

## Consumer Xenocentrism and its Impact on Foreign Product Purchase Intentions: An Empirical Investigation

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### ABSTRACT

This study empirically investigates the influence of consumer xenocentrism on the purchase intention for foreign products. Drawing upon existing literature, we define consumer xenocentrism as a consumer's belief that foreign products are inherently superior to domestic products, leading to a preference for foreign goods. A quantitative research design was employed, utilizing a survey method to collect data from a sample of adult consumers across multiple regions. Measures included established scales for consumer xenocentrism, product attitudes, country-of-origin image, perceived quality, perceived value, and purchase intention. The findings indicate a significant positive relationship between consumer xenocentrism and the purchase intention for foreign goods, suggesting that higher levels of xenocentrism are associated with a greater likelihood of purchasing foreign products. This research contributes significantly to the understanding of consumer behavior in globalized markets, offering profound theoretical insights into the complex dynamics of xenocentrism and providing comprehensive practical implications for international marketers, especially in diverse and emerging economies.

**KEYWORDS:** Consumer xenocentrism, foreign product purchase intentions, consumer behavior, cross-cultural marketing, perceived product superiority, global consumption, brand preference, international marketing strategy, cultural attitudes, empirical research.

### INTRODUCTION

In an era characterized by unprecedented global interconnectedness and market integration, understanding the intricate dynamics of consumer attitudes towards products of varying origins has become an imperative for both academic researchers and practitioners in the realm of international business. The proliferation of international trade, the ubiquitous presence of multinational corporations, and the ease of cross-border information flow have collectively reshaped the consumer landscape, making the study of consumer preferences for domestic versus foreign goods more critical than ever before. While the concept of consumer ethnocentrism—defined as the belief in the superiority of one's own country's products and a corresponding reluctance to purchase foreign goods—has long been a cornerstone of consumer behavior research, its antithetical counterpart, consumer xenocentrism, has only recently begun to receive the scholarly attention it warrants [15, 22].

Consumer xenocentrism (CX) is fundamentally characterized by a consumer's inherent conviction that products originating from foreign countries are intrinsically superior to, or more desirable than, comparable domestic offerings [3, 16]. This disposition often manifests as a devaluation of local goods and brands, irrespective of their actual quality, functionality, or competitive pricing [3, 16, 20]. At its core, consumer xenocentrism reflects a bias towards foreign products simply because of their non-domestic origin, driven by a complex interplay of perceptions and psychological factors. This phenomenon is not merely a superficial preference but often deeply rooted in a consumer's broader worldview and their perception of their own culture relative to others.

The foundational concept of xenocentrism itself traces its origins to the sociological discourse, first articulated by Kent and Burnight (1951) [14, 28]. In its broader sociological context, xenocentrism describes a general preference for the

cultural elements, values, and customs of other groups over one's own. When transposed into the domain of consumption, this sociological construct directly translates into a palpable bias towards foreign goods and services [3]. The drivers of this bias are multifaceted and can encompass a range of perceived advantages attributed to foreign products, including but not limited to, higher perceived quality, superior design aesthetics, advanced technological sophistication, or even the potent symbolic value and status associated with international brands [4, 10, 11]. For instance, the seminal work by Batra et al. (2000) meticulously demonstrated how the origin of a brand, whether local or nonlocal, exerts a significant influence on consumer attitudes, particularly within the dynamic markets of developing countries [4]. Furthermore, Belk (2000) provided early insights into consumption patterns that implicitly or explicitly reflect such preferences for foreign goods, often linked to aspirations for social mobility or identification with global elites [5].

The burgeoning body of recent research has begun to systematically explore the intricate and multifaceted nature of consumer xenocentrism, meticulously examining its diverse antecedents and far-reaching consequences [23]. Scholars have delved into its complex interrelationships with other critical consumer dispositions, such as ethnocentrism, and have investigated how broader societal factors like national culture and the perceived globalness of a brand can moderate these relationships [1]. For example, Areiza-Padilla and Cervera-Taulet (2023) conducted a rigorous investigation into the consequences of both xenocentrism and ethnocentrism on the brand image of a global giant like Starbucks, carefully considering the moderating influences of national culture and the perceived global appeal of the brand [1]. In a similar vein, Hyun and Lee (2022) explored the nuanced roles of ethnocentrism and xenocentrism within the specific context of perceived authenticity in ethnic restaurants, highlighting how these dispositions shape consumer experiences and evaluations [12].

The genesis and proliferation of consumer xenocentrism can be attributed to a confluence of factors, ranging from the pervasive influence of social media-based spatial imagery to deeper psychological processes such as disidentification with one's own culture [2, 13]. Arora et al. (2019) underscored the significant moderating role of culture in the interplay between social media-based spatial imagery, consumer xenocentrism, and the dynamics of word-of-mouth communication within global virtual teams, illustrating the digital age's impact on consumer biases [2]. Concurrently, Jiang and Christian (2023) advanced a comprehensive conceptual model that meticulously explores the emergence of consumer xenocentrism, placing particular emphasis on its key antecedents and the pivotal role of cultural disidentification as a driving force [13].

Despite the escalating academic interest and the increasing recognition of its significance, there remains a discernible gap in the literature concerning a truly comprehensive and granular understanding of how consumer xenocentrism directly impacts purchase intention for foreign products across a broad spectrum of diverse consumer segments and varied product categories [6, 17]. While several pioneering studies have indeed touched upon this critical relationship, some indicating a direct and potent influence [6, 17], others have primarily focused on exploring the mediating roles of ancillary factors such as product attitudes or the overarching country-of-production image [6, 11]. For instance, Camacho et al. (2020) provided valuable insights by highlighting the mediating role of product attitudes in unraveling the intricate influence of xenocentrism on consumer purchase intentions [6]. Similarly, Ghafourian et al. (2021) meticulously analyzed the pivotal role of the image associated with the country of production and the specific brand attitude in mediating the impact of consumer xenocentrism on the propensity to purchase foreign products [11].

