

TESIS DOCTORAL

Etnocentrismo del consumidor en empresas que desarrollan servicios en contextos internacionales: Antecedentes y Consecuencias

Presentada por:
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Programa de Doctorado en Marketing
Departamento de Comercialización
e Investigación de Mercados

Valencia, enero 2024



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Facultat d' Economia



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ETNOCENTRISMO DEL CONSUMIDOR EN EMPRESAS QUE
DESARROLLAN SERVICIOS EN CONTEXTOS
INTERNACIONALES:
ANTECEDENTES Y CONSECUENCIAS

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PROGRAMA 3137- DOCTORADO EN MARKETING

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AGRADECIMIENTOS

La culminación de una Tesis Doctoral, es la finalización de un camino en el que cada estudiante de Doctorado, tuvo que luchar contra sus propias barreras físicas, mentales e intelectuales.

Es un viaje académico en el que cada doctorando debe afrontar sus propios miedos e incertidumbres; es un viaje en el que se sabe exactamente cómo y cuándo se empezó dicha travesía intelectual, pero en el que ninguno tiene certeza, de cómo y cuándo finalizara esta travesía académica, a través de la culminación de su Tesis Doctoral.

Al finalizar este recorrido y llegar a la meta, cada doctorando puede detenerse y observar hacia atrás, para darse cuenta de que, en cada paso dado en todos estos años de estudio, lograba obtener las herramientas que necesitaría para construir los pilares sobre los cuales empezara su nueva vida, tanto intelectual como profesional.

De esta manera, cada alumno puede recoger ahora los frutos de aquella semilla que cosecho durante estos años de trabajo, dedicación, esfuerzo y sacrificio, tanto de manera individual, como de manera solidaria por parte de su familia, amigos y seres queridos que lo acompañaron en el proceso.

Por esta razón, soy fiel creyente que, aunque el futuro es incierto para todos, la educación en el ser humano, es la mejor herramienta que tienen los hombres y las mujeres, para labrar su propio destino.

Al escribir estas palabras de agradecimiento en mi Tesis Doctoral, puedo dar punto final a este viaje que empecé hace varios años atrás, y que me permiten en este momento, tener la certeza, de cuando y como, terminó mi propia travesía intelectual

en el proceso de este Doctorado en Marketing en la Universidad de Valencia que hoy culmino.

Teniendo en cuenta esto, deseo dedicar mi Tesis Doctoral a Dios, porque cada persona sin importar su credo o convicción, sabe que hay algo más grande y poderoso que su propia existencia; y en mi caso particular, el Dios de mis convicciones, es mi todo, y es mi mundo.

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Tormentas que, aunque no fueron ni pocas ni fáciles de sobrellevar, nunca lograron hundir ni a esta embarcación, ni tampoco a su capitán; y que hoy por fin, logran llegar a su propio puerto después de tantos años en altamar.

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Hijo mío, cuando tengas edad para leer esto, recuerda que tu padre te ama inmensamente, y que siempre te ha recalcado que la educación es un pilar que siempre deberá existir en tu vida, y en la de nuestras futuras generaciones, para que cada uno pueda tener las herramientas necesarias para labrar su propio camino y su propio destino.

Le ruego a Dios que nos permita a tus abuelos, a tu madre, a mí, y a todas las personas que te aman, poder compartir muchos años junto a ti. Verte crecer, y convertirte en un hombre de bien.

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Te amamos infinitamente.

Para finalizar, deseo hacer un agradecimiento especial a mis familiares y seres queridos en el cielo, porque a pesar de no estar de forma física junto a mí, su recuerdo siempre vive de forma intensa en mis pensamientos, hasta el día que nos volvamos a encontrar en el más allá.

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Por ultimo y todos aquellos que en el futuro lean esta Tesis Doctoral, quiero manifestarles, que a pesar de las dificultades, de las barreras, de los miedos, y de las inseguridades que puedan vivir en esta travesía; que por favor nunca se rindan.

La comunidad científica y en general la sociedad, necesita conocer sus investigaciones, cuyos resultados aportarán a una sociedad mejor para todos.

Nunca lo abandonen, nunca dejen de creer en ustedes, nunca desfallezcan.

Nadie les dijo que su Doctorado sería fácil, pero tampoco es imposible.

¡Ánimo, ustedes lo pueden lograr!

Nota de Proyectos: Requisitos para depósito de Tesis por Compendios Universidad de Valencia

Según el Reglamento de Doctorado de la Universitat de València, esta Tesis Doctoral se presenta como un compendio de publicaciones en revistas indexadas, en donde el doctorando o la doctoranda tiene que presentar un mínimo de tres artículos, ya publicados o aceptados en revistas indexadas en algún índice internacional como por ejemplo JCR (WoS) y/o SJR (Scopus) en el caso de Ciencias Sociales, y ha de ser el primer firmante de todos los trabajos que presente.

(Reglamento sobre depósito, evaluación y defensa de la tesis doctoral, Modificado CG 28-VI-2016, entrada en vigor 29-VI-2016. Modificado CG 31-X-2017; Artículo 8. Tesis doctoral presentada como compendio de publicaciones).

Para esto, la tesis ha de incluir un resumen global de la temática, de los principales resultados y de las conclusiones, que justifique la aportación original del autor o autora, redactado en cualquiera de las lenguas oficiales, con un mínimo de 4000 palabras. Como anexo se incluirá una copia completa de los trabajos publicados o admitidos para su publicación, en el que figuren claramente, el nombre y filiación de todos los coautores de los trabajos y la referencia completa de la revista en la que los trabajos han sido publicados o admitidos para su publicación.

Teniendo en cuenta la norma citada previamente, y con el objetivo de cumplir con los requisitos establecidos, esta Tesis se desarrolla en tres partes.

En la primera parte, esta Tesis presenta un resumen global a través de la justificación, objetivos, revisión de la literatura, planteamiento de las hipótesis, seguido de los resultados obtenidos y las conclusiones, limitaciones y futuras líneas de investigación.

En la segunda parte, se anexan los 4 artículos publicados que conforman esta Tesis Doctoral por compendios, en el que cada artículo representa un capítulo de la Tesis. En todos ellos se evidencia, el nombre y filiación de todos los coautores de los trabajos y la referencia completa de la revista en la que los trabajos han sido publicados, incluyendo el DOI que posibilita el enlace a la publicación.

Por último, en la tercera parte, se presenta la lista completa de las referencias bibliográficas que sustentan esta Tesis por compendios.

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PARTE 1

1. INTRODUCCIÓN

1.1 Justificación

Los procesos de internacionalización han traído consigo, una cierta facilidad para adquirir gran cantidad de productos o servicios de diversas partes del mundo. De esta manera, las marcas que se desarrollan en estos contextos internacionales, y cuyo origen es extranjero en un mercado local, terminan rompiendo fronteras tanto culturales, como sociales y económicas, que les permite llegar con sus productos y servicios, a varios países del mundo, (Areiza-Padilla et al. 2020).

En medio de este proceso internacional, el estudio del comportamiento del consumidor es uno de los mayores desafíos que tienen las empresas en la actualidad, para poder llegar a la mayor cantidad de consumidores posibles, en varios países del mundo. Por esta razón, las empresas suelen estudiar las distintas variables que permiten conocer y entender, los comportamientos de compra de un consumidor que suele estar expuesto a una gran cantidad de marcas tanto nacionales, como extranjeras; y el desenvolvimiento de estas marcas extranjeras, respecto a su cultura en particular, (Chabowski et al. 2013).

De esta manera, se busca identificar el perfil de un grupo de consumidores que tengan características similares, a pesar de que se encuentren en diversas partes del mundo, (Strizhakova et al. 2008). La identificación de estos perfiles, a su vez permiten generar economías a escala para las marcas internacionales, en la realización de diversos procesos tanto de fabricación, como de comercialización de sus productos y servicios, los cuales se realizan con una relativa estandarización internacional; ya que estas estrategias van dirigidas a un consumidor plenamente

identificado, gracias a los procesos de segmentación que permiten identificar un perfil y un patrón de consumo, que resulta de manera similar en todo el mundo, (Steenkamp y Hofstede, 2002).

Teniendo en cuenta esto, es posible encontrar algunas variables que se pueden convertir en un posible obstáculo, o de forma contraria, en un propulsor para las estrategias de internacionalización de estas marcas.

De esta manera, algunas investigaciones previas han podido documentar, cómo los consumidores tienden a favorecer la adquisición de las marcas de origen nacional, respecto aquellas marcas que son de origen extranjero. Esto se debe en algunos casos, a la fuerte influencia que ejerce el origen de la marca, en el comportamiento del consumidor, (Baughn y Yaprak, 1993).

Teniendo en cuenta lo anterior, para poder entender estas actitudes favorables hacia el consumo nacional y por lo tanto hacia las marcas del propio país de origen de dicho consumidor, mientras que, a la vez, se generan actitudes negativas hacia el consumo de las marcas extranjeras; unas de las variables que se suelen estudiar para entender estos comportamientos, es la variable “etnocentrismo del consumidor”; la cual termina generando posibles barreras de forma psicológica en la mente del consumidor, contra una posible entrada de las marcas extranjeras en los mercados locales.

El etnocentrismo del consumidor representa la creencia de una persona sobre lo apropiado y lo moral que resulta para su país, la compra de los productos fabricados en ese mismo país, por encima de los productos que son de origen extranjero (Shimp y Sharma, 1987).

De esta manera, el etnocentrismo del consumidor permite identificar el nivel de influencia que tiene en un consumidor local, su propio origen étnico, o grupo social, respecto a su intención de compra, su percepción en la imagen, y en general sobre toda su opinión, respecto a las marcas, productos y servicios de origen extranjero.

Por esta razón, para Kaynak y Kara (2001) el etnocentrismo del consumidor es la tendencia de los consumidores a tener una predisposición favorable hacia los productos originarios de su propio país, y un sesgo desfavorable hacia los productos extranjeros.

De esta manera, los consumidores que poseen un alto grado de etnocentrismo tienden a tener una visión muy sesgada hacia los productos nacionales, percibiéndolos como mejores, respecto a los productos extranjeros, (Casado-Aranda et al., 2021).

Estos comportamientos se presentan debido a que las personas con tendencias etnocéntricas, a menudo se enorgullecen de comprar productos locales, hasta el punto de estar dispuestos a pagar un precio más alto por estos productos nacionales, incluso, aunque los productos extranjeros sean más económicos; ya que estos consumidores consideran que, de esta forma, están beneficiando a la economía de su propio país, y no a la economía de otros países extranjeros.

Sin embargo, para De Ruyter, et al. (1998), Shankarmahesh (2006), Thelen, et al. (2008), la literatura resulta escasa cuando se desea conocer las implicaciones del etnocentrismo del consumidor aplicado el ámbito de los servicios, ya que la mayoría de estudios previos se han enfocado en productos.

