational circumstance ends? Will consumers go back to their old habits (rebound to the old brand) or will they maintain their new relationship with the switched-to brand (long-lasting relationship)? Third, this study focuses on brand switching, as the central behavioural outcome experienced as a result of the origin bias. Further investigation should consider incorporating into the framework additional (active and passive) behavioural constructs that were previously suggested in the literature but were not the focus of this investigation, such as brand avoidance, negative word of mouth, brand resistance, willingness to buy local (Hawkins 2019; Li et al. 2017).

Further research on origin-related emotions should be directed towards conducting experimental studies to understand better the impact of single emotion induction (anger or sadness) versus a combination of both emotions on consumer purchase behaviour. The experimental approach might be ideal for tackling questions in upcoming studies like: will animosity trigger a single emotional reaction (anger or sadness) or a combination of them? Which emotion will be first induced? Can sadness trigger a strong emotion like anger or the concurrence of other variables needed to generate anger? Which emotion will dominate the other? And will the dominant emotion suppress or intensify the other emotion and its impact on consumer behaviour?

Moreover, we suggest enhancing further the current understanding of the regional identification variable and its related antecedents/consequences, and exploring other variables that were not accounted for in this study. For instance; perceived threat and out-group discrimination may better explain the formulation of the regional identification construct and clarify its relationship with other origin-related variables and behavioural outcomes.

And finally, it would be interesting for future research to examine the impact of brands tactically or directly disassociating themselves from their own origin in the time of crisis. This understanding might be important especially in the current era where consumers have limitless access to brand information. As such, disassociating a brand from its origin might affect customer's trust. Thus, further investigation might be useful to delve more into this subject and understand the (positive and negative) influences of the brand-origin disassociation on consumer behaviour.

Conflict of interest

On behalf of all authors, the corresponding author states that there is no conflict of interest.

References

- Abdelwahab, D., Jiménez, N. H., San-Martín, S., and Prodanova, J. (2020) Between love and boycott: a story of dual origin brands. *Spanish Journal of Marketing-ESIC* 24 (3): 377-402.
- Agrodigital (2020) Castilla y leon, the largest pantry in Europe of quality agri-food products. 15 June, <https://www.agrodigital.com/2020/06/15/castilla-y-leon-la-mayor-despensa-de-europa-de-productos-agroalimentarios-de-calidad/>, accessed 21 January 2021.
- Aichner, T. (2014) Country-of-origin marketing: A list of typical strategies with examples. *Journal of Brand Management* 21 (1) :81-93.
- Antonetti, P., Manika, D., and Katsikeas, C. (2019) Why consumer animosity reduces product quality perceptions: The role of extreme emotions in international crises. *International Business Review* 28 (4): 739-753.
- 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.
- Beatty, P. C., & Willis, G. B. (2007) Research synthesis: The practice of cognitive interviewing. *Public opinion quarterly* 71 (2): 287-311.
- Belloso Pérez, S. (2019) Sede de “tierra de sabor”, Proyecto de centro de exposición, promoción, desarrollo y venta de productos agroalimentarios vinculados a Castilla y León, en Valladolid. Degree Project, Valladolid.
- Beverland, M., & Lindgreen, A. (2002) Using country of origin in strategy: The importance of context and strategic action. *Journal of Brand Management* 10 (2): 147-167.
- Brunat, D. (2018) El boicot desata la 'Guerra del cava' entre productores catalanes y el resto de España. 21 January, https://www.elconfidencial.com/empresas/2018-01-21/guerra-cava-freixenet-codorniu-extremadura-valencia_1508167/, accessed 19 January 2021.
- Campbell, M.C., Inman, J.J., Kirmani, A., and Price, L. L. (2020) In Times of Trouble: A Framework for Understanding Consumers' Responses to Threats. *Journal of Consumer Research* 47 (4) :311–326