This comprehensive study endeavors to bridge this identified research gap by empirically investigating the direct and indirect effects of consumer xenocentrism on the purchase intention for foreign products. Going beyond simple correlation, we hypothesize that a higher degree of consumer xenocentrism will lead to a significantly greater intention to purchase foreign products, with product attitudes, perceived quality, perceived value, and country-of-origin image acting as key mediating variables. This research is poised to make a substantial contribution to the existing body of literature by providing robust empirical evidence on this crucial consumer disposition. Furthermore, it aims to offer invaluable, actionable insights for businesses strategically operating in the increasingly complex and competitive international markets, enabling them to refine their marketing strategies and product positioning to effectively cater to or counteract xenocentric consumer tendencies.

## Literature Review

### The Conceptualization of Consumer Xenocentrism

The concept of xenocentrism, derived from the Greek word "xenos" meaning "foreign visitor" or "stranger," was initially introduced by sociologists Kent and Burnight (1951) [14, 28] to describe a general preference for the cultural elements, values, and products of other groups over one's own. In the context of consumer behavior, this broad sociological concept was refined into "consumer xenocentrism" (CX) by Mueller and Broderick (2008) [19], who conceptualized it as an insistent willingness to purchase foreign products despite the presence of high-quality domestic equivalents. Balabanis and Diamantopoulos (2016) further elaborated on this,

defining consumer xenocentrism as consumers' beliefs about the inferiority of domestic products and their tendency to prefer foreign products as a means to improve their social status or express a global identity [3]. This two-dimensional conceptualization—perceived inferiority of domestic products and social aggrandizement through foreign product consumption—provides a robust framework for understanding the psychological underpinnings of CX [3].

Unlike consumer ethnocentrism, which champions local products and views foreign goods with skepticism or disdain, consumer xenocentrism represents an inverse bias, where foreign products are perceived as inherently superior, more modern, or more prestigious [3, 16]. This preference is not always rational and can stem from socio-psychological factors, including the aspiration to earn respect or associate oneself with perceived social and economic ideals that critique one's own national system [19].

### Antecedents of Consumer Xenocentrism

The emergence and strength of consumer xenocentrism are influenced by a variety of individual, cultural, and societal factors.

- **Socio-Psychological Factors:** Mueller and Broderick (2008) suggested that a biased attitude towards foreign products might reflect an association with social and economic ideals that critique one's own national system, leading to a preference for foreign goods to earn respect or signify a certain status [19]. This is particularly relevant in developing markets where foreign products might be seen as symbols of modernity or success.
- **Demographic Variables:** Research indicates that demographic characteristics play a significant role in shaping xenocentric tendencies. Lawrence (2012) found that consumers with higher income levels tend to exhibit higher xenocentrism [27]. Similarly, studies by Mueller et al. (2016) in China and Kala and Chaubey (2016) in India observed that young consumers and those with higher social status or income levels display greater xenocentric tendencies, often perceiving foreign products as superior [13, 20]. However, some studies, such as Sheikhepoor et al. (2020), found no significant difference in xenocentrism based on gender, income, or educational background in certain contexts, highlighting the context-specific nature of these relationships [26].
- **Cultural Factors:** Culture plays a moderating role in the expression of xenocentrism. Arora et al. (2019) demonstrated that cultural dimensions like power distance, individualism, and masculinity influence the relationship between consumer xenocentrism and electronic word-of-mouth, suggesting that cultural values shape how xenocentric tendencies are manifested [2].
- **Disidentification:** Jiang and Christian (2023) proposed a conceptual model where disidentification with one's own culture can serve as an antecedent to consumer xenocentrism, suggesting that a lack of connection or even rejection of one's domestic cultural elements can lead to an embrace of foreign ones [12].
- **Environmental Concern and Trust:** Ghaffar et al. (2023) identified high environmental concern and trust in sustainable producers as antecedents of consumer xenocentrism, linking it to sustainable consumption behavior. This indicates that ethical considerations can also drive preferences for foreign products if they are perceived as more sustainable [9].

### Consequences of Consumer Xenocentrism

The primary consequence of consumer xenocentrism, as explored in this study, is its direct and indirect impact on purchase intention for foreign products.

- **Purchase Intention for Foreign Products:** Numerous studies have established a positive relationship between consumer xenocentrism and the intention to purchase foreign products. Dachs-Wiesinger (2018) found a positive effect in Austrian consumers [7]. Diamantopoulos et al. (2019) observed that CX positively affects original foreign product purchase intention while negatively impacting domestic product purchase intention in Russian consumers [8]. Similar findings were reported by Rettanai Kannan (2020) [24], Ghafourian et al. (2021) [10], Camacho et al. (2020) [6], and Mahmoud et al. (2023) [17], all confirming that higher levels of xenocentrism correlate with a greater willingness to purchase imported goods.
- **Mediating Roles of Product Attitude and Country-of-Origin Image:** The relationship between CX and purchase intention is often mediated by other factors. Camacho et al. (2020) explicitly identified product attitudes as a mediating variable, where xenocentrism leads to more positive attitudes towards foreign products, which then drives purchase intentions [6]. Ghafourian et al. (2021) similarly highlighted the role of the country-of-production image and brand attitude in mediating this relationship [10]. Consumers with xenocentric tendencies tend to perceive foreign products as having superior quality, prestige, and reliability based on their country of origin [10, 13].
- **Brand Image and Preferences:** Areiza-Padilla and Cervera-Taulet (2023) found that xenocentrism positively affects the image of global and foreign brands, suggesting that this disposition can enhance the perception and appeal of international brands [1]. Diamantopoulos et al. (2019) also modeled how CX impacts preferences for both domestic and foreign

brands, illustrating its broad influence on brand perception [8].

- Other Behavioral Outcomes: Beyond purchase intention, consumer xenocentrism can influence other behavioral outcomes. Kisawike (2015) explored its impact on risk perceptions and involvement in decision-making processes, particularly concerning sensitive product categories like malaria medication [16]. Pham and Nguyen (2020) and Nguyen and Pham (2021) also linked xenocentrism to consumer sentiments and personality traits influencing purchase intentions, suggesting a deeper psychological connection [22, 23].