Para Vivek et al. (2011), las tendencias etnocéntricas en el momento de hacer una elección de un proveedor de servicios, parecen ser aún mayores respecto a aquellas tendencias relacionadas con la elección de productos tangibles; debido a que, de forma contraria, mientras las señales del país de origen están desapareciendo en los productos, el origen de un proveedor de servicios sí es uno de los factores que influyen en la intención de compra.

Por esta razón, a través del estudio del etnocentrismo en servicios, se podrían analizar varios factores psicológicos para conocer el posible apego hacia un servicio

en particular, dependiendo de la marca o del país de origen de dicho servicio, (Salciuviene et al. 2010).

Por otra parte, el estudio del etnocentrismo del consumidor se ha concentrado en países desarrollados, en donde los consumidores perciben la importación de productos (en especial si provienen de países en desarrollo), como algo negativo; razón por la cual, estos consumidores etnocéntricos prefieren la compra de productos nacionales. Sin embargo, en países en desarrollo se puede observar cómo la compra de productos importados, puede generar un consumo simbólico o conspicuo que representa un estatus social, lo cual permite sobresalir socialmente, (Wang et al. 2004).

Teniendo en cuenta que en los mercados emergentes se está presentado un alto crecimiento del consumidor de clase media, los cuales poseen un mayor poder adquisitivo, es posible evidenciar como las marcas extranjeras han aumentado su presencia en estos países, a través de diversas actividades comerciales. Por esta razón, es importante que los especialistas en marketing presten una mayor atención a las características particulares de estos países en desarrollo y de sus consumidores, pues la literatura se ha centrado en el estudio de las grandes economías y no tanto en los países en desarrollo.

Por otra parte, teniendo en cuenta que, en la mayoría de los casos las marcas internacionales provienen de países desarrollados, es de vital importancia comprender las diferencias entre los patrones de consumo de los mercados emergentes, en comparación con los consumidores de países desarrollados. De esta manera, se podrán generar diversas estrategias para que dichas marcas puedan tener éxito en los países emergentes, (Wang et al. 2017).

De esta manera, esta Tesis Doctoral que se presenta a continuación a través de compendios de artículos, ha contribuido a la literatura en marketing, respecto al desarrollo de las marcas extranjeras y/o internacionales que se desenvuelven en

mercados locales; tanto en países desarrollados, como en economías en vías de desarrollo, cuyas marcas extranjeras operan tanto en el sector de los servicios hedónicos como el de los servicios utilitarios, como es el caso de las cafeterías, las farmacias, y las comidas rápidas en donde se aplicó esta Tesis Doctoral.

Para esto, esta investigación analiza algunas de las barreras que existen en la mente de los consumidores locales, las cuales deben superar estas marcas extranjeras, como son el etnocentrismo del consumidor mencionado anteriormente, (cuyos consumidores locales consideran inapropiado el consumo de marcas extranjeras, pues perjudica la economía de su país), pero también, identificando otras variables que tienen alguna relación directa o indirecta con el etnocentrismo del consumidor, como son el Individualismo, el Patriotismo, el Colectivismo, la Identidad Nacional, el Dogmatismo, el Xenocentrismo, la Imagen, la Lealtad y la Animosidad.

De esta manera, se presenta a continuación un análisis tanto de las barreras como de los impulsores que pueden perjudicar o beneficiar a las marcas extranjeras en los mercados locales.

1.2 Objetivos

A partir del planteamiento realizado previamente en la justificación, se ha establecido que el objetivo general de esta Tesis Doctoral, sea el de aportar en la literatura de marketing, a través del estudio, identificación y análisis el **“etnocentrismo del consumidor en empresas que desarrollan servicios en contextos internacionales, y sus antecedentes y consecuencias”**.

1.2.1 Objetivos específicos de la Tesis Doctoral

A continuación, se presenta en la Tabla 1 un resumen de los objetivos específicos que fueron planteados, desarrollados y alcanzados en esta Tesis Doctoral, y su relación con los 4 artículos científicos que fueron publicados, en donde se pueden observar su desarrollo de manera detallada, y cuyos resultados sustentan esta Tesis Doctoral.

Tabla 1. Relación de objetivos específicos

# de Objetivo	Objetivo Específico	Artículo donde se desarrolla el objetivo
1	Revisión de la literatura del Etnocentrismo del consumidor	Artículos I, II, III y IV
2	Análisis conceptual de la variable Individualismo	Artículo I y II
3	Análisis conceptual de la variable Patriotismo	Artículos I, y III
4	Análisis conceptual de la variable Colectivismo	Artículos I y II
5	Análisis conceptual de la variable Imagen	Artículos I, II, III y IV

6	Análisis conceptual de la variable Lealtad	Artículo I
7	Análisis conceptual de la variable Identidad Nacional	Artículo II y IV
8	Análisis conceptual de la variable Dogmatismo	Artículo IV
9	Análisis conceptual de la variable Xenocentrismo del consumidor	Artículo IV
10	Análisis conceptual de la variable Animosidad del consumidor	Artículo II y III
11	Evaluar si el Individualismo es un antecedente del Etnocentrismo del consumidor	Artículos I y II
12	Identificar si el Patriotismo es un antecedente del Etnocentrismo del consumidor	Artículo I y III
13	Conocer si el Colectivismo es un antecedente del Etnocentrismo del consumidor	Artículo I y III
14	Identificar si la Identidad Nacional es un antecedente de la Animosidad del consumidor	Artículo II
15	Determinar si el Etnocentrismo del consumidor es un antecedente de la Animosidad del consumidor	Artículo II
16	Evaluar el impacto de la animosidad del consumidor en la Imagen	Artículo II y III
17	Conocer el impacto de las tendencias colectivas y las tendencias patrióticas en la Animosidad del Consumidor	Artículo III
18	Identificar como la Animosidad del consumidor influye en las tendencias etnocéntricas	Artículo III
19	Estudiar la relación de las tendencias colectivas sobre las tendencias patrióticas.	Artículo III
20	Evaluar la influencia de las tendencias patrióticas con la Imagen	Artículo III
21	Evaluar si el Dogmatismo y la Identidad Nacional son antecedentes del Etnocentrismo del consumidor	Artículos IV
22	Conocer cómo influye el Etnocentrismo del consumidor en la Imagen	Artículo III y IV

23	Identificar como se relaciona el Xenocentrismo con la Imagen	Artículo IV
24	Evaluar el efecto moderador de la cultura en la relación entre la CE y la imagen de marca de una marca extranjera. Este efecto debe ser más fuerte en países desarrollados como España que en países en desarrollo como Colombia.	Artículo IV
25	Conocer si la cultura tiene un efecto moderador en la relación entre la CE y la imagen de marca de una marca extranjera. Este efecto debe ser más fuerte en países desarrollados como España que en países en desarrollo como Colombia.	Artículo IV
26	Identificar si la cultura tiene un efecto moderador en la relación entre XEN y la imagen de marca de una marca extranjera. Este efecto debe ser más fuerte en países en desarrollo como Colombia que en países desarrollados como España.	Artículo IV
27	Estudiar si la globalidad percibida de la marca modera el efecto de CET en la imagen de marca de una marca extranjera. Este efecto debe mitigar la relación entre CET y la imagen de las marcas percibidas como globales.	Artículo IV
28	Identificar si la globalidad percibida de la marca modera el efecto de XEN en la imagen de marca de una marca extranjera. Este efecto debe acentuar la relación entre XEN y la imagen de las marcas percibidas como globales	Artículo IV

Fuente: Elaboración propia

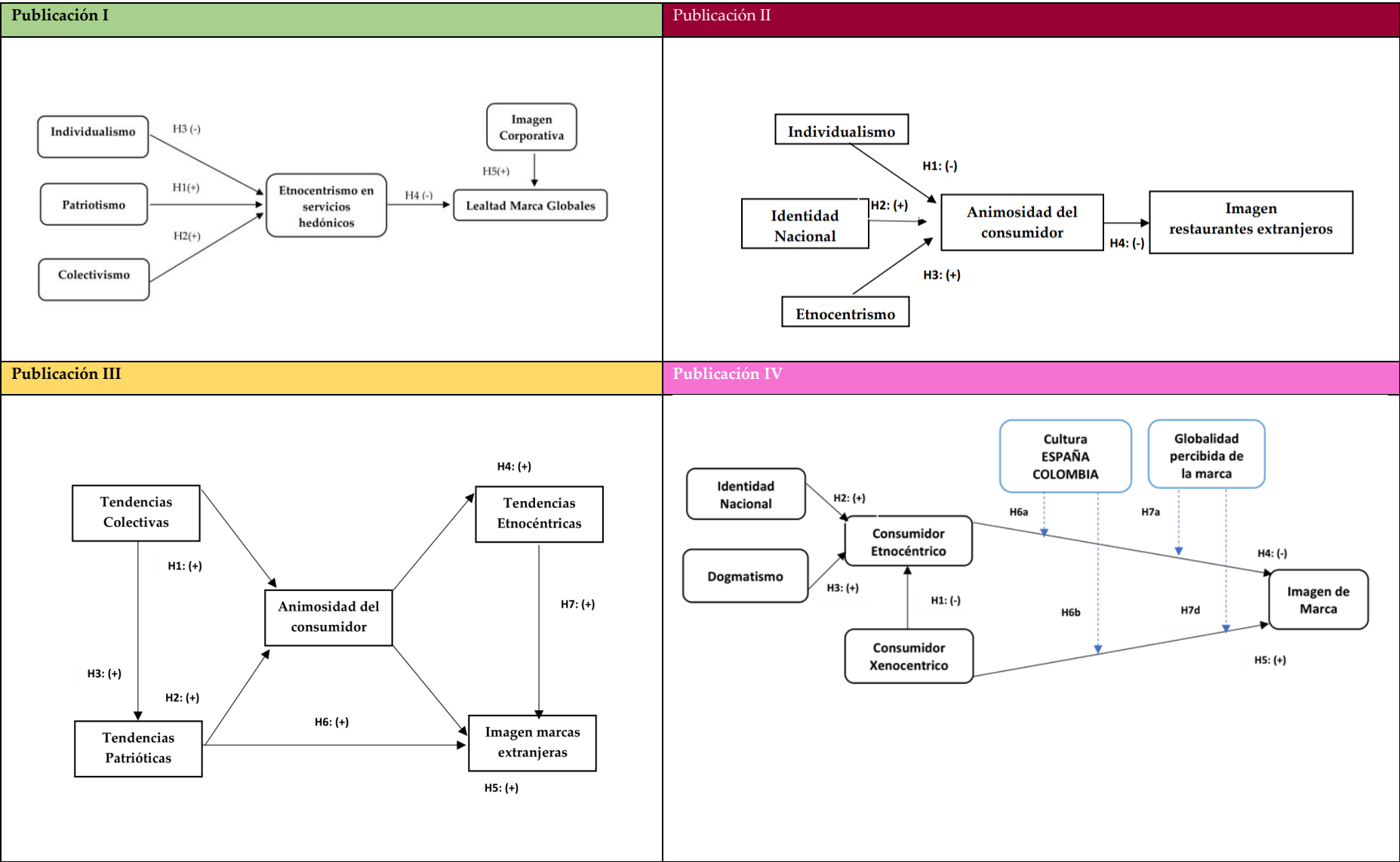
A manera de resumen, se presenta en la Tabla 2 las Principales características de los cuatro artículos, en la Tabla 3, los 4 modelos teóricos que se realizaron para desarrollar los objetivos específicos planteados anteriores. De igual manera en la Tabla 4 se presenta de manera gráfica, un Modelo General de esta Tesis Doctoral con sus respectivas variables y relaciones, agrupando los 4 modelos individuales, en un solo modelo a manera de resumen.