- Cheah, I., Phau, I., Kea, G., & Huang, Y. A. (2016) Modelling effects of consumer animosity: Consumers' willingness to buy foreign and hybrid products. *Journal of Retailing and Consumer Services* 30: 184-192.
- Cobbs, J., Martinez del Campo del Castillo, D., David Tyler, B., and Ditter, J. (2019) Regional Variation in Rivalry: Canadians Really are Friendlier. *Journal of International Consumer Marketing* 31 (3): 191-202.
- Cohen, J. (1988) *Statistical Power Analysis for the Behavioral Sciences*. Lawrence Erlbaum Associates, Inc., Hillsdale, New Jersey.
- Cramer, P. (1991) Anger and the use of defense mechanisms in college students. *Journal of Personality* 59 (1): 39-55.
- Curran, P. (2013) Stand Up And Tell Them You're From Detroit: belonging, Attachment, And Regional Identity Among Suburban Detroiters. Master Thesis, Wayne State University, Detroit, Michigan.
- Dang, J., Ekim, Z. E., Ohlsson, S., & Schiöth, H. B. (2020) Is there prejudice from thin air? Replicating the effect of emotion on automatic intergroup attitudes. *BMC psychology* 8:1-6.
- DeSteno, D., Dasgupta, N., Bartlett, M. Y., & Caidric, A. (2004) Prejudice from thin air: The effect of emotion on automatic intergroup attitudes. *Psychological Science* 15 (5): 319-324.
- Durkin, S., Bayly, M., Brennan, E., Biener, L., and Wakefield, M. (2018) Fear, sadness and hope: Which emotions maximize impact of anti-tobacco mass media advertisements among lower and higher SES groups? *Journal of Health Communication* 23 (5): 445-461.
- Ettenson, R., and Klein, J.G. (2005) The fallout from French nuclear testing in the South Pacific. *International Marketing Review* 22 (2): 199-224.
- Eurocarne, (2003) The Junta de Andalucía has launched the campaign to promote the "Certified Quality" brand". 16 December, <https://eurocarne.com/noticias/codigo/1302/kw/La+Junta+de+Andaluc%C3%ADa+ha+puesto+en+marcha+la+campa%C3%B1a+de+promoci%C3%B3n+de+la+marca+%E2%80%9CCalidad+Certificada%E2%80%9D>, accessed 21 January 2021.
- Fernández-Ferrín, P., Bande, B., Martín-Consuegra, D., Díaz, E., & Kastenholz, E. (2020) Sub-national consumer ethnocentrism and the importance of the origin of food products: an exploratory analysis. *British Food Journal* 122 (3): 995-1010.
- Fornell, C. and Larcker, D.F. (1981) Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research* 18 (1): 39-50.
- Funches, V. (2011) The consumer anger phenomena: causes and consequences. *Journal of Services Marketing* 25 (6): 420–428.
- Gallardo Mateos, P. (2014) The influence of the spanish decentralization process, the european regionalism and globalization in the regionalization of Extremadura. Doctoral dissertation, Fernando Pessoa University, Porto, Portugal.
- Garg, N., and Lerner, J.S. (2013) Sadness and consumption. *Journal of Consumer Psychology* 23 (1): 106-113.
- Govender, K. (2015) Toilet-care product brand switching behaviour: a case study of consumers of Cosmo City, Gauteng Province, South Africa. Doctoral dissertation, University of KwaZulu-Natal, South Africa.
- Graham-Harrison, E. (2017) The view from Madrid: anger and sadness as Catalans prepare for vote, 23 September, <https://www.theguardian.com/world/2017/sep/23/anger-madrid-catalans-independence-vote>, accessed 21 January 2021.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016) *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage publications.

- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011) PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice* 19: 139–151.
- Harmeling, C.M., Magnusson, P., and Singh, N. (2015) Beyond anger: A deeper look at consumer animosity. *Journal of International Business Studies* 46 (6): 676-693.
- Hawkins, M.A. (2019) The effect of activity identity fusion on negative consumer behavior. *Psychology & Marketing* 36 (4): 395-409.
- Heinberg, M. (2017) Outbreaks of animosity against the West in China: effects on local brand consumption. *International Marketing Review* 34 (4): 514-535.
- Henseler, J., Hubona, G., and Ray, P. (2016) Using PLS path modeling in new technology research: Updated guidelines. *Industrial Management & Data Systems* 116 (1): 2-20
- Hinck, W. (2005) The role of domestic animosity in consumer choice: empirical evidence from Germany. *Journal of Euromarketing* 14 (1-2): 87-104.
- Hsieh, J. K., Hsieh, Y. C., Chiu, H. C., & Feng, Y. C. (2012) Post-adoption switching behavior for online service substitutes: A perspective of the push–pull–mooring framework. *Computers in Human Behavior* 28 (5): 1912-1920.
- Huang, Y. A., Phau, I., & Lin, C. (2010) Consumer animosity, economic hardship, and normative influence: How do they affect consumers' purchase intention?. *European Journal of Marketing* 44 (7/8): 909-937.
- Huang, Y.A., Lin, C., and Yen, D.A. (2015) Animosity within borders. *Asia Pacific Journal of Marketing and Logistics* 27 (5): 692-716.
- Hung, Y.C., Zheng, X., Carlson, J., and Giurge, L.M. (2017) The weight of the saddened soul: the bidirectionality between physical heaviness and sadness and its implications for sensory marketing. *Journal of Marketing Management* 33 (11-12): 917-941.
- Jader, K. (2007) Conditionings of development of the concept for selling regional products in the Wielkopolska food products market. *Roczniki Akademii Rolniczej w Poznaniu. Ekonomia* 6: 39-49.
- Jin, Y., & Pang, A. (2010) Future directions of crisis communication research: Emotions in crisis—The next frontier. *Handbook of crisis communication*, 677-682.
- Johnson, Z. S., Tian, Y., & Lee, S. (2016) Country-of-origin fit: when does a discrepancy between brand origin and country of manufacture reduce consumers' product evaluations? *Journal of Brand Management* 23 (4): 403-418.
- Jung, K., Ang, S.H., Leong, S.M., Tan, S.J., Pornpitakpan, C., and Kau, A.K. (2002) A typology of animosity and its cross-national validation. *Journal of Cross-Cultural Psychology* 33 (6): 525-539.
- Kenny, D. A., Kashy, D. A., & Bolger, N. (1998) Data analysis in social psychology. In D. Gilbert, S. Fiske, & G. Lindzey (Eds.), *The handbook of social psychology*, Boston, MA: McGraw-Hill.
- Kim, H.J., & Cameron, G.T. (2011) Emotions matter in crisis: The role of anger and sadness in the publics' response to crisis news framing and corporate crisis response. *Communication Research* 38 (6): 826-855.
- Kim, J. (2020) Impact of the Perceived Threat of COVID-19 on Variety-seeking. *Australasian Marketing Journal (AMJ)* 28 (3): 108-116
- 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 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.
- Kreitner, E.N. (2011) Exploration Of Regional Food Labelling Programs. Bachelor Thesis, Lakehead University.
- Kumara, P. S., & Canhua, K. (2010) Perceptions of country of origin: An approach to identifying expectations of foreign products. *Journal of Brand Management* 17 (5): 343-353.
- Lantz, G. and Loeb, S. (1998) An examination of the community identity and purchase preferences using the social identity approach. *Advances In Consumer Research*, in Alba, J.W. and Hutchinson, J.W. (Eds), Association for Consumer Research, Provo, UT 25: 486-491.
- Laros, F.J.M., and Steenkamp, J.B.E.M. (2005) Emotions in consumer behavior: A hierarchical approach. *Journal of Business Research* 58 (10): 1437–1445.
- Lazarus, R.S. (1991) Cognition and motivation in emotion. *American psychologist* 46 (4): 352.
- Lee, S., and Kim, D.Y. (2021) Brand tourism effect in the luxury hotel industry. *Journal of Product & Brand Management* 30 (1): 90-103.
- Lee, S., Chua, B.L., and Han, H. (2020) Variety-seeking motivations and customer behaviors for new restaurants: An empirical comparison among full-service, quick-casual, and quick-service restaurants. *Journal of Hospitality and Tourism Management* 43: 220-231.
- Leong, S.M., Cote, J.A., Ang, S.H., Tan, S.J., Jung, K., Kau, A.K., and Pornpitakpan, C. (2008) Understanding consumer animosity in an international crisis: nature, antecedents, and consequences. *Journal of International Business Studies* 39 (6): 996-1009.
- Li, Y., Ashkanasy, N.M., and Mehmood, K. (2017). The experience of anger and sadness in response to hurtful behavior: Effects of gender-pairing and national culture. *Asia Pacific Journal of Management* 34 (2): 423-441.
- Lin, H.C. (2014) The effects of food product types and affective states on consumers' decision making. *British Food Journal* 116 (10): 1550-1560.
- Liu , Y., Li, H., Xu, X., Kostakos, V., and Heikkilä, J. (2016) Modeling consumer switching behavior in social network games by exploring consumer cognitive dissonance and change experience. *Industrial Management & Data Systems* 116 (4): 801-820.
- López del Paso, R., Benítez, F. B., Casquero, F. C., Reina, C. D., García, F. M., López, J. A. M., Montañez, R. D., Jobacho, L. R., García, A. C., & Guirado, J. A. P. (2019) The agriculture sector in Castilla y León 2019 report, https://www.analistaseconomicos.com/system/files/IAACyL2019_0.pdf, accessed 21 January 2021.
- López Serrapio, P. (2017) Translation, advertising and identity in Galicia(n): an analysis of the websites of companies certified by the brand Galicia Calidade. Doctoral dissertation, University of Birmingham, United Kingdom.
- Lozano-Monterrubio, N., and Huertas, A. (2020) The image of Barcelona in Online Travel Reviews during 2017 Catalan independence process. *Communication & Society* 33 (3): 33-49.
- Maher, A.A., and Mady, S. (2010) Animosity, subjective norms, and anticipated emotions during an international crisis. *International Marketing Review* 27 (6): 630-651.