### Gaps in Current Literature and Research Objectives

While the existing literature provides a solid foundation for understanding consumer xenocentrism, several areas warrant further in-depth investigation.

1. Comprehensive Mediating Mechanisms: Although product attitude and country-of-origin image have been identified as mediators, a more comprehensive model incorporating other potential mediators such as perceived quality, perceived value, and brand trust could provide a more holistic understanding of the pathways through which xenocentrism influences purchase intention.
2. Contextual Nuances: Many studies are localized (e.g., Chinese consumers for electronics [27], Brazilian wine consumers [18], Iranian beverage industry [26]). There is a need for studies that explore CX across diverse economic, political, and cultural contexts to understand its generalizability and specific manifestations.
3. Longitudinal Perspectives: The majority of existing research is cross-sectional. Longitudinal studies are needed to track the evolution of xenocentric tendencies and their impact on consumer behavior over time, especially in rapidly changing global markets.
4. Behavioral vs. Attitudinal Outcomes: While purchase intention is a strong predictor, further research could explore actual purchase behavior and post-purchase evaluations in relation to xenocentrism.
5. Demographic Heterogeneity: Although some studies have examined demographic differences, more nuanced investigations into how age, income, education, and ethnic identity interact with xenocentrism across different product categories and market conditions are needed.

### This study aims to address these gaps by:

- Empirically investigating the direct effect of consumer xenocentrism on purchase intention for foreign products.

- Exploring the mediating roles of product attitude, perceived quality, perceived value, and country-of-origin image in this relationship.
- Analyzing how consumer xenocentrism varies across different demographic segments within a broader, multi-regional consumer sample.
- Providing a more robust and generalized understanding of consumer xenocentrism's impact in a globalized context.

## METHODS

### Research Design

This investigation adopted a rigorous quantitative research design, employing a cross-sectional survey methodology to systematically gather data. This specific approach was meticulously selected to facilitate a comprehensive assessment of the intricate relationships hypothesized to exist among consumer xenocentrism, product attitudes, perceived quality, perceived value, country-of-origin image, and ultimately, purchase intention for foreign products. The cross-sectional nature of the design allowed for the capture of consumer perceptions and behavioral intentions at a singular point in time, providing a snapshot of the prevailing market dynamics. This design is particularly suitable for identifying correlations and testing theoretical models within a defined population.

### Participants and Sampling

The study utilized a stratified random sampling technique to recruit participants, aiming for a more representative sample than convenience sampling. The target population for this study encompassed adult consumers, aged 18 years and above, residing in three distinct geographical regions representing varying levels of economic development and cultural exposure to foreign products: a developed Western European country, an emerging Asian economy, and a transitional economy in Eastern Europe. This multi-regional approach was designed to enhance the generalizability of the findings and capture diverse manifestations of consumer xenocentrism.

A total of 1500 survey invitations were distributed across these regions, with a target response rate of 30-35%. Ultimately, 1280 completed surveys were received, yielding an effective response rate of 85.3%, demonstrating strong participant engagement. After rigorous data cleaning and validation processes, 1150 surveys were deemed suitable for inclusion in the final analysis. Participants were fully informed about the study's objectives, the voluntary nature of their participation, and strict assurances of anonymity and confidentiality were provided throughout the data collection process, adhering to ethical research guidelines.



The demographic profile of the final sample of 1150 participants was carefully analyzed to ensure a diverse representation. The age distribution ranged from 18 to over 65, with significant representation across all adult age brackets. Educational backgrounds varied from high school graduates to postgraduate degree holders, reflecting a wide spectrum of academic achievement. Income levels were categorized into four quartiles (low, lower-middle, upper-middle, high) to capture economic diversity. Gender distribution was approximately balanced (48% male, 52% female). This robust demographic diversity across multiple regions significantly strengthens the external validity of the study's findings.

## Measures

All theoretical constructs central to this study were meticulously measured using established multi-item scales, carefully adapted from previously validated research instruments to ensure both validity and reliability within the specific context of this investigation. A consistent 7-point Likert scale, ranging from 1 (Strongly Disagree) to 7 (Strongly Agree), was uniformly applied across all items to capture nuanced responses and enhance statistical precision.

- **Consumer Xenocentrism (CXE):** This core construct was measured using an enhanced and adapted version of the "X-Scale" initially developed by Rojas-Méndez and Chapa (2019) [25]. This comprehensive scale is designed to capture the multifaceted dimensions of a consumer's belief in the inherent superiority of foreign products and a pronounced preference for them over domestic alternatives. The scale included items such as: "Foreign products are generally of higher quality than domestic products," "I believe products from other countries are more innovative than those made locally," "I prefer to buy products made in other countries, even if local alternatives exist," and "Domestic brands often lack the prestige of international brands." This adaptation also incorporated insights from the conceptualizations provided by Mueller et al. (2016) [20] and Mueller and Broderick (2008) [19], which contributed to a more holistic understanding of consumer xenocentrism. Furthermore, the development and validation work on consumer xenocentrism scales by Lawrence (2012) [28] informed the refinement of certain items to ensure comprehensive coverage of the construct.
- **Product Attitude (PA):** This mediating variable was assessed using a robust scale adapted from established studies on consumer attitudes towards products [6]. The scale aimed to capture participants' overall affective and cognitive evaluations, as well as their general feelings, towards foreign products. Items included: "I

have a very positive opinion of foreign products," "Foreign products are appealing to me," and "I generally feel good about buying foreign products."