Tabla 2. Principales características de los cuatro artículos

Artículo I	Contribuciones Teóricas	Muestra y Metodología	Variables
Areiza-Padilla, J. A., Cervera-Taulet, A., & Manzi Puertas, M. A. (2020). Ethnocentrism at the Coffee Shop Industry: A Study of Starbucks in Developing Countries. Journal of Open Innovation: Technology, Market, and Complexity, 6(4), 164. https://doi.org/10.3390/joitmc6040164	Debido a que la literatura se ha centrado en el estudio del etnocentrismo del consumidor en el sector de los productos de los países desarrollados, el objetivo de este estudio es identificar los antecedentes y consecuencias del etnocentrismo del consumidor, pero aplicados en el sector de los servicios hedónicos y en países en vía de desarrollo, respecto a una marca global y extranjera. Para esto, se tuvo en cuenta la importancia social, cultural y económica del café colombiano en dicho país, y su relación respecto a una marca global, extranjera y de servicios hedónicos como lo son las cafeterías de Starbucks.	Técnica cuantitativa a través de una muestra de conveniencia, en donde se recolectaron 305 cuestionarios de manera presencial, a consumidores de Starbucks en Colombia; cuyos datos fueron procesados a través de PLS-SEM	*Patriotismo *Individualismo *Colectivismo *SET *Lealtad *Imagen Coporativa
Artículo II	Contribuciones Teóricas	Muestra y Metodología	Variables
Areiza-Padilla, J. A. (2021). Decreasing consumer animosity: The relationship between fast food businesses and social conflicts in Latin America and the Caribbean. Cogent Business & Management, 8(1), 1911344. https://doi.org/10.1080/23311975.2021.1911344	La animosidad del consumidor representa el malestar hacia los bienes, servicios y marcas que son extranjeras y originarias de países con los que se tiene algún tipo de conflicto ya sea económico, político, militar, social entre otros. De esta manera, este estudio busca contribuir a la escasa literatura sobre la animosidad del consumidor en América Latina, a través de un conflicto actual, como es el caso de Colombia y Venezuela. Los datos procesados nos permiten demostrar cómo el consumidor colombiano, aunque puede sentir animosidad hacia Venezuela, y fuertes sentimientos etnocéntricos, tiene una imagen positiva de los restaurantes de comida rápida de dicho país que operan en Colombia. De esta manera, este estudio muestra que la animosidad y el etnocentrismo de los consumidores no debe ser generalizada.	Técnica cuantitativa a través de una muestra de conveniencia, en donde se recolectaron 245 cuestionarios de manera presencial, a los consumidores de los 10 restaurantes con mayores valoraciones en el portal de www.tripadvisor.co cuyos datos fueron procesados a través de PLS-SEM	*Individualismo *Identidad Nacional *Etnocentrismo *Animosidad del consumidor *Imagen restaurantes extranjeros
Artículo III	Contribuciones Teóricas	Muestra y Metodología	Variables
Areiza-Padilla, J. A., Moise, M. S., & Puertas, M. A. M. (2021). Breaking the barriers of animosity: innovation in business models as a positioning strategy. Heliyon, 7(7). https://doi.org/10.1016/j.heliyon.2021.e07545	Esta investigación demuestra cómo las empresas del sector retail que son extranjeras y cuyo país de origen presenta en conflicto (económico, político, o militar) con el país en donde están realizando sus actividades comerciales, han podido desarrollar innovaciones a través de sus tiendas que generan un posicionamiento positivo en la mente del consumidor, capaz de minimizar la animosidad y el etnocentrismo del consumidor hacia ellos. De esta manera se demuestra como la animosidad del consumidor tiene un impacto positivo en las tendencias etnocéntricas, pero también se evidencia que las tendencias etnocéntricas no afectan la imagen de las marcas extranjeras, siempre y cuando estas marcas no creen amenazas para el país del consumidor.	Estudio a través de Técnica cuantitativa con una muestra de conveniencia, en donde se recolectaron 298 cuestionarios de manera online, de consumidores colombianos de la tienda de farmacias “Farmatodo” originaria de Venezuela; cuyos datos fueron procesados a través de PLS-SEM	*Tendencias Colectivas *Anomiosidad del Consumidor *Tendencias Patrióticas *Tendencias Etnocéntricas *Imagen de marca
Artículo IV	Contribuciones Teóricas	Muestra y Metodología	Variables
Areiza-Padilla, J. A., & Cervera-Taulet, A. (2023). Consequences of xenocentrism and ethnocentrism on brand image of Starbucks: moderating effects of national culture and perceived brand globalness between Colombia and Spain. Cross Cultural & Strategic Management, 30(2), 348-374. https://doi.org/10.1108/CCSM-03-2022-0050	Esta investigación busca contribuir a la escasa literatura que existe sobre el impacto que tienen el etnocentrismo (CE) y el xenocentrismo (XEN) en la percepción de los consumidores sobre la imagen de una marca global y extranjera, tanto en países desarrollados como en vías de desarrollo. De esta forma, esta investigación puede ayudar a las marcas globales a generar estrategias que les permitan adaptar sus productos y servicios, en base a las características culturales y económicas de los países donde operan.	Estudio Cross-Cultura a través de Técnica cuantitativa con una muestra de conveniencia, en donde se recolectaron 778 cuestionarios de manera presencial, a 451 consumidores de Starbucks en Colombia y 327 consumidores de Starbucks en España; cuyos datos fueron procesados a través de PLS-SEM	*Identidad Nacional *Dogmatismo *Etnocentrismo *Xenocentrismo *Imagen de Marca

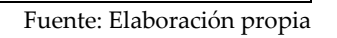
Fuente: Elaboración propia

Tabla 3. Resumen de los modelos teóricos publicados en los 4 artículos



Fuente: Elaboración propia

[Artículo I](#) / [Artículo II](#) / [Artículo III](#) / [Artículo IV](#)



1.3 Estructura de la Tesis

Para alcanzar los objetivos planteados en esta investigación, la presente Tesis Doctoral se desarrolló como una Tesis por compendio de publicaciones, según lo estipula el artículo 8 del Reglamento de Doctorado de la Universitat de València, sobre el depósito, evaluación y defensa de la Tesis Doctoral en la Universidad.

Para esto, esta Tesis se estructura en dos partes las cuales se describen a continuación:

- Primera Parte:

En la introducción se presenta a manera de resumen, la justificación y el planteamiento del problema que aborda esta Tesis Doctoral; de igual manera se presenta el objetivo general y los objetivos específicos de esta investigación, los cuales se desarrollan a través de los 4 artículos científicos publicados, demostrando los vacíos existentes en la literatura en marketing respecto al Etnocentrismo del consumidor, que nos permiten detallar la aportación académica de este trabajo.

De igual manera se presenta la revisión de la literatura, las hipótesis, los modelos teóricos, y la metodología utilizada en cada investigación. Finalmente, también se presentan las discusiones, conclusiones, recomendaciones y futuras líneas de investigación.

Para esto, en este apartado se presentan 4 tablas a manera de resumen, con la información relevante de cada uno de los cuatro artículos publicados, en los cuales se pueden detallar:

- Título de la Investigación
- Nombre de la revista en donde fue publicado el artículo
- Hipótesis del modelo de la investigación
- Contribución teórica
- Muestra
- Metodología
- Variables analizadas en dicho estudio.

Para finalizar, se detallan de manera agrupada, todas las referencias bibliográficas utilizadas en los cuatro artículos publicados, los cuales componen a su vez, esta Tesis Doctoral.

- Segunda Parte:

En la segunda parte de esta Tesis, se presentan los 4 artículos en su edición publicada por la Editorial de cada una de las 4 revista, como anexos.

La temática que engloban los 4 artículos presentados, permite desarrollar los objetivos específicos de esta Tesis Doctoral, así como las aportaciones puntuales que se desarrollan en esta investigación.

Previamente a la presentación de los artículos, se muestra una tabla con los índices de calidad de cada revista, como su cuartil, indexación, área etc., que permiten comprobar la calidad y rigurosidad académica de las mismas.

2. REVISIÓN DE LA LITERATURA, HIPÓTESIS Y METODOLOGÍA

2.1 Revisión de la Literatura

A continuación, se presenta un resumen de los marcos teóricos de las 10 variables que se utilizaron en el desarrollo de esta Tesis Doctoral, la cual está conformada por 4 artículos publicados.

Las variables analizadas en esta investigación se describen a continuación:

- 1) Etnocentrismo del consumidor
- 2) Xenocentrismo del consumidor
- 3) Individualismo
- 4) Colectivismo / Tendencias Colectivas
- 5) Patriotismo/ Tendencias Patrióticas
- 6) Imagen
- 7) Lealtad
- 8) Identidad Nacional
- 9) Dogmatismo
- 10) Animosidad/ Animosidad del consumidor

2.1.1 Etnocentrismo del consumidor:

El etnocentrismo surge como concepto sociológico en el cual, la percepción de los individuos hacia el grupo al cual pertenecen, se convierte en su punto de referencia hacia todo, (Sumner, 1906).

De esta manera, el etnocentrismo tiene la función social de fortalecer la cohesión y la solidaridad entre los miembros de un grupo, pero también puede contribuir a crear actitudes de superioridad, intolerancia e incluso, desprecio por aquellos grupos externos que tienen costumbres diferentes, (Shimp y Sharma, 1987).

Teniendo en cuenta lo anterior, el etnocentrismo se refiere a la incapacidad de un individuo para percibir la realidad desde cualquier otro punto de vista que no sea el de su propia cultura o grupo social, y, por esa razón, juzga a otros grupos a partir de esa referencia personal (Thomas y Hill, 1999).

Por otra parte, se define también como la creencia de algunas personas, en las que consideran a su propio grupo social como el centro de todas las cosas; y por esta razón, todo debe girar en torno a su propio grupo. De esta manera, este grupo se considera como un grupo superior, y todos los demás grupos se consideran inferiores, por lo tanto, estos grupos inferiores suelen ser rechazados por las personas etnocéntricas (Siamagka y Balabanis, 2015; Akbarov, 2022).