- Maheswaran, D., and Chen, C.Y. (2006) Nation equity: Incidental emotions in country-of-origin effects. *Journal of consumer research* 33 (3): 370-376.
- McCallum, S. (2017) Catalan independence referendum is a sad time for Spain, 5 October, <http://www.bbc.co.uk/newsbeat/article/41506660/catalan-independence-referendum-is-a-sad-time-for-spain>, accessed 21 January 2021.
- Meixner, O., and Knoll, V. (2012) An expanded model of variety-seeking behaviour in food product choices. *British Food Journal* 114 (11): 1571-1586.
- Menidjel, C., Benhabib, A., and Bilgihan, A. (2017) Examining the moderating role of personality traits in the relationship between brand trust and brand loyalty. *Journal of Product & Brand Management* 26 (6): 631–649.
- O'Leary-Kelly, S. W., & Vokurka, R. J. (1998) The empirical assessment of construct validity. *Journal of operations management* 16 (4): 387-405.
- Podsakoff, P.M. and Organ, D.W. (1986) Self-reports in organizational research: problems and prospects. *Journal of Management* 12 (4): 531-544.
- Riefler, P., & Diamantopoulos, A. (2007) Consumer animosity: a literature review and a reconsideration of its measurement. *International Marketing Review* 24 (1): 87-119.
- Rodriguez Mosquera, P.M., Khan, T., and Selya, A. (2017) American Muslims' Anger and Sadness about In-group Social Image. *Frontiers in psychology* 7: 1-9.
- Romani, S., Grappi, S., & Dalli, D. (2008) I Feel Uneasy With This Brand! Consumers' Negative Emotions to Brands and Behavioral Responses. *Proceedings of the 1st International Consumption and Consumer Resistance Conference; 28 November, Paris, France, IRG-University Paris.*
- Romani, S., Grappi, S., and Dalli, D. (2012) Emotions that drive consumers away from brands: Measuring negative emotions toward brands and their behavioral effects. *International Journal of Research in Marketing* 29 (1): 55-67.
- Romani, S., Grappi, S., and Dalli, D. (2007) Measuring negative emotions to brands. *Actes de la 3e German French Austrian Conference on Quantitative Marketing, Paris.*
- Roos, I. (1999) Switching processes in customer relationships. *Journal of Service Research* 2 (1): 68-85.
- Rucker, D.D., and Petty, R.E. (2004) Emotion specificity and consumer behavior: Anger, sadness, and preference for activity. *Motivation and Emotion* 28 (1): 3-21.
- Saeed, M., and Azmi, I.A.G. (2019) A cross-cultural study of staying reasons of American brands. *Journal of Islamic Marketing* 10 (1): 249-268.
- Septianto, F., & Chiew, T. M. (2018) The effects of different, discrete positive emotions on electronic word-of-mouth. *Journal of Retailing and Consumer Services* 44: 1-10.
- Shaver, P., Schwartz, J., Kirson, D. and O'Connor, C. (1987) Emotion knowledge: further exploration of a prototype approach. *Journal of Personality and Social Psychology* 52 (6): 1061-1086.
- Shi, B., Li, S., Zhang, X., & Zhang, D. (2017) Social-versus personal-oriented purchases: impacts of worry versus sadness on young consumers. *Journal of Consumer Marketing* 34 (7): 566–576.
- Statista (2020) Food & Beverages, <https://www.statista.com/outlook/253/153/food-beverages/spain#market-age>, accessed 16 July 2021.