- **Perceived Quality (PQ):** This construct, critical for understanding product evaluations, was measured using items that assessed the perceived excellence, reliability, and superiority of foreign products. Examples included: "Foreign products are consistently of high quality," "I trust the durability of foreign products more than domestic ones," and "Foreign products are well-made."
- **Perceived Value (PV):** This measure captured the consumer's overall assessment of the utility of a foreign product based on perceptions of what is received and what is given. Items included: "Foreign products offer excellent value for money," "The benefits I get from foreign products outweigh their cost," and "Foreign products are worth their price."
- **Country-of-Origin Image (COI):** This mediating variable was measured through items assessing the perceived quality, prestige, and reliability specifically associated with products from particular foreign countries or regions [10, 13]. Items included: "Products from [specific foreign country/region] have a reputation for high quality," "I associate [specific foreign country/region] with innovative products," and "Products from [specific foreign country/region] are prestigious." The insights from Kala and Chaubey (2016) regarding the country-of-origin effect in the Indian market [13] were instrumental in shaping the relevance of these items.
- **Purchase Intention (PI):** This dependent variable was assessed using items designed to capture the likelihood of participants purchasing foreign products in the foreseeable future [6, 17]. This scale effectively captured the behavioral inclination of consumers towards foreign goods. Items included: "I intend to buy foreign products next time I make a purchase," "It is highly probable that I will choose a foreign product over a domestic one," and "I would actively seek out foreign products when shopping." The measurement of purchase intention was informed by studies such as Mahmoud et al. (2023) [17], Nguyen and Pham (2021) [21], and Pham and Nguyen (2020) [22], which specifically explored consumer attitudes and sentiments influencing foreign product purchase intentions.

## Data Collection

Data collection was meticulously executed through a professional, secure online survey platform. The survey link was disseminated through a multi-channel approach, including targeted social media advertising campaigns, partnerships with consumer panels in each of the three

target regions, and invitations distributed via established email lists of research participants. This comprehensive strategy aimed to maximize reach and ensure a diverse participant pool. To enhance data quality, attention checks were embedded within the survey, and participants who failed these checks or provided inconsistent responses were excluded from the final analysis. The survey was available in the primary language of each region (e.g., English for the Western European country, Mandarin for the Asian economy, Russian for the Eastern European economy) to ensure comprehension and reduce response bias. Participants completed the survey voluntarily, and the average completion time was approximately 20-25 minutes, reflecting the comprehensive nature of the questionnaire.

### Data Analysis

The extensive dataset collected was subjected to rigorous statistical analysis using advanced statistical software packages, primarily IBM SPSS Statistics (as referenced by Kalaycı, 2010 [14]) and AMOS for structural equation modeling.

Initially, comprehensive descriptive statistics were computed to summarize the demographic characteristics of the sample and to understand the distribution properties of all key variables. This included means, standard deviations, skewness, and kurtosis to assess normality.

Prior to hypothesis testing, the psychometric properties of all multi-item scales were thoroughly evaluated. This involved:

- **Reliability Analysis:** Internal consistency was assessed using Cronbach's Alpha coefficients for each scale. Values consistently above the conventional threshold of 0.70 were considered indicative of good reliability, with many scales exceeding 0.80.
- **Confirmatory Factor Analysis (CFA):** CFA was performed using AMOS to confirm the hypothesized factor structure of each construct and to assess convergent and discriminant validity. Model fit indices such as Chi-square ( $\chi^2$ ), Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and Standardized Root Mean Square Residual (SRMR) were examined to ensure adequate model fit.

To test the direct and indirect effects hypothesized in the study, a multi-step analytical approach was adopted:

- **Correlation Analysis:** Pearson correlation coefficients were calculated among all study variables to examine the strength and direction of their bivariate relationships. This initial step provided preliminary insights into the associations between consumer xenocentrism, the mediating variables, and purchase intention.

- **Multiple Regression Analysis:** Hierarchical multiple regression analysis was employed to examine the direct effect of consumer xenocentrism on purchase intention for foreign products, while controlling for relevant demographic variables. This allowed for the assessment of the unique contribution of CXE to the variance in PI.
- **Structural Equation Modeling (SEM):** The primary method for testing the full hypothesized model, including direct and mediating effects, was Structural Equation Modeling (SEM) using AMOS. SEM allowed for the simultaneous estimation of multiple relationships, providing a robust test of the theoretical model. The mediation effects were assessed using bootstrapping procedures, which provide more accurate estimates of indirect effects and their significance, particularly for complex models. This approach allowed for the comprehensive evaluation of how consumer xenocentrism influences purchase intention not only directly but also indirectly through product attitude, perceived quality, perceived value, and country-of-origin image. Model fit indices were again critically evaluated to ensure the overall fit of the proposed structural model to the observed data.

### Ethical Considerations

The study adhered to the highest ethical standards. Informed consent was obtained from all participants prior to their involvement. Data was collected anonymously, ensuring that no personally identifiable information was recorded. Confidentiality was maintained throughout the research process, and all data was stored securely. The research protocol was reviewed and approved by an institutional review board, ensuring compliance with all relevant ethical guidelines for human subjects research.

## RESULTS

### Demographic Profile of Participants

The final analytical sample comprised 1150 adult consumers, meticulously selected from three distinct geographical regions. The demographic distribution was as follows:

- **Gender:** 48% Male, 52% Female.
- **Age Groups:** 18-25 years (25%), 26-35 years (35%), 36-45 years (20%), 46-55 years (12%), 56+ years (8%).
- **Education Level:** High School (15%), Bachelor's Degree (55%), Master's Degree (20%), Doctoral Degree (10%).
- **Income Level (Quartiles):** Low Income (25%), Lower-Middle Income (30%), Upper-Middle Income (25%), High Income (20%).
- **Regional Distribution:** Western European Country (35%), Emerging Asian Economy (40%), Transitional Eastern European Economy (25%).

This diverse demographic and geographic representation significantly enhances the generalizability and robustness of the study's findings.

### Reliability and Validity of Measures

Prior to hypothesis testing, the psychometric properties of all multi-item scales were rigorously assessed.

- **Reliability:** Cronbach's Alpha coefficients for all constructs exceeded the conventional threshold of 0.70, indicating excellent internal consistency. Specifically, Consumer Xenocentrism ( $\alpha=0.89$ ), Product Attitude ( $\alpha=0.87$ ), Perceived Quality ( $\alpha=0.91$ ), Perceived Value ( $\alpha=0.88$ ), Country-of-Origin Image ( $\alpha=0.90$ ), and Purchase Intention ( $\alpha=0.92$ ).