Para Lee et al. (2020), el etnocentrismo, es una falta de aceptación de la diversidad cultural, y es un tipo de intolerancia hacia los grupos marginados; por lo cual, se tiende a generar prejuicios negativos hacia otros grupos culturales.

Shimp y Sharma (1987) también asocian el concepto de etnocentrismo con la identificación de los “ingroups”, los cuales son aquellos grupos con los que un individuo se identifica, mientras que los “outgroups” son aquellos grupos con los que el individuo no se identifica.

De esta manera, los aspectos de la personalidad del individuo están relacionados con su marco de referencia social y cultural. En términos funcionales, el etnocentrismo le da al individuo un factor de identidad a través de un sentimiento de pertenencia; por esta razón, sus comportamientos están orientados y juzgados por su grupo de origen (Witkowski, 1998).

Este etnocentrismo produce en el consumidor un fenómeno comercial denominado etnocentrismo del consumidor, que se caracteriza por el grado de aprecio por los productos del propio país de origen. Este aprecio al país de origen, produce un temor en los individuos etnocéntricos hacia la posible pérdida en los intereses económicos de su propio país, a causa de un elevado número de importaciones, generando la no intención de compra de los productos extranjeros, (Shimp y Sharma 1987).

Sobre esto, Luque-Martínez et al. (2000), consideran que los consumidores etnocéntricos poseen una alta tendencia a emitir juicios sesgados, y sobrevalorados hacia los productos locales, en donde suelen enfatizar en los aspectos positivos de estos productos, a la vez que suelen subvalorar o minimizar las virtudes de los productos que son importados. Por esta razón, consideran entonces que el etnocentrismo del consumidor también permite tomar los valores del propio grupo étnico o del país determinado, como un símbolo de orgullo y unidad nacional.

Para Shankarmahesh, (2006), esta barrera imaginaria suele ser muy duradera en el tiempo, impidiendo que estos consumidores quieran comprar productos extranjeros, independientemente de su calidad o precio. También les impide evaluar objetivamente dichos productos, debido a su fuerte sesgo en contra de estos productos importados. Por esta razón, el CE se convierte en una herramienta psicológica para promover el consumo de productos nacionales, por encima de los productos extranjeros. En la Tabla 5 se pueden ver a manera de resumen, algunas aproximaciones teóricas del concepto de etnocentrismo del consumidor.

Tabla 5
Aproximaciones al etnocentrismo del consumidor

Autor(es) y Año	Definición
(Shimp y Sharma, 1987, p.280)	"Representa las creencias de los consumidores estadounidenses sobre la conveniencia, y moralidad, de comprar productos hechos en el extranjero."
(Sharma, Shimp y Shin, 1994, p.27)	"Específicamente, el etnocentrismo del consumidor tiene las siguientes características: en primer lugar, es el resultado del amor y la preocupación por el propio país y el temor a perder el control de los propios intereses económicos como resultado de los efectos perjudiciales que las importaciones pueden traer para uno mismo, o para los compatriotas. En segundo lugar, contiene la intención o la voluntad de no comprar productos extranjeros. Para los consumidores altamente etnocéntricos, comprar productos extranjeros no es sólo un problema económico sino también moral."
(De Ruyter, Birgelen, y Wetzels, 1998, p. 187)	"Las creencias de los consumidores sobre la conveniencia de hacer uso de los servicios prestados por empresas extranjeras."
(Luque-Martínez, Ibanez-Zapata y del Barrio-Garcia, 2000, p.1353)	"La manera en que los consumidores personales y empresariales, comparan los productos nacionales con los extranjeros, así como las razones que los llevan a desarrollar prejuicios patrióticos contra las importaciones."
(Vivek, Dalela y Patwardhan 2011, p. 12)	"Sesgo de disposición hacia proveedores de servicios étnicamente similares con expectativas de ciertos beneficios sociales y personales para evitar riesgos."
(Sharma, 2015, p.383)	"CE representa una actitud general hacia los productos y servicios nacionales y extranjeros, que contiene una reacción afectiva, un sesgo cognitivo y una preferencia conductual."

Fuente: Elaboración propia

2.1.2 Xenocentrismo del consumidor:

El xenocentrismo representa el grado de preferencia que tienen un grupo de personas, por las sociedades extranjeras respecto a su propia sociedad, por esta razón evalúan todo su entorno, tomando como referencia esa sociedad diferente a la propia, llegando incluso a rechazar sus propios valores y su propia cultura (Camacho, Salazar-Concha, Ramírez-Correa, 2020; Lee, Jung, Nathan, y Chung, 2020).

En Latinoamérica, se puede evidenciar este xenocentrismo a través de la sobrevaloración de las culturas extranjeras (generalmente occidentales), debido a la desigualdad económica de estos países, y en especial cuando estos mercados dependen de una economía con un imperialismo cultural, (Gaur, Bathula, y Diaz, 2015).

Estos sentimientos xenocéntricos pueden surgir por varias razones. Uno de ellos es la posible admiración cultural hacia otro país, lo cual termina siendo más común entre las personas nacidas en economías emergentes, que entre las personas nacidas en economías desarrolladas.

Esto se debe a que los ciudadanos de los países desarrollados tienen condiciones de vida más favorables en comparación con los ciudadanos de economías emergentes. Por esta razón, algunas personas en los países en desarrollo pueden considerar su propia cultura como inferior a la cultura de los países más desarrollados (Rojas-Méndez y Chapa 2020).

De esta manera, el xenocentrismo del consumidor es una de las variables que permiten comprender la preferencia de los consumidores nacionales por marcas de origen extranjero. De esta forma, los sentimientos xenocéntricos de un consumidor local se convierten en un aliado estratégico para el posicionamiento de las marcas

extranjeras, en los mercados locales (Cleveland y Balakrishnan 2019; Rojas-Méndez y Chapa, 2020).

2.1.3 Individualismo

El individualismo se refiere a los valores en la personalidad de cada individuo, relacionados con temas de autosuficiencia, y de autonomía, donde su comportamiento está impulsado por sus propios motivos y no por los objetivos de su grupo principal (Triandis et al., 1990).

Para Triandis, McCusker y Hui (1990), las personas que desarrollan fuertes valores individualistas, suelen presentar características más fuertes de autosuficiencia y de separación hacia su propio grupo ya sea social, familiar, cultural etc. De esta manera, en las culturas individualistas el comportamiento de los individuos, así como el comportamiento del grupo, es regido por el mismo individuo. Por esta razón, en estas culturas individualistas si se llegan a presentar conflictos entre los objetivos del grupo y los objetivos del individuo, estas diferencias se suelen resolver a favor del individuo, (Kapoor, Wolfe, y Blue, 1995), debido a que este tipo de personas, prestan más atención a sus propias necesidades, y no tanto a las necesidades de los demás (Triandis, McCusker y Hui 1990).

Por estas razones, el individualismo se refiere a la relación percibida entre un individuo y el grupo al que pertenece; donde este individuo genera una independencia emocional de los grupos, organizaciones y otras colectividades que lo rodean; de esta manera, estas personas tienden a ser más egocéntrico, menos leales, y menos apegados emocionalmente, además de ser estar menos dispuestos a sacrificar su beneficio particular, por el beneficio común. Sin embargo, tiene muchas

facilidades para integrarse en grupos externos y de conocer nuevas personas diferentes, a las de su grupo social (Tao et al., 2004).

2.1.4 Colectivismo / Tendencias Colectivas

Para Han (2017), el colectivismo es una de las dimensiones básicas que permite explicar los pensamientos, percepciones, acciones, comportamientos y el sistema de valores que poseen los miembros de una sociedad.

Las personas que desarrollan valores colectivistas, presentan características más fuertes de integridad familiar e interdependencia hacia su propio grupo, (Triandis, McCusker y Hui 1990). Teniendo en cuenta esto, en las culturas colectivistas tanto el comportamiento de sus miembros de forma individual, como el comportamiento del grupo, está regido por el grupo. De igual manera, en este tipo de sociedades colectivistas si se llegan a presentar conflictos entre los objetivos del grupo y los objetivos del individuo, estas diferencias se resuelven a favor del grupo, (Kapoor, Wolfe, y Blue, 1995).

Una de las razones para explicar esto, se puede deber a que la mayoría de las personas primero suelen desarrollar sus tendencias colectivas, ya que estas personas nacen y crecen en un grupo primario como la familia, la cual además hace parte de su grupo social, (Triandis, 2018).

De esta manera, en las sociedades colectivistas los individuos se integran a través de fuertes lazos que generan lealtad hacia su grupo, y por esta razón a menudo colocan los intereses de su grupo, por encima de sus intereses particulares, manteniendo así una solidaridad grupal (Klasing, 2013).

Para Greif (1994), estas asociaciones que se generan de manera grupal, hacen que los miembros del grupo a menudo se sienten muy involucrados en la vida de

los otros miembros del grupo, además de no querer cooperar con miembros de otros grupos diferentes.

Por esta razón, su estructura social está sesgada hacia interactuar preferiblemente con miembros de su propia etnia, religión, familia o grupo social; en donde estos valores colectivistas suelen estar presentes desde el nacimiento de una persona, la cual nace, crece y se desarrolla dentro de un grupo social primario como es su propia familia (Triandis, 2018).

De esta manera, el colectivismo permite identificar a los individuos que se ven a sí mismos, como parte de un grupo y, por lo tanto, en la influencia que dicho grupo ejerce sobre esta persona y en la toma de sus decisiones.

2.1.5. Patriotismo/ Tendencias Patrióticas

Para Sumner (1906) el patriotismo es la lealtad al grupo al que uno pertenece por nacimiento y que permite generar sentimientos de compañerismo y cooperación, hacia todas las esperanzas y sufrimientos del grupo. Por su parte, el sociólogo Durkheim (2018), definió el patriotismo como un tipo de religión, y por tanto una especie de culto hacia el Estado, en el que sus ciudadanos lo adoran; generando un conjunto de ideas y sentimientos que unen a una persona con su Estado y, por tanto, su lealtad hacia éste. De esta manera cada la nación tiene características propias para que sus ciudadanos se sientan orgullosos de ello; además podría ser compatible con la búsqueda de un mundo más justo para todos, en lugar de ser una fuente de dominación hacia otras sociedades, (Durkheim, 201

Para Sharma et al., (1994) el patriotismo es la dedicación de una persona a través de sentimientos como el amor y la devoción hacia su propio país de origen; además funciona como un mecanismo de defensa frente a terceros países (Mihalyi, 1984).

Balabanis y Diamantopoulos (2004) definen el patriotismo como un sentimiento muy fuerte de apego y lealtad hacia el propio país, pero sin generar procesos de hostilidad en contra de terceros países. De esta manera, el patriotismo se refiere a las percepciones positivas que una persona tiene hacia su propio país de origen y, por lo tanto, hacia sus compatriotas, costumbres e identidad nacional (Durvasula y Lysonski, 2008).