- Stürmer, S., & Snyder, M. (2010) Helping 'us' versus 'them': Towards a group-level theory of helping and altruism within and across group boundaries. In S. Stürmer, & M. Snyder (Eds.), *The psychology of prosocial behavior: Group processes, intergroup relations, and helping*. Oxford, UK: Wiley-Blackwell, 33-58.
- Supphellen, M., & Rittenburg, T. L. (2001) Consumer ethnocentrism when foreign products are better. *Psychology & Marketing* 18 (9): 907-927.
- Tajfel, H. (1982) Social psychology of intergroup relations. *Annual review of psychology* 33 (1): 1-39.
- Trijp, H.C.V., Hoyer, W.D., and Inman, J.J. (1996) Why Switch? Product Category-Level Explanations for True Variety-Seeking Behavior. *Journal of marketing research* 33 (3): 281-292.
- Tzeng, S.Y., and Wong, W.M. (2016) Retention or defection? Chinese consumers' decision-making styles for domestic and global brands. *South African Journal of Business Management* 47 (4): 83-92.
- Van der Lans, I.A., Van Ittersum, K., De Cicco, A., and Loseby, M. (2001) The role of the region of origin and EU certificates of origin in consumer evaluation of food products. *European Review of Agricultural Economics* 28 (4): 451-477.
- 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.
- Wang, W., He, H., & Li, Y. (2013) Animosity and willingness to buy foreign products: Moderating factors in decision-making of Chinese consumers. *Asia Pacific Business Review* 19 (1): 32-52.
- Watanabe, N.M., Yan, G., and Soebbing, B.P. (2019) Market disruption as a regime for athlete activism: An economic analysis of college football player protests. *Sport Management Review* 22 (5): 600-612.
- Weijters, B., & Baumgartner, H. (2012) Misresponse to reversed and negated items in surveys: A review. *Journal of Marketing Research* 49 (5): 737-747.
- Xing, C. (2014) Effects of anger and sadness on attentional patterns in decision making: an eye-tracking study. *Psychological reports* 114 (1): 50-67.
- Zeugner-Roth, K.P. Zabkar, V. and Diamantopoulous, 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.
- Zhang, C., and Laroche, M. (2020) Brand hate: a multidimensional construct. *Journal of Product & Brand Management* 30 (3): 392-414.