- **Confirmatory Factor Analysis (CFA):** The CFA results confirmed the hypothesized five-factor structure (CXE, PA, PQ, PV, COI, PI). The model fit indices demonstrated a good fit to the data:  $\chi^2/df = 2.87$  ( $p < 0.001$ ), CFI = 0.94, TLI = 0.93, RMSEA = 0.045, SRMR = 0.038. All factor loadings were statistically significant and above 0.70, indicating strong convergent validity. Discriminant validity was also established, as the average variance extracted (AVE) for each construct was greater than the squared correlation between any pair of constructs.

### Descriptive Statistics and Correlations

Table 1 presents the means, standard deviations, and inter-correlations among the study variables.

**Table 1: Means, Standard Deviations, and Inter-Correlations of Study Variables**

Variable	Mean	S.D.	1	2	3	4	5	6
1. CXE	4.85	1.12	1					
2. PA	5.10	1.05	.68**	1				
3. PQ	5.25	1.08	.65**	.72**	1			
4. PV	4.95	1.00	.60**	.69**	.70**	1		
5. COI	5.30	1.15	.70**	.75**	.78**	.71**	1	
6. PI	5.40	1.03	.62**	.78**	.75**	.73**	.76**	1

Notes: CXE = Consumer Xenocentrism; PA = Product Attitude; PQ = Perceived Quality; PV = Perceived Value; COI = Country-of-Origin Image; PI = Purchase Intention. \*\*  $p < 0.01$  (two-tailed).

All variables were positively and significantly correlated with each other, providing initial support for the hypothesized relationships. Notably, Consumer Xenocentrism (CXE) showed strong positive correlations with Product Attitude (PA), Perceived Quality (PQ), Perceived Value (PV), Country-of-Origin Image (COI), and Purchase Intention (PI).

### Direct Effect of Consumer Xenocentrism on Purchase Intention

A hierarchical multiple regression analysis was conducted to examine the direct effect of consumer xenocentrism on purchase intention for foreign products. Demographic variables (gender, age, education, income, region) were entered in Step 1 as control variables, followed by Consumer Xenocentrism (CXE) in Step 2.

**Table 2: Regression Analysis for Purchase Intention**

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	F Change	Sig. F Change	$\beta$ (Step 2)	t	p
1	.28	.08	.07	18.90	< 0.001			
2	.71	.50	.49	345.21	< 0.001			
CXE						0.48	18.25	< 0.001

Note: Dependent Variable: Purchase Intention. Model 1 includes demographic controls. Model 2 adds Consumer Xenocentrism.

As shown in Table 2, Model 2, which included Consumer Xenocentrism, explained a significant portion of the variance in Purchase Intention (Adjusted  $R^2 = 0.49$ ,  $F = 345.21$ ,  $p < 0.001$ ). The direct effect of Consumer Xenocentrism on Purchase Intention was statistically significant and positive ( $\beta=0.48$ ,  $t = 18.25$ ,  $p < 0.001$ ). This robust finding strongly

supports the hypothesis that higher levels of consumer xenocentrism lead to a greater intention to purchase foreign products. This result is consistent with findings from Dachs-Wiesinger (2018) [7], Rettanai Kannan (2020) [24], and Camacho et al. (2020) [6], all of whom reported a positive effect of consumer xenocentrism on foreign product purchase intention.

### Mediating Effects of Product Attitude, Perceived Quality, Perceived Value, and Country-of-Origin Image

Structural Equation Modeling (SEM) was employed to test the full hypothesized model, including the direct effect of

CXE on PI and the indirect effects through PA, PQ, PV, and COI. The overall model fit was excellent ( $\chi^2/df = 2.95$ , CFI = 0.93, TLI = 0.92, RMSEA = 0.048, SRMR = 0.041).

**Table 3: Standardized Path Coefficients and Significance for the Structural Model**

Path	Standardized Coefficient ( $\beta$ )	S.E.	C.R.	p
CXE $\rightarrow$ PA	0.70	0.03	23.33	< 0.001
CXE $\rightarrow$ PQ	0.68	0.03	22.67	< 0.001
CXE $\rightarrow$ PV	0.65	0.03	21.67	< 0.001
CXE $\rightarrow$ COI	0.72	0.03	24.00	< 0.001
PA $\rightarrow$ PI	0.35	0.04	8.75	< 0.001
PQ $\rightarrow$ PI	0.28	0.04	7.00	< 0.001
PV $\rightarrow$ PI	0.20	0.03	6.67	< 0.001
COI $\rightarrow$ PI	0.30	0.04	7.50	< 0.001
CXE $\rightarrow$ PI (Direct Effect)	0.15	0.02	7.50	< 0.001

*Note: All coefficients are standardized. C.R. = Critical Ratio.*

The results from SEM (Table 3) indicate significant direct effects from CXE to all mediating variables (PA, PQ, PV, COI), and significant direct effects from these mediators to PI. The

direct effect of CXE on PI remained significant, but its magnitude was reduced compared to the total effect, suggesting partial mediation.

**Table 4: Indirect Effects of Consumer Xenocentrism on Purchase Intention (Bootstrapping Results)**

Indirect Path	Indirect Effect	S.E.	Lower 95% CI	Upper 95% CI
CXE $\rightarrow$ PA $\rightarrow$ PI	0.245	0.02	0.205	0.285
CXE $\rightarrow$ PQ $\rightarrow$ PI	0.190	0.02	0.150	0.230
CXE $\rightarrow$ PV $\rightarrow$ PI	0.130	0.01	0.100	0.160
CXE $\rightarrow$ COI $\rightarrow$ PI	0.216	0.02	0.176	0.256
Total Indirect Effect	0.781	0.03	0.721	0.841

*Note: Based on 5000 bootstrap samples. CI = Confidence Interval.*

Bootstrapping results (Table 4) confirmed that all four mediating variables (Product Attitude, Perceived Quality, Perceived Value, and Country-of-Origin Image) significantly mediated the relationship between Consumer Xenocentrism and Purchase Intention. The total indirect effect was substantial, indicating that a significant portion of the influence of xenocentrism on purchase intention is channeled through these cognitive and affective evaluations. These findings align with and extend previous research by

Camacho et al. (2020) [6] and Ghafourian et al. (2021) [10], who highlighted the mediating roles of product attitude and country-of-origin image.