Sin embargo, aunque este concepto incluye el orgullo hacia el país de origen de un individuo específico, es diferente respecto al concepto de nacionalismo. El nacionalismo se refiere a la visión que tienen las personas, en las que creen que su país de origen es superior a todos los demás países, generando un sentimiento totalmente acrítico; sin embargo, los sentimientos patrióticos están relacionados solo con las cualidades internas y no critican a otros países (Sinkkonen, 2013).

Sin embargo, Han (1988), demostró que el patriotismo del consumidor logra tener efectos significativos sobre las intenciones de compra de productos nacionales respecto a la compra de productos extranjeros. De esta manera, cuando se encuentran niveles elevados de patriotismo, es probable que se rechacen a personas, culturas y productos de origen distinto al de este individuo. Por esta razón los consumidores con un alto nivel de patriotismo suelen apoyar los productores nacionales como parte de su deber y lealtad hacia su país de origen.

Para Puncheva-Michelotti y Michelotti (2014), el patriotismo termina otorgando una ventaja competitiva a un producto local, pues permite potenciar la identidad nacional de los individuos a través de estos productos. Otros estudios permiten de igual manera, confirmar la relación positiva que existe entre el patriotismo y el

etnocentrismo del consumidor, (Sharma et al., 1994), incluso en el ámbito de los servicios, (De Ruyter et al., 1998).

2.1.6. Imagen

La imagen de marca son las asociaciones (atributos, beneficios y actitudes) que tiene un consumidor en su memoria, sobre una marca en particular (Keller, 1993). Para Schlesinger et al., (2017), la imagen es la suma de creencias, ideas e impresiones de una persona sobre un objeto específico.

Por otra parte, para Palacios-Florencio et al., (2018; p 1275), “la imagen corporativa se basa en las impresiones que, sobre la empresa, tienen sus grupos de intereses ya sean internos o externos. Esta imagen está determinada por las acciones de la organización, como también por la forma en que trata a sus empleados, a sus clientes y sociedad en general”.

Teniendo en cuenta esto, se puede indicar que la Imagen de marca está directamente relacionada con la percepción de un consumidor con una marca específica y de sus beneficios tanto funcionales como simbólicos; incluso, en algunas situaciones, el consumidor puede valorar más los beneficios simbólicos, por encima de los beneficios funcionales del producto (Nandan, 2005).

De esta manera, la imagen de marca se refiere a los pensamientos y sentimientos que el consumidor tiene sobre una marca en particular. Estas características son fundamentales para cualquier empresa, ya que le permiten desarrollar una ventaja competitiva tanto racional como emocional, lo que les permite diferenciarse de sus competidores directos (Roy y Banerjee, 2007).

Debido a esto, si la marca se posiciona en la mente del consumidor a través de valores como la superioridad comercial, la calidad y el prestigio; estos valores terminarán influyendo en la decisión de compra del consumidor, a la hora de elegir

esta marca sobre otras marcas (Hsieh y Li, 2008). De esta manera, cuantas más características simbólicas y positivas representen la marca en una sociedad determinada, más fuertes serán los sentimientos positivos hacia su imagen de marca. De esta manera, si una marca genera estatus social en esa sociedad, el deseo de consumirlo por parte de los miembros de esa sociedad específica aumentará (O'Cass y Frost, 2002). Por otra parte, para Steenkamp, Batra y Alden, (2003) la imagen positiva que tiene un consumidor sobre un país extranjero, se traslada también hacia los productos que en este mismo país se fabrican, y, por lo tanto, es posible encontrar cómo en algunos países, las marcas extranjeras son percibidas como de mayor calidad y prestigio.

2.1.7 Lealtad

La lealtad a la marca genera un vínculo emocional en el consumidor, a través de los atributos y valores representados por la marca; esto hace que los consumidores elijan una marca en particular sobre otras marcas, incluso con precios más bajos o con características similares (Ogba y Tan, 2009).

Por esta razón, la lealtad se manifiesta tanto en una repetición de compra, como en la actitud de los consumidores hacia el producto, determinando de esta manera, el compromiso que se tiene hacia la marca (Beerli et al; 2004).

Para Rowley (2005), la lealtad genera una menor sensibilidad de la elasticidad del precio, un menor gasto para obtener nuevos clientes y, por lo tanto, una mayor rentabilidad económica; mientras que, para Bowen y Chen, (2001), los beneficios de la lealtad se evidencian en una actitud más favorable hacia la empresa, en un compromiso a comprar el producto y en la recomendación hacia otras personas.

En el ámbito de los servicios, East et al; (2005), consideran la lealtad como un compromiso muy arraigado en el consumidor, que le genera la recompra de un

servicio de forma consistente en el futuro, a pesar de las diferentes influencias para lograr cambiar este comportamiento.

Para Chaudhuri y Holbrook (2001), la lealtad a la marca se produce cuando un consumidor tiene una clara preferencia por comprar una marca específica por encima de otras marcas, independientemente de su valor o sus características funcionales. Por esta razón, la lealtad a la marca influye tanto en las actitudes como en el comportamiento del consumidor, ya que este consumidor siente un compromiso emocional, que lo obliga a comprar una marca específica, y, además, a hablar bien de ella.

2.1.8 Identidad Nacional:

La identidad nacional genera la pertenencia de un ciudadano a su propio país, a través de diversos factores sociales y emocionales por el hecho de haber nacido en un país específico (Vida et al., 2008; Verdugo, et al., 2016). Por esta razón, la identidad nacional se refiere a la afinidad que un individuo siente con su Estado-Nación a través de su herencia histórica, por haber nacido en un determinado país, la cual es incluyente y no excluyente. Por lo tanto, no genera un sentimiento de superioridad hacia otros países (Vida et al., 2008).

De esta manera, la identidad nacional es el sentido de pertenencia de los ciudadanos con sus países de origen, a través de algunas características comunes como la historia, la sangre, el parentesco, la etnia, la ascendencia, los valores comunes y el idioma que comparten (Verdugo, et al., 2016; Cleveland et al., 2022). De esta forma, la identidad nacional se basa en identificar a los individuos dentro de la nación de la que son miembros, generando un vínculo afectivo importante con su

país, en las que el individuo expresa su grado de afiliación y sus sentimientos positivos hacia su propia nación (Zeugner-Roth, 2015).

En otras palabras, la identidad nacional se construye sobre las características que los individuos comparten con su país de origen y con el resto de sus ciudadanos; que, a su vez, les permiten diferenciarse de otros países. Por esta razón, la identidad nacional adquiere su significado solo a través de la comparación con otros países (Triandafyllidou, 1998).

Esta identidad nacional se compone de un conjunto de cuatro categorías que se alimentan entre sí. Por una parte, una estructura de creencias similares, como la religión y la cultura, que facilitan la participación, la solidaridad y la cohesión social con los miembros de la nación; también para el patrimonio nacional, aludiendo a la importancia de los hechos y personajes históricos que generan un sentido de pertenencia. También debido a la homogeneidad cultural, porque, aunque hay múltiples subculturas dentro de una nación, que coexisten simultáneamente, logran tener una cierta homogeneidad entre ellas al representar a su nación.

Finalmente, a su nivel de etnocentrismo, refiriéndose a la importancia de mantener los valores y compartimentos del grupo e incluso cuidar de su economía nacional, como mecanismo de defensa sobre las naciones externas (Keillor & Tomas M. Hult, 1999).

2.1.9 Dogmatismo:

El dogmatismo se define como la falta de flexibilidad en las opiniones de una persona, Shoham et al., (2006); por esta razón, los individuos dogmáticos tienden a ser muy rígidos dentro de su sistema cognitivo. Los dogmáticos tienden a profesar una visión casi inmutable e injustificada de sus propias convicciones personales (Crowson, 2009).

Según Malmir et al., (2017), las personas dogmáticas tienen un sistema cognitivo inflexible que se traduce en una personalidad que le cuesta adaptarse al entorno social. De esta manera, el dogmatismo se convierte en una barrera mental que impide que las personas acepten las creencias, ideas y comportamientos de otras personas, que piensan diferente a la persona dogmática. Por esta razón, los dogmáticos muchas veces no comprenden las nuevas ideas, las nuevas formas de pensar e incluso tienen dificultad para adaptarse a los cambios.

Dicho esto, las personas dogmáticas muchas veces no aceptan ideas distintas a las propias, aunque se les dan argumentos válidos que refutan sus ideas. Los dogmáticos solo considerarán como verdaderas sus propias ideas, incluso si estas ideas son totalmente incorrectas. En consecuencia, los dogmáticos no suelen interactuar ni cooperar con personas, cuyos ideales y formas de pensar difieren de las suyas (Swan, 2014).

Para Aji y Dharmmesta (2019), los individuos dogmáticos son reacios a cambiar su sistema de creencias, por lo que su realidad se basa en su propio conocimiento de los hechos. No aceptarán fácilmente nueva información que vaya en contra de su forma de pensar, independientemente de la evidencia que se le entreguen al respecto.

Considerando esto, para Shoham et al., (2006), las personas dogmáticas tienden a ser personas muy conservadoras, con creencias religiosas muy fuertes, y con bajos niveles de empatía. Así, cuanto mayor sea el nivel de dogmatismo, más inflexible será esta persona con su comportamiento, y menos tolerante con otros grupos o con las minorías, generando incluso animadversión hacia grupos o países extranjeros.

2.1.10 Animosidad/ Animosidad del consumidor

La animosidad surge como una de las formas de explicar los fuertes sentimientos negativos que se pueden tener contra un país extranjero, debido a cualquier tipo de enfrentamiento y hostilidad previo que se tenga, por parte de este país (Averill, 1983). De esta manera, la animosidad se puede clasificar según la duración del sentimiento negativo hacia otro país:

La animosidad situacional se refiere a fuertes sentimientos de enemistad que son asociados a una circunstancia concreta, pero que pueden ser transitorios; por otra parte, la animosidad estable se refiere a emociones antagónicas que son acumuladas a lo largo de los años, por lo que esta animosidad estable es mucho más duradera y profundamente arraigada en la mente de las personas, en comparación con la animosidad situacional; es decir que mientras una animosidad situacional es pasajera, la animosidad estable es permanente. Por otra parte, así como una guerra entre países conduce a la existencia de una animosidad bélica, un desacuerdo comercial entre países conduce a una animosidad económica y comercial, la cual se estudia a través del concepto de animosidad del consumidor (Klein et al., 1998). La animosidad del consumidor surge entonces, como una corriente particular en la literatura, que permite examinar el impacto de los sentimientos muy negativos de las personas, hacia un país determinado, y en particular contra los productos o servicios fabricados u ofrecidos en ese país.

De esta manera, los sentimientos de odio causados por acciones adversas a un ciudadano, o contra sus organizaciones, o contra su Gobierno; se reflejarán directamente en las percepciones que tienen los consumidores sobre los productos del país, que este originando estos ataques (Maher et al., 2010).