Figures and tables

Figure 1. The research model and related hypotheses

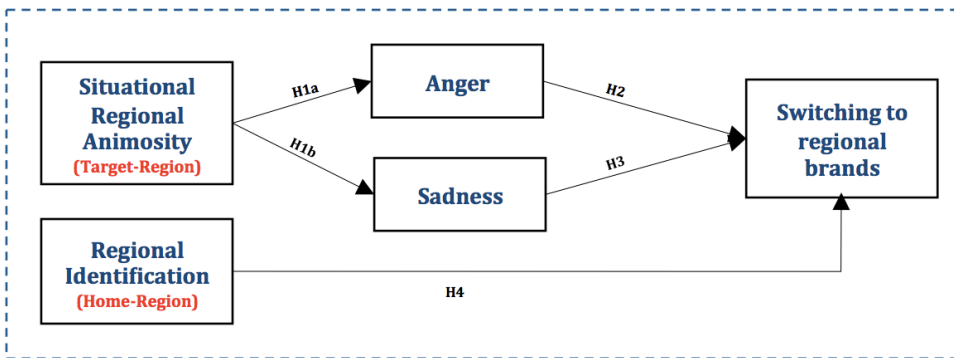
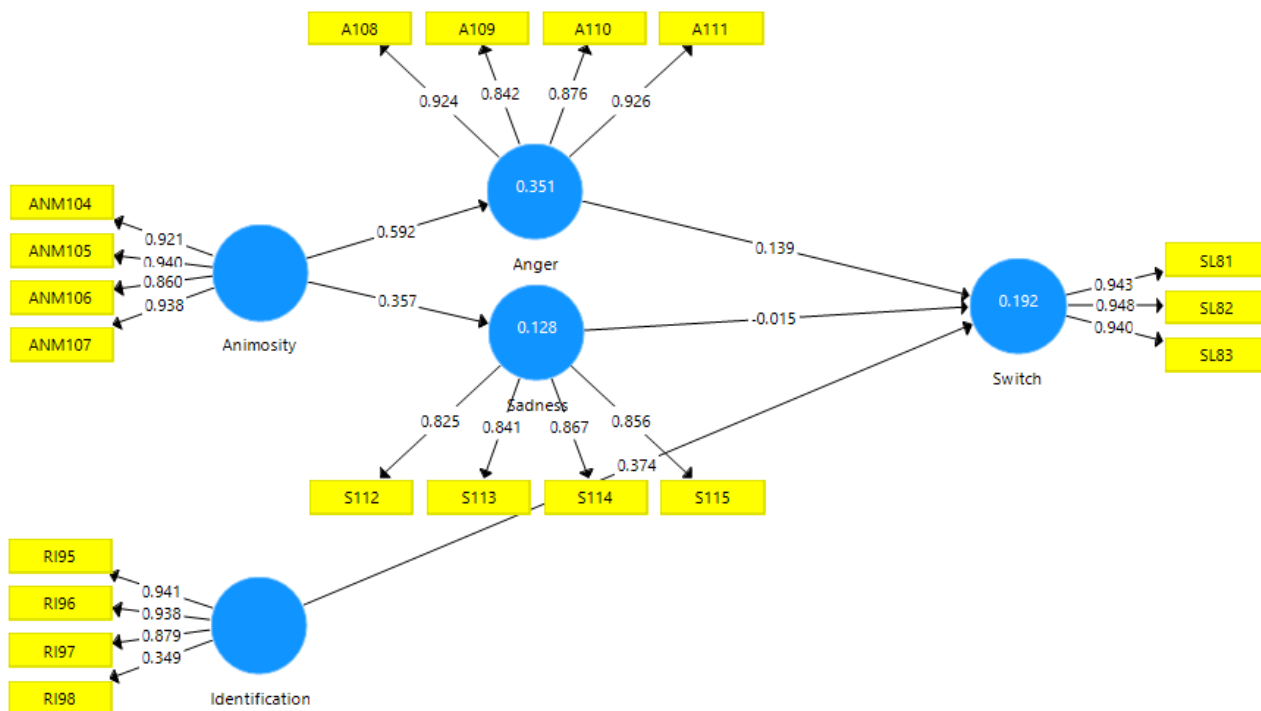