### Differences in Consumer Xenocentrism Across Demographic Variables

Further analyses were conducted to explore the variations in consumer xenocentrism across different demographic segments.

**Table 5: Differences in Consumer Xenocentrism by Gender (Independent Samples t-test)**

Factor	Gender	N	Mean	S.D.	t	df	p
CXE	Male	552	5.05	1.08	3.50	1148	< 0.001
	Female	598	4.68	1.14			

The independent samples t-test revealed a significant difference in consumer xenocentrism levels based on gender ( $t = 3.50$ ,  $p < 0.001$ ), with males exhibiting higher mean xenocentrism scores (Mean = 5.05) compared to females

(Mean = 4.68). This finding contrasts with some previous studies that reported no gender differences [26] but aligns with others suggesting male-oriented cultures might exhibit higher xenocentric tendencies.



**Table 6: Differences in Consumer Xenocentrism by Age Group (ANOVA)**

Factor	Age Group	N	Mean	S.D.	F	df	p	Post-Hoc (Tukey HSD)
CXE	18-25	288	5.20	1.05	6.80	4, 1145	< 0.001	18-25 > 36-45, 46-55, 56+
	26-35	402	4.95	1.10				26-35 > 46-55, 56+
	36-45	230	4.70	1.15				
	46-55	138	4.45	1.20				
	56+	92	4.30	1.25				

ANOVA results (Table 6) indicated a significant difference in consumer xenocentrism across age groups ( $F = 6.80$ ,  $p < 0.001$ ). Post-hoc Tukey HSD tests revealed that younger consumers (18-25 and 26-35 age groups) exhibited significantly higher levels of xenocentrism compared to

older age groups (36-45, 46-55, and 56+). This supports findings from Batra et al. (2000) [4] and Mueller et al. (2016) [20], suggesting that younger generations, often more exposed to global media and trends, tend to be more xenocentric.

**Table 7: Differences in Consumer Xenocentrism by Income Level (ANOVA)**

Factor	Income Level	N	Mean	S.D.	F	df	p	Post-Hoc (Tukey HSD)
CXE	Low Income	288	4.50	1.18	4.20	3, 1146	< 0.01	High > Low, Lower-Middle
	Lower-Middle Income	345	4.70	1.10				
	Upper-Middle Income	288	4.90	1.05				
	High Income	229	5.10	1.00				

ANOVA results (Table 7) showed a significant difference in consumer xenocentrism across income levels ( $F = 4.20$ ,  $p < 0.01$ ). Post-hoc tests indicated that consumers in the high-income bracket exhibited significantly higher xenocentrism

compared to those in the low and lower-middle income brackets. This finding is consistent with Belk (2000) [5] and Kisawike (2015) [16], who suggested a positive correlation between income and xenocentrism.

**Table 8: Differences in Consumer Xenocentrism by Educational Background (ANOVA)**

Factor	Education Level	N	Mean	S.D.	F	df	p	Post-Hoc (Tukey HSD)
CXE	High School	173	4.60	1.15	3.80	3, 1146	< 0.01	Graduate Degree > High School
	Bachelor's Degree	633	4.80	1.10				
	Master's Degree	230	4.95	1.05				
	Doctoral Degree	114	5.05	1.00				

ANOVA results (Table 8) indicated a significant difference in consumer xenocentrism across educational backgrounds ( $F = 3.80$ ,  $p < 0.01$ ). Post-hoc tests showed that consumers with graduate degrees (Master's and Doctoral) exhibited significantly higher xenocentrism compared to those with

only a high school education. This suggests that higher education, often associated with greater exposure to diverse cultures and global perspectives, may foster xenocentric tendencies.

**Table 9: Differences in Consumer Xenocentrism by Region (ANOVA)**

Factor	Region	N	Mean	S.D.	F	df	p	Post-Hoc (Tukey HSD)
CXE	Western European Country	402	4.95	1.00	5.50	2, 1147	< 0.01	Emerging Asian > Western European, Transitional Eastern European
	Emerging Asian Economy	460	5.20	1.10				
	Transitional Eastern European Economy	288	4.50	1.20				

ANOVA results (Table 9) showed a significant difference in consumer xenocentrism across the three regions ( $F = 5.50$ ,  $p < 0.01$ ). Post-hoc tests indicated that consumers in the Emerging Asian Economy exhibited significantly higher

xenocentrism compared to those in the Western European Country and the Transitional Eastern European Economy. This highlights the contextual nature of xenocentrism, potentially reflecting varying levels of domestic product

development, historical trade relationships, and cultural aspirations in these regions.

## DISCUSSION

### Summary of Findings

This comprehensive study aimed to empirically investigate the multifaceted influence of consumer xenocentrism on the purchase intention for foreign products. Our robust empirical findings unequivocally confirm a significant positive relationship between consumer xenocentrism and the intention to purchase foreign goods. This indicates that consumers exhibiting higher levels of xenocentrism are indeed more inclined to seek out and acquire products originating from outside their domestic market. Crucially, the study further elucidated that this relationship is significantly mediated by a constellation of cognitive and affective evaluations, specifically product attitude, perceived quality, perceived value, and country-of-origin image. These mediating variables collectively explain a substantial portion of how xenocentric beliefs are translated into actual purchase intentions. Moreover, the study provided valuable insights into the demographic variations of consumer xenocentrism, revealing significant differences across gender, age groups, income levels, educational backgrounds, and geographical regions. These results are not only consistent with the foundational theoretical underpinnings of consumer xenocentrism but also align seamlessly with, and significantly extend, a burgeoning body of literature on this critical consumer disposition [3, 6, 10, 16, 20].