2.2 Hipótesis, Modelo de Investigación y Metodología

- **Artículo I:**

“Ethnocentrism at the Coffee Shop Industry: A Study of Starbucks in Developing Countries”.

Este artículo se publicó en la revista Journal of Open Innovation: Technology, Market, and Complexity

Numerosos estudios previos han podido identificar, como los consumidores etnocéntricos prefieren la compra de productos de origen nacional, respecto a la compra de los productos de origen extranjero. Sin embargo, estos estudios se han centrado en las grandes economías, por lo que su aplicación en los países en desarrollo sigue siendo aun escasa, especialmente si queremos conocer su relación respecto a una marca extranjera, que opera en estos países en desarrollo.

Por otro lado, estos estudios se suelen centrar en su aplicación en los productos, por lo su estudio, pero en el ámbito de los servicios, y en especial, de los servicios hedónicos, resultan muy escasos.

Con esto en mente, el objetivo principal de este estudio es analizar y comprender los antecedentes y los resultados que nos permiten explicar el etnocentrismo del consumidor, respecto a las empresas internacionales que ofrecen servicios de carácter hedónico en países en desarrollo.

Para esto, esta investigación se ha centrado en Starbucks en Colombia.

Cabe resaltar que Starbucks inició operaciones en Colombia en 2014, en donde esta cadena de cafeterías norteamericana ofrece una experiencia que involucra a sus clientes de una manera multisensorial y hedónica a través de marketing experiencial.

Para efectos de esta investigación, se consideró a Colombia un país en desarrollo, debido a que en 2018 ocupaba el último lugar en desigualdad social; en el que se necesitaban 11 generaciones para que una familia alcance el ingreso promedio de la OCDE. Por otro lado, el PIB per cápita de Colombia, según el Banco Mundial, es de 6667 dólares americanos y según el Programa de las Naciones Unidas para el Desarrollo (PNUD) de 2017, el Índice de Desarrollo Humano (IDH) de Colombia fue 0,747.

Por otra parte, según la Organización Internacional del Café a mayo de 2019, Colombia ocupaba el tercer lugar como exportador mundial de café, donde su producción total para el año de cosecha 2018/2019 se estimó en 8,2 millones de sacos; un 2,7% más que el período anterior 2017/2018.

También es importante señalar que Estados Unidos es el principal receptor del café colombiano, con el 46,5% de todas las exportaciones de Café en Colombia.

De esta manera se evidencia que el café en Colombia es un producto muy importante en la economía y en la sociedad de este país, llegando a considerarse como un símbolo de identidad nacional.

A través de esta investigación, se realizó un modelo teórico el cual se aplicó con una muestra presencial de 305 consumidores de Starbucks en la ciudad de Bogotá.

Mediante el análisis de los datos con Smart PLS 3.0, se observó que, aunque el consumidor colombiano es etnocéntrico, sí posee lealtad hacia dicha marca extranjera; de esta manera, estos resultados nos proporcionan implicaciones para la gestión de las marcas internacionales que desean operar en los mercados locales.

Con estos hechos en mente, este trabajo proporciona una comprensión más profunda de cómo el nivel de etnocentrismo del consumidor en la selección de un servicio hedónico y extranjero, influye en la lealtad hacia estos mismos servicios.

Para esta investigación se considera como posibles antecedentes del etnocentrismo del consumidor, variables como el patriotismo, el colectivismo y el individualismo; mientras se analiza su impacto en la lealtad.

Las hipótesis de esta investigación se presentan a continuación:

Hipótesis 1 (H1): El patriotismo afecta positivamente al etnocentrismo en los servicios hedónicos.

Hipótesis 2 (H2): El colectivismo afecta positivamente las tendencias etnocéntricas en los servicios hedónicos.

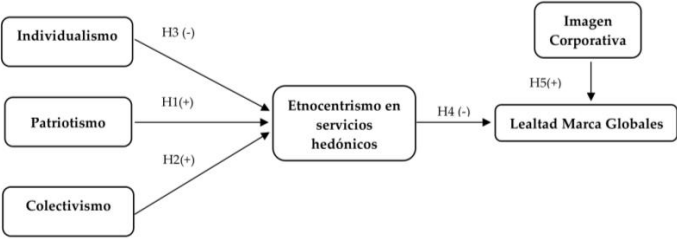
Hipótesis 3 (H3): El individualismo afecta negativamente las tendencias etnocéntricas en los servicios hedónicos.

Hipótesis 4 (H4): El etnocentrismo en los servicios hedónicos afecta negativamente la lealtad hacia las marcas globales y extranjeras.

Hipótesis 5 (H5): La imagen corporativa de los servicios hedónicos afecta positivamente la lealtad del consumidor

A manera de resumen en la Tabla 4, se presenta la información relevante de esta investigación.

Tabla 6. Resumen del Artículo I

Artículo 1	Hipótesis	Contribuciones Teóricas	Muestra y Metodología	Variables de Estudio
Título: Ethnocentrism at the coffee shop industry: a study of Starbucks in developing countries.	Hipótesis 1 (H1): El patriotismo afecta positivamente al etnocentrismo en los servicios hedónicos. Hipótesis 2 (H2): El colectivismo afecta positivamente las tendencias etnocéntricas en los servicios hedónicos. Hipótesis 3 (H3): El individualismo afecta negativamente las tendencias etnocéntricas en los servicios hedónicos.	 <pre> graph LR Individualismo -- "H3 (-)" --> Etnocentrismo Patriotismo -- "H1(+)" --> Etnocentrismo Colectivismo -- "H2(+)" --> Etnocentrismo Etnocentrismo -- "H4 (-)" --> Lealtad ImagenCorporativa -- "H5(+)" --> Lealtad </pre> Debido a que la literatura se ha centrado en el estudio del etnocentrismo del consumidor en el sector de los productos de los países desarrollados, el objetivo de este estudio es identificar los antecedentes y consecuencias del etnocentrismo del consumidor, pero aplicados en el sector de los servicios hedónicos y en países en vía de desarrollo, respecto a una marca extranjera. Para esto, se tuvo en cuenta la importancia social, cultural y económica del café colombiano en dicho país, y su relación respecto a una marca extranjera y de servicios hedónicos como lo son las cafeterías de Starbucks.	Técnica cuantitativa a través de una muestra de conveniencia, en donde se recolectaron 305 cuestionarios de manera presencial, a consumidores de Starbucks en Colombia; cuyos datos fueron procesados a través de PLS-SEM	*Patriotismo *Individualismo *Colectivismo *SET *Lealtad *Imagen Coporativa
Revista: Journal of Open Innovation: Technology, Market, and Complexity	Hipótesis 4 (H4): El etnocentrismo en los servicios hedónicos afecta negativamente la lealtad hacia las marcas globales y extranjeras. Hipótesis 5 (H5): La imagen corporativa de los servicios hedónicos afecta positivamente la lealtad del consumidor			

Fuente: Elaboración propia

- **Artículo 2:**

“Decreasing consumer animosity: The relationship between fast food businesses and social conflicts in Latin America and the Caribbean”

Este artículo se publicó en “Cogent business & management”

La animosidad del consumidor representa el malestar hacia los bienes, servicios y marcas extranjeras, que sean originarias de países con los que existe algún tipo de conflicto social, económico, político, militar entre otros.

Por otra parte, se debe indicar que los conflictos en América Latina y el Caribe suelen pasarse por alto en la literatura académica, la cual se suele centrar en el estudio de las principales economías occidentales y en los grandes países asiáticos, dado su valor político, económico y militar. Por esta razón, los estudios de animosidad del consumidor se llevan a cabo principalmente en estos países y no en economías emergentes como las de América Latina.

De esta manera, este estudio busca contribuir a la escasa literatura sobre la animosidad del consumidor en América Latina, a través de un conflicto actual entre dos países sudamericanos y fronterizos, como lo son Colombia y Venezuela.

A través de este artículo, se consigue una mejor comprensión del comportamiento de los consumidores respecto a este tipo de hostilidades entre el país de origen de un consumidor, respecto a un país extranjero y sus productos o servicios.

Para esto, este estudio se centro en los restaurantes de comida rápida de origen venezolano que operan en Colombia, a través de un alimento a base de maíz ampliamente conocido en Colombia y Venezuela como es la “Arepa”.

Para esta investigación se considera que la comida termina siendo un factor que permite la integración entre ambas naciones, donde los colombianos a través del consumo de ciertos productos específicos, pueden olvidar el malestar hacia Venezuela, sus ciudadanos o sus productos. De esta manera, este estudio puede ayudar tanto a los diversos establecimientos gubernamentales, para generar políticas de integración social, como a los diversos gerentes de marketing que quieren expandir sus negocios de comida rápida y posicionar sus marcas extranjeras.

Los datos procesados a través del PLS con una muestra de 245 cuestionarios de manera presencial, a los consumidores de los 10 restaurantes con mayores valoraciones en el portal de www.tripadvisor.co nos permiten demostrar cómo el consumidor colombiano, aunque puede tener animosidad hacia Venezuela, tiene una imagen positiva de la Restaurantes de comida rápida de origen venezolano en Colombia.

De esta manera, este estudio muestra que la animosidad de los consumidores debe estudiarse específicamente para cada tipo de producto, servicio o marca.

Esta investigación posee 3 novedades académicas:

La primera consiste en estudiar la animosidad del consumidor en América Latina, a través del comportamiento del consumidor colombiano, respecto a restaurantes de comida rápida de origen venezolano; teniendo en cuenta teniendo en cuenta la escasa literatura que existe de esta variable aplicada en países de América Latina y el Caribe, ya que su estudio se ha concentrado en los grandes países occidentales, asiáticos o árabes, dejando atrás a los países latinoamericanos.

En segundo lugar, esta investigación se lleva a cabo en medio de una actual crisis social, política y económica entre ambas naciones, y con un crecimiento desbordado de la inmigración venezolana en Colombia; teniendo en cuenta que la mayor parte de la literatura que existe, se refiere a conflictos del pasado, que en su mayoría son simplemente un recuerdo en la mente de los consumidores.

En tercer lugar, este estudio muestra que una persona puede sentir animosidad hacia un país específico, y esto no significa que esta animosidad se transfiera automáticamente a todos los productos y servicios que representan a ese país en conflicto.

Para esta investigación, proponemos que la identidad nacional, y el individualismo, se consideran antecedentes de la animosidad del consumidor, mientras que la imagen es su resultado. Es importante recalcar como a través de esta investigación, el etnocentrismo también es considerado como un antecedente de la animosidad, debida a las posibles correlaciones de estos dos términos y su influencia negativa en el consumidor local.

Las hipótesis de esta investigación se presentan a continuación:

Hipótesis 1 (H1): El individualismo tiene un efecto negativo y significativo en la animosidad de los consumidores.