Figure 2. Initial PLS Algorithm Results



Source: PLS Output

Table I. Measurement model estimation

| Latent Variable | Items | Loadings | Cronb. α | CR | AVE |
|---------------------------------------|---|----------|-----------------|-------|-------|
| Regional Identification | Being a member of (my) region means a lot to me. | 0.944** | 0.912 | 0.945 | 0.851 |
| | I am proud to be a member of (my) region. | 0.938** | | | |
| | When a foreign person praises (my) region, it feels like a personal compliment. | 0.885** | | | |
| Situational Regional Animosity | This region wants to gain power over the rest of the Spanish regions. | 0.921** | 0.935 | 0.954 | 0.838 |
| | This region is taking advantage of Spain. | 0.940** | | | |
| | This region has too much influence in Spain. | 0.860** | | | |
| | This region is unfair with the rest of the Spanish regions. | 0.938** | | | |
| Anger | Angry | 0.924** | 0.915 | 0.940 | 0.797 |
| | Mad | 0.842** | | | |
| | Frustrated | 0.876** | | | |
| | Irritated | 0.926** | | | |
| Sadness | Depressed | 0.825** | 0.873 | 0.910 | 0.718 |
| | Sad | 0.841** | | | |
| | Heartbroken | 0.867** | | | |

| | | | | | |
|-------------------------------------|---|---------|-------|-------|-------|
| | Gloomy | 0.856** | | | |
| Switching to Regional Brands | I am considering switching from this (Catalan) brand and buy other brands from my region instead. | 0.944** | | | |
| | The likelihood of me switching from this (Catalan) brand to other brands from my region is high. | 0.947** | 0.938 | 0.960 | 0.890 |
| | I am considering decreasing my purchase to this (Catalan) brand and increasing the purchase of other brands from my region. | 0.939** | | | |

Note: **p<0.001

Table II. Correlation matrix and Heterotrait-Monotrait (HTMT) ratio

| | (1) | (2) | (3) | (4) | (5) |
|---|--------------|--------------|--------------|--------------|--------------|
| (1) Regional Identification | 0.923 | 0.470 | 0.396 | 0.248 | 0.457 |
| (2) Situational Regional Animosity | 0.437 | 0.915 | 0.629 | 0.374 | 0.360 |
| (3) Anger | 0.366 | 0.592 | 0.893 | 0.799 | 0.281 |
| (4) Sadness | 0.225 | 0.357 | 0.718 | 0.847 | 0.174 |
| (5) Switching to Regional Brands | 0.425 | 0.341 | 0.265 | 0.167 | 0.943 |

Note: the main diagonal (in bold) shows the square root of the average variance extracted (AVE). The correlation between latent variables are presented below diagonal and above the diagonal the ratio HTMT.

Table III. Structural model results

| Hypothesised direct relations | Coefficient β (t Value) | Result |
|---|---|---------------|
| H1a: Situational Regional Animosity → Anger | 0.592(19.573)** | Supported |
| H1b: Situational Regional Animosity → Sadness | 0.357 (10.027)** | Supported |
| H2: Anger → Switching to Regional Brands | 0.139 (2.394)* | Supported |
| H3: Sadness → Switching to Regional Brands | -0.018 (0.316) ^{ns} | Not supported |
| H4: Regional identification → Switching to Regional Brands | 0.378 (9.025)** | Supported |
| Hypothesised indirect relations: Mediation of Negative emotions (H5) | | |
| Situational Regional Animosity → Anger → Switching to Regional Brands | 0.075 (2.944)* | Supported |
| Situational Regional Animosity → Sadness → Switching to Regional Brands | 0.027 (1.762) ^{ns} | Not supported |

Note: **p<0.001; *p<0.05; ^{ns}=not significant.