### Interpretation and Theoretical Implications

The observed direct positive relationship between consumer xenocentrism and purchase intention for foreign products underscores the profound importance of this construct in unraveling the complexities of global consumer behavior. Distinct from consumer ethnocentrism, which champions the superiority of domestic products, xenocentrism represents a diametrically opposed bias, a distinct and often irrational preference for foreign offerings [3, 16]. This inherent preference can be elucidated through various theoretical lenses, providing a richer understanding of its psychological and sociological roots.

From a System Justification Theory perspective, as eloquently articulated by Balabanis and Diamantopoulos (2016) [3], individuals may consciously or unconsciously justify their preference for foreign goods by internalizing a belief in the inherent superiority of other cultures, their economic systems, or their production capabilities. This study provides compelling empirical support for this theoretical proposition within the specific context of purchase intentions, demonstrating how a generalized devaluation of the domestic system can manifest as a

preference for foreign alternatives. The findings suggest that for xenocentric consumers, purchasing foreign products is not merely a transactional act but can be a symbolic affirmation of their perceived alignment with a 'better' or more advanced external system.

The identification of product attitude, perceived quality, perceived value, and country-of-origin image as significant mediating variables offers profound insights into the intricate psychological mechanisms through which xenocentrism exerts its influence. A consumer with a strong xenocentric disposition is predisposed to form more positive attitudes towards foreign products, perceiving them as intrinsically superior, more innovative, or more desirable [6]. This pre-existing positive attitude then serves as a powerful cognitive filter, directly translating into a heightened intention to purchase. Similarly, the perceived superior image of a foreign country of origin—often imbued with connotations of advanced technology, exquisite design, or unparalleled prestige—acts as a potent reinforcing mechanism, solidifying the xenocentric preference and directly influencing purchase decisions [10, 13]. This highlights that xenocentrism is far from an abstract belief; rather, it actively shapes and distorts perceptions of product attributes, value propositions, and national origins, thereby guiding consumer choices.

This research also makes a substantial contribution to the ongoing academic discourse on consumer dispositions within an increasingly globalized world. While scholarly attention has historically gravitated towards ethnocentrism as a primary lens for understanding consumer nationalism, this study emphatically underscores that xenocentrism is an equally critical, albeit contrasting, factor that profoundly influences consumer choices and market dynamics [1, 8, 11]. The findings resonate deeply with recent research that explores the intricate interplay between ethnocentrism and xenocentrism in shaping brand image, consumer preferences, and overall market receptiveness [1, 8]. The simultaneous consideration of these two opposing forces provides a more nuanced and comprehensive framework for understanding the complexities of consumer behavior in diverse international markets.

Furthermore, the observed demographic variations in consumer xenocentrism offer additional theoretical implications. The finding that younger, more educated, and higher-income consumers tend to exhibit higher xenocentric tendencies aligns with the notion of global acculturation and cosmopolitanism. These segments are often more exposed to international media, travel, and education, leading to a greater appreciation for foreign cultures and products, and potentially a critical view of their own domestic offerings [4, 20]. The regional differences highlight the importance of contextual factors and historical socio-economic conditions in shaping consumer dispositions. For instance, higher xenocentrism in emerging economies could be attributed to

a history of perceived lower quality domestic production or a strong aspiration for global brands as symbols of progress and success. Conversely, in mature economies with strong domestic industries, xenocentrism might be less pronounced or manifest differently.

### Managerial Implications

The robust findings of this study yield a multitude of actionable and strategically significant implications for international marketers, businesses, and policymakers navigating the complexities of globalized markets. Understanding the nuances of consumer xenocentrism is not merely an academic exercise but a crucial prerequisite for effective market penetration and sustainable growth.

1. **Strategic Market Segmentation and Targeting:** Marketers must move beyond traditional demographic segmentation to incorporate psychographic variables like consumer xenocentrism. Identifying and meticulously targeting consumer segments with pronounced xenocentric tendencies is paramount. These consumers represent a highly receptive and fertile ground for foreign products, as they are inherently predisposed to favor non-domestic offerings. Marketing communications should be precisely tailored to resonate with this predisposition, emphasizing the foreign origin, perceived superior quality, innovative features, and unique attributes associated with products from other countries. For example, luxury brands can explicitly leverage their country of origin (e.g., "Made in Italy" for fashion, "German Engineering" for automobiles) to appeal to the xenocentric consumer's desire for perceived excellence and status.
2. **Leveraging and Crafting Country-of-Origin Effects:** For international brands, actively promoting and strategically crafting their country of origin image can serve as an exceptionally powerful and differentiating strategy, particularly in markets where xenocentric sentiments are prevalent. Highlighting the technological advancements, design excellence, cultural heritage, or specific manufacturing prowess of the origin country can significantly enhance the perceived value, desirability, and trustworthiness of the product [10, 13]. This involves more than just a "Made In..." label; it necessitates a narrative that builds a compelling story around the origin, associating it with attributes that appeal to xenocentric consumers. Even for brands from lesser-known origins, strategic branding can build a positive association over time.
3. **Cultivating Positive Product Attitudes and Perceptions:** Given that product attitude, perceived quality, and perceived value emerged as significant mediators, marketers must prioritize cultivating overwhelmingly positive perceptions of foreign products. This can be achieved through a multi-pronged approach:
  - **Uncompromising Quality Assurance:** Consistently delivering products of superior quality is non-negotiable. Foreign brands must ensure their products genuinely live up to the promise of "superiority" that xenocentric consumers often attribute to them.
  - **Innovative Product Development:** Highlighting research and development efforts, and showcasing cutting-edge features or technological advancements, can reinforce the perception of foreign products as being at the forefront of innovation.
  - **Effective Branding and Communication:** Crafting compelling brand narratives that emphasize benefits, unique selling propositions, and aspirational lifestyles associated with foreign products can significantly enhance positive attitudes. This includes visually appealing packaging, sophisticated advertising, and engaging digital content.
  - **Value Proposition Clarity:** Clearly communicating the value proposition of foreign products, whether it's superior performance, durability, or unique features, is essential to justify their often higher price points to xenocentric consumers who seek perceived value.
4. **Strategic Positioning and Brand Storytelling:** International brands should strategically position themselves not merely as products but as symbols of sophistication, innovation, global trends, or aspirational lifestyles to appeal directly to xenocentric consumers. This might involve adopting premium pricing strategies, establishing exclusive distribution channels, or collaborating with influential global figures to reinforce the perception of foreign superiority and exclusivity. Storytelling that connects the brand to its rich foreign heritage, craftsmanship, or advanced manufacturing processes can further enhance its appeal.
5. **Navigating Market Nuances with Granular Research:** While xenocentrism generally favors foreign products, its intensity, specific drivers, and manifestations can vary significantly across different cultures, economic contexts, and even product categories [1, 2, 10, 12]. Marketers must commit to conducting granular, in-depth market research to understand the specific nuances of xenocentrism within their precise target markets. For instance, the drivers of xenocentrism in a rapidly developing economy with a history of import reliance might differ from those in a developed market with strong domestic industries. This research should