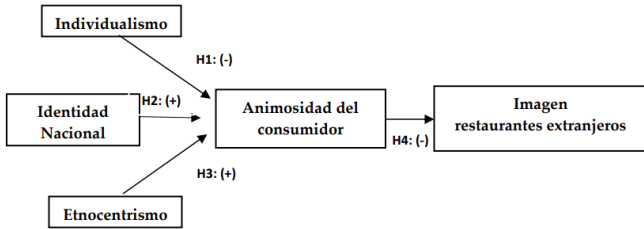
Hipótesis 2 (H2): La identidad nacional tiene un efecto positivo y significativo en la animosidad de los consumidores.

Hipótesis 3 (H3): El etnocentrismo del consumidor tiene un efecto positivo y significativo en la animosidad del consumidor.

Hipótesis 4 (H4): La animosidad de los consumidores tiene un efecto negativo y significativo en la imagen de los restaurantes extranjeros.

A manera de resumen en la Tabla 5, se presenta la información relevante de esta investigación.

Tabla 7. Resumen del Artículo II

Artículo 2	Hipótesis	Contribuciones Teóricas	Muestra y Metodología	Variables de Estudio
Título Decreasing consumer animosity: The relationship between fast food businesses and social conflicts in Latin America and the Caribbean	Hipótesis 1 (H1): El individualismo tiene un efecto negativo y significativo en la animosidad de los consumidores. Hipótesis 2 (H2): La identidad nacional tiene un efecto positivo y significativo en la animosidad de los consumidores. Hipótesis 3 (H3): El etnocentrismo del consumidor tiene un efecto positivo y significativo en la animosidad del consumidor. Hipótesis 4 (H4): La animosidad de los consumidores tiene un efecto negativo y significativo en la imagen de los restaurantes extranjeros.	 <pre> graph LR A[Individualismo] -- "H1: (-)" --> D[Animosidad del consumidor] B[Identidad Nacional] -- "H2: (+)" --> D C[Etnocentrismo] -- "H3: (+)" --> D D -- "H4: (-)" --> E[Imagen restaurantes extranjeros] </pre> La animosidad del consumidor representa el malestar hacia los bienes, servicios y marcas que son extranjeras y originarias de países con los que se tiene algún tipo de conflicto ya sea económico, político, militar, social entre otros. De esta manera, este estudio busca contribuir a la escasa literatura sobre la animosidad del consumidor en América Latina, a través de un conflicto actual, como es el caso de Colombia y Venezuela. Los datos procesados nos permiten demostrar cómo el consumidor colombiano, aunque puede sentir animosidad hacia Venezuela, tiene una imagen positiva de los restaurantes de comida rápida de dicho país que operan en Colombia. De esta manera, este estudio muestra que la animosidad de los consumidores no debe ser generalizada.	Técnica cuantitativa a través de una muestra de conveniencia, en donde se recolectaron 245 cuestionarios de manera presencial, a los consumidores de los 10 restaurantes con mayores valoraciones en el portal de www.tripadvisor.co cuyos datos fueron procesados a través de PLS-SEM	*Individualismo *Identidad Nacional *Etnocentrismo *Animosidad del consumidor *Imagen restaurantes extranjeros
Revista: Cogent Business & Management				

Fuente: Elaboración propia

- **Artículo 3:**

“Breaking the barriers of animosity: innovation in business models as a positioning strategy”

Este artículo se publicó en la revista Heliyon

A lo largo de la historia de la humanidad, se han documentado diversos conflictos económicos, políticos, religiosos y culturales entre las diferentes sociedades; de esta manera, el antagonismo entre los seres humanos es un tema muy antiguo y profundamente estudiado en las etnografías clásicas, que han destacado la importancia de las interacciones antagónicas entre diferentes grupos y entre sus individuos.

Por esta razón, la animosidad surge como una de las formas de explicar los fuertes sentimientos negativos que se pueden tener contra un país extranjero, debido a cualquier tipo de enfrentamiento y hostilidad previo que se tenga, por parte de este país.

De esta manera, los sentimientos de odio causados por acciones adversas a un ciudadano, o contra sus organizaciones, o contra su Gobierno; se reflejarán directamente en las percepciones que tienen los consumidores sobre los productos del país, que este originando estos ataques.

Teniendo en cuenta esto, este estudio se centra en la animosidad del consumidor en medio de un conflicto actual entre dos países de América del Sur; a través del análisis de la industria farmacéutica en el sector minorista.

Para esto, esta investigación propone un estudio sobre la animosidad del consumidor entre dos países en desarrollo de Sudamérica (Colombia y Venezuela), y de esta manera, poder contribuir a la poca literatura que existe sobre este tema, en los países en desarrollo. Es importante indicar que Colombia y Venezuela son países limítrofes, y que para a fecha de esta investigación, presentan grandes diferencias políticas, que han afectado sus relaciones bilaterales de los últimos 20 años.

De esta manera, esta investigación analizó la imagen de marca de la cadena internacional de farmacias “Farmatodo” de origen venezolano, la cual opera en Colombia desde 2009 y que para 2020, contaba con 59 tiendas en 6 ciudades de Colombia. Es importante recalcar que antes de la llegada de “Farmatodo” a Colombia, sólo existían en el país, las típicas droguerías tradicionales, con venta exclusiva de medicamentos. Este concepto cambió completamente a través de “Farmatodo”, porque su innovación en modelos de negocio, incluyó un novedoso servicio, donde en un solo lugar se podría obtener gran variedad de productos tanto en la categoría de salud, pero también en las categorías de belleza, bebés y cuidado personal; es decir que poseían una variada gama de productos que permiten satisfacer diferentes necesidades en un solo lugar.

Por otro lado, también innovaron en la experiencia de compra que ofrecen sus tiendas presenciales, a través de locales muy amplios con una decoración moderna; a diferencia de las farmacias tradicionales que se caracterizaban por ser muy pequeñas y antiguas. De igual manera, en sus locales se ofrecen servicios extras como ofrecer gratuitamente la toma de la presión arterial, el peso, índice de masa corporal, glucosa, inyecciones, además de poder recibir consejos profesionales desde el punto de vista farmacéutico y de belleza.

A través de una muestra de 298 clientes de Farmatodo la cual fue procesada a través de PLS-SEM, este estudio demuestra que un consumidor puede tener fuertes sentimientos de patriotismo, animosidad y etnocentrismo, y sin embargo una imagen positiva hacia una marca o producto del país con el que tiene lugar el conflicto.

Para esta investigación, el patriotismo y el colectivismo se han propuesto como antecedentes de la animosidad del consumidor, además de estudiar la repercusión en la imagen.

Es importante recalcar como a través de esta investigación, se analiza como influye de manera directa la animosidad del consumidor, sobre el etnocentrismo del consumidor. De esta manera de complementa el artículo 2 sobre la relación directa de estas dos variables, y como influyen de manera negativa en el consumidor local.

Las hipótesis de esta investigación se presentan a continuación:

Hipótesis 1 (H1): Las tendencias colectivas en la sociedad colombiana tienen un impacto positivo en la animosidad del consumidor.

Hipótesis 2 (H2): Las tendencias patrióticas de la sociedad colombiana tienen un impacto positivo en la animosidad del consumidor.

Hipótesis 3 (H3): Las tendencias colectivas en la sociedad colombiana tienen un impacto positivo en sus tendencias patrióticas.

Hipótesis 4 (H4): La animosidad del consumidor tiene un impacto positivo en las tendencias etnocéntricas.

Hipótesis 5 (H5): La animosidad del consumidor no afecta la imagen de las marcas extranjeras, siempre y cuando estas marcas tengan un posicionamiento positivo por adelantado.

Hipótesis 6 (H6): Las tendencias patrióticas de la sociedad colombiana pueden tener un impacto positivo en la imagen de las marcas extranjeras, siempre y cuando estas marcas no generen amenazas para Colombia.

Hipótesis 7 (H7): Las tendencias etnocéntricas no afectan la imagen de las marcas extranjeras, siempre y cuando estas marcas no creen amenazas para Colombia.

A manera de resumen en la Tabla 6, se presenta la información relevante de esta investigación.

Tabla 8. Resumen del Artículo III

Artículo 3	Hipótesis	Contribuciones Teóricas	Muestra y Metodología	Variables de Estudio
Título Breaking the barriers of animosity: innovation in business models as a positioning strategy	Hipótesis 1 (H1): Las tendencias colectivas en la sociedad colombiana tienen un impacto positivo en la animosidad del consumidor Hipótesis 2 (H2): Las tendencias patrióticas de la sociedad colombiana tienen un impacto positivo en la animosidad del consumidor Hipótesis 3 (H3): Las tendencias colectivas en la sociedad colombiana tienen un impacto positivo en sus tendencias patrióticas Hipótesis 4 (H4): La animosidad del consumidor tiene un impacto positivo en las tendencias etnocéntricas	<pre> graph TD TC[Tendencias Colectivas] -- "H1: (+)" --> AC[Animosidad del consumidor] TP[Tendencias Patrióticas] -- "H2: (+)" --> AC TC -- "H3: (+)" --> TP AC -- "H4: (+)" --> TE[Tendencias Etnocéntricas] AC -- "H5: (+)" --> IM[Imagen marcas extranjeras] TP -- "H6: (+)" --> IM TE -- "H7: (+)" --> IM </pre> Esta investigación demuestra cómo las empresas del sector retail que son extranjeras y cuyo país de origen presenta en conflicto (económico, político, o militar) con el país en donde están realizando sus actividades comerciales, han podido desarrollar innovaciones a través de sus tiendas que generan un posicionamiento positivo en la mente del consumidor, capaz de minimizar la animosidad del consumidor hacia ellos. De esta manera se demuestra como la animosidad del consumidor tiene un impacto positivo en las tendencias etnocéntricas, pero también se evidencia que las tendencias etnocéntricas no afectan la imagen de las marcas extranjeras, siempre y cuando estas marcas no creen amenazas para el país del consumidor.	Estudio a través de Técnica cuantitativa con una muestra de conveniencia, en donde se recolectaron 298 cuestionarios de manera online, de consumidores colombianos de la tienda de farmacias “Farmatodo” originaria de Venezuela; cuyos datos fueron procesados a través de PLS-SEM	*Tendencias Colectivas *Anomiosidad del Consumidor *Tendencias Patrioticas *Tendencias Etnocentricas *Imagen de marca
Revista: Heliyon	Hipótesis 5 (H5): La animosidad del consumidor no afecta la imagen de las marcas extranjeras, siempre y cuando estas marcas tengan un posicionamiento positivo por adelantado Hipótesis 6 (H6): Las tendencias patrióticas de la sociedad colombiana pueden tener un impacto positivo en la imagen de las marcas extranjeras, siempre y cuando estas marcas no generen amenazas para Colombia Hipótesis 7 (H7): Las tendencias etnocéntricas no afectan la imagen de las marcas extranjeras, siempre y cuando estas marcas no creen amenazas para Colombia			

Fuente: Elaboración propia

- **Artículo IV**

“Consequences of xenocentrism and ethnocentrism on brand image of Starbucks: moderating effects of national culture and perceived brand globalness between Colombia and Spain”

Este artículo se publicó en la revista Cross Cultural & Strategic Management

Los procesos de globalización han permitido que los consumidores de diferentes países del mundo encuentren marcas extranjeras, que ofrecen sus productos y servicios con características similares en una gran cantidad de países. Estas marcas extranjeras suelen llevar a cabo, estrategias de marketing con objetivos comunes en varios países del mundo, pero que se coordinan desde una centralidad empresarial, con una proyección internacional.