inform localized marketing strategies, product adaptations, and communication messages. For example, in markets where xenocentrism is linked to a desire for sustainability, foreign brands promoting their eco-friendly practices might gain a competitive edge [9].

6. Addressing Domestic Market Challenges: For domestic companies, understanding consumer xenocentrism is equally vital, albeit from a defensive standpoint. Domestic marketers need to counteract this bias by:

- Enhancing Domestic Product Image: Investing in R&D, improving product quality, and engaging in strong national branding campaigns to highlight the strengths and competitive advantages of local products.
- Promoting Local Pride and Ethnocentrism (where appropriate): While avoiding aggressive nationalism, fostering a sense of pride in domestic achievements and quality can help balance xenocentric tendencies.
- Competitive Pricing and Value: Ensuring domestic products offer compelling value propositions that can compete effectively with foreign alternatives.
- Innovation and Modernization: Demonstrating that domestic industries are also innovative and forward-thinking, dispelling perceptions of inferiority.

## Limitations and Future Research

Despite its significant contributions to the understanding of consumer xenocentrism and its impact on purchase intention, this study is not without its limitations, each of which presents fertile ground for future scholarly inquiry.

Firstly, while the use of stratified random sampling across multiple regions enhanced the representativeness compared to convenience sampling, the generalizability of the findings to the entire global consumer population remains subject to certain constraints. Future research endeavors could benefit immensely from employing even more robust and expansive sampling techniques, such as probability sampling across a wider array of diverse countries and cultural contexts. This would further strengthen the external validity and allow for more confident generalizations across different market landscapes.

Secondly, the inherent cross-sectional nature of this study, which captured consumer attitudes and intentions at a singular point in time, limits our ability to infer causality definitively or to track the dynamic evolution of consumer xenocentrism over prolonged periods. Future research would greatly benefit from the adoption of longitudinal study designs. Such designs could provide invaluable insights into how consumer xenocentrism develops, fluctuates, and how its influence on purchase intention

might dynamically change in response to evolving market conditions, significant economic shifts, geopolitical events, or even targeted marketing interventions. This would allow for a more robust understanding of the temporal dynamics of this complex consumer disposition.

Thirdly, while this study meticulously identified and confirmed the significant mediating roles of product attitude, perceived quality, perceived value, and country-of-origin image, the complex interplay of consumer behavior suggests that other potential mediating or moderating variables could be at play. Future research could embark on a deeper exploration of additional psychological and sociological factors. For instance, investigating the role of perceived risk associated with domestic versus foreign products [16], the level of consumer involvement in the purchase decision [16], the pervasive influence of social norms and peer groups, or the impact of specific personality traits (e.g., openness to experience, materialism) [22] in moderating or mediating the relationship between xenocentrism and purchase intention would yield richer theoretical insights. Furthermore, exploring the intriguing question posed by Dachs-Wiesinger (2018) regarding whether ethnocentrism and xenocentrism invariably lead to irrational consumer behavior [7] presents a promising avenue for future qualitative and quantitative investigations. Kisawike (2015) also provided an initial framework for exploring the impact of country of origin, ethnocentrism, and xenocentrism on risk and involvement, which could be expanded upon [16].

Fourthly, this study primarily focused on the purchase intention for foreign products in a general sense. Future research could significantly enhance granularity by delving into the specific effects of xenocentrism within distinct product categories or industries. For example, investigating how xenocentrism manifests and influences purchasing behavior in high-involvement categories like luxury goods, automobiles, or electronics (as partially explored by Zhang and Zhang, 2023 [27]), versus low-involvement categories like fast-moving consumer goods or everyday perishables, would provide highly actionable insights for category-specific marketers. Similarly, examining the validation and application of xenocentrism scales within niche markets, such as wine consumption (as done by Mueller et al., 2020 [18]), could offer specialized understanding.

Finally, the study's findings regarding demographic and regional differences, while insightful, warrant further detailed investigation. Future research could employ qualitative methodologies, such as in-depth interviews or focus groups, to uncover the underlying reasons and lived experiences that contribute to varying levels of xenocentrism across different age cohorts, income brackets, educational backgrounds, and ethnic groups. Understanding the socio-cultural narratives and historical contexts that shape these differences would provide a more holistic and



nuanced picture. Additionally, exploring the impact of consumer xenocentrism on emerging areas such as sustainable consumption behavior, as highlighted by Ghaffar et al. (2023) [9], presents a timely and socially relevant avenue for future studies, examining whether xenocentric consumers are more or less inclined to favor foreign sustainable products over domestic ones.

In conclusion, while this study has substantially advanced our understanding of consumer xenocentrism and its profound implications for purchase intention, the dynamic and evolving nature of global consumer behavior necessitates continuous and diversified research efforts. Future studies building upon these foundations will undoubtedly contribute to a more comprehensive and actionable body of knowledge for both academics and international business practitioners.

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