De esta manera, las marcas internacionales suelen estudiar las diferentes variables que les permitan conocer, comprender y analizar los diversos comportamientos de compra, de los consumidores en los diferentes países del mundo. Adicionalmente, buscan identificar características puntuales de cada país específico, en base a los aspectos culturales, sociales y económicos que influyen en el consumidor de dicho país. Por estas razones, las marcas internacionales logran generar estrategias que les permitan adaptarse a cada país donde operan.

Teniendo esto en cuenta, el xenocentrismo (XEN) es una de las variables que permiten comprender la preferencia de los consumidores nacionales por marcas de origen extranjero. De esta forma, los sentimientos xenocéntricos de un consumidor local se convierten en un aliado estratégico para el posicionamiento de las marcas extranjeras, en los mercados locales.

Estos sentimientos xenocéntricos pueden surgir por varias razones. Uno de ellos es la posible admiración cultural hacia otro país, lo cual termina siendo más común entre las personas nacidas en economías emergentes, que entre las personas nacidas en economías desarrolladas. Esto se debe a que los ciudadanos de los países desarrollados tienen condiciones de vida más favorables en comparación con los ciudadanos de economías emergentes. Por esta razón, algunas personas en los países en desarrollo pueden considerar su propia cultura como inferior a la cultura de los países más desarrollados.

Sin embargo, es importante mencionar que existe muy poca literatura sobre esta variable, por lo que es necesario realizar más estudios para comprender mejor este tipo de comportamiento en los consumidores.

Por otra parte, las marcas extranjeras también tienen grandes barreras que superar, para lograr ingresar en los mercados locales. Los estudios sobre el etnocentrismo del consumidor (CE) muestran que los consumidores etnocéntricos a menudo se niegan a comprar productos extranjeros, debido a su preferencia por los productos locales. Esto se debe, a que, para estos consumidores, la compra de productos extranjeros perjudica la identidad nacional y afecta la economía de su propio país. De esta forma, el CE suele relacionarse negativamente con la intención de compra y la imagen de las marcas extranjeras.

Para esto se realizó un estudio transcultural y cuantitativo, a través de una muestra total de 778 cuestionarios válidos y recolectados en línea; de los cuales 451 cuestionarios eran de un país en desarrollo (Colombia) y 327 cuestionarios eran de un país desarrollado (España). Los datos fueron procesados a través del software PLS-SEM 3.2.7, que se suele utilizar en este tipo de estudios predictivos, que contiene además variables de tipo formativo y reflectivo.

Los resultados muestran que XEN tiene un impacto positivo en la imagen de marcas extranjeras, mientras que CE no siempre tiene un efecto negativo en la

imagen de marcas extranjeras, como se creía. Ambos efectos son moderados por la cultura nacional y la percepción de globalidad de la marca. El XEN también tiene un impacto negativo en CE mientras que la identidad nacional y el dogmatismo influyen positivamente en CE.

De esta manera, esta investigación realiza el análisis de los efectos de XEN junto con CE sobre las percepciones hacia una marca extranjera de servicios, considerando los efectos moderadores tanto de la cultura nacional, como la percepción de globalidad de marca; entre un país desarrollado y un país en vías de desarrollo.

Para identificar algunos antecedentes y consecuencias de CE y XEN, se realizó una revisión de la literatura sobre estos constructos. La exhaustiva teoría escogida aporta variables clave como son: la Identidad Nacional y el Dogmatismo como antecedentes del CE; y, por otro lado, presentamos la imagen de marca como consecuencia de CE y XEN.

Las hipótesis de esta investigación se presentan a continuación:

Hipótesis 1 (H1): XEN tiene un efecto negativo en CE.

Hipótesis 2 (H2): La identidad nacional tiene un efecto positivo en CE.

Hipótesis 3 (H3): El dogmatismo tiene un efecto positivo en CE.

Hipótesis 4 (H4): CE tiene un efecto negativo en la imagen de marca, de las marcas extranjeras.

Hipótesis 5 (H5): XEN tiene un efecto positivo en la imagen de marca, de las marcas extranjeras.

Hipótesis 6 (H6a): La cultura tiene un efecto moderador en la relación entre la CE y la imagen de marca de una marca extranjera. Este efecto debe ser más fuerte en países desarrollados como España que en países en desarrollo como Colombia.

Hipótesis 6 (H6b): La cultura tiene un efecto moderador en la relación entre XEN y la imagen de marca de una marca extranjera. Este efecto debe ser más fuerte en países en desarrollo como Colombia que en países desarrollados como España.

Hipótesis 7 (H7a): La globalidad percibida de la marca modera el efecto de CE en la imagen de marca de una marca extranjera. Este efecto mitiga la relación entre CET y la imagen de las marcas percibidas como globales.

Hipótesis 7 (H7b): La globalidad percibida de la marca modera el efecto de XEN en la imagen de marca de una marca extranjera. Este efecto acentúa la relación entre XEN y la imagen de las marcas percibidas como globales

A manera de resumen en la Tabla 7, se presenta la información relevante de esta investigación

Tabla 9. Resumen del Artículo IV

Artículo 3	Hipótesis	Contribuciones Teóricas	Muestra y Metodología	Variables de Estudio
Título Xenocentrism and Ethnocentrism Effects on Brand Image of Starbucks: Moderating Effects of National Culture and Global Brand Perception between Colombia and Spain	Hipótesis 1 (H1): XEN tiene un efecto negativo en CE Hipótesis 2 (H2): La identidad nacional tiene un efecto positivo en CE Hipótesis 3 (H3): El dogmatismo tiene un efecto positivo en CE Hipótesis 4 (H4): CE tiene un efecto negativo en la imagen de marca, de las marcas extranjeras Hipótesis 5 (H5): XEN tiene un efecto positivo en la imagen de marca, de las marcas extranjeras Hipótesis 6 (H6a): La cultura tiene un efecto moderador en la relación entre la CE y la imagen de marca de una marca extranjera. Este efecto debe ser más fuerte en países desarrollados como España que en países en desarrollo como Colombia. / Hipótesis 6 (H6b): La cultura tiene un efecto moderador en la relación entre XEN y la imagen de marca de una marca extranjera. Este efecto debe ser más fuerte en países en desarrollo como Colombia que en países desarrollados como España.	Esta investigación busca contribuir a la escasa literatura que existe sobre el impacto que tienen el etnocentrismo (CE) y el xenocentrismo (XEN) en la percepción de los consumidores sobre la imagen de una marca extranjera, tanto en países desarrollados como en vías de desarrollo. De esta forma, esta investigación puede ayudar a las marcas internacionales a generar estrategias que les permitan adaptar sus productos y servicios, en base a las características culturales y económicas de los países donde operan	Estudio Cross-Cultura a través de Técnica cuantitativa con una muestra de conveniencia, en donde se recolectaron 778 cuestionarios de manera presencial, a 451 consumidores de Starbucks en Colombia y 327 consumidores de Starbucks en España; cuyos datos fueron procesados a través de PLS-SEM	*Identidad Nacional *Dogmatismo *Ethnocentrismo *Xenocentrismo *Imagen de Marca
Revista: Cross Cultural & Strategic Management	Hipótesis 7 (H7a): La globalidad percibida de la marca modera el efecto de CE en la imagen de marca de una marca extranjera. Este efecto mitiga la relación entre CET y la imagen de las marcas percibidas como globales. / Hipótesis 7 (H7b): La globalidad percibida de la marca modera el efecto de XEN en la imagen de marca de una marca extranjera. Este efecto acentúa la relación entre XEN y la imagen de las marcas percibidas como globales			

Fuente: Elaboración propia

3. DISCUSIÓN Y CONTRIBUCIONES TEÓRICAS

A través de esta Tesis Doctoral por compendios de artículos publicados, se ha pretendido contribuir a las investigaciones en torno al concepto de etnocentrismo del consumidor aplicado en el ámbito de los servicios hedónicos y utilitarios, así como su aplicación en economías tanto en desarrollo, como en países desarrollados. De esta manera, se ha buscado conocer los impactos del etnocentrismo del consumidor en empresas que desarrollan sus servicios en contextos internacionales, al poder identificar algunos de sus antecedentes, además de analizar sus posibles consecuencias.

Respecto al Artículo I, los resultados obtenidos permiten en primer lugar, confirmar la relación positiva y significativa que existe entre el patriotismo y el colectivismo con el SET, tal y como se demostró en estudios anteriores (Sharma et al.,1994; De Ruyter et al.,1998); de esta manera se puede considerar que estos constructos aumentan el nivel de SET.

En segundo lugar, a través de este estudio queda confirmada la existencia de una relación negativa y significativa entre el individualismo y el SET, observando como a mayor nivel de individualismo, disminuye el nivel del SET (Sharma et al.,1994; De Ruyter et al.,1998).

En tercer lugar, el presente estudio examinó la relación existente entre el SET y la lealtad, la cual resulto contraria a la propuesta realizada en esta investigación; ya que los resultados sugieren que la relación entre las dos variables es positiva y significativa, mientras que en la hipótesis originalmente se planteó con una relación

negativa y significativa, de acuerdo con los trabajos de Abosag, y Farah, (2014) y Makanyeza (2015); teniendo que rechazar dicha hipótesis. Una posible explicación se puede derivar del carácter hedónico del servicio que presta Starbucks como se mencionó anteriormente; por otro lado, la muestra está formada por un público joven, siendo la edad del 81% de los entrevistados, la comprendida entre los 18 y los 35 años, y en donde la mayoría tiene estudios universitarios. Para este segmento, el consumo de servicios extranjeros le generaría un estatus que le permite sobresalir socialmente, motivo por el cual se podría explicar la lealtad por esta marca.

Por otra parte, a través de este estudio se confirma la relación positiva y significativa entre la imagen y la lealtad hacia la marca. En este sentido al igual que autores como Brunner et al., (2008); y Abosag, y Farah, (2014); nuestros resultados apoyan la importancia de la influencia de la imagen en la lealtad del consumidor colombiano hacia la marca Starbucks.

Respecto al Artículo II los resultados obtenidos nos permiten demostrar que existe una relación negativa y significativa entre el individualismo y la animosidad del consumidor, de la misma manera que los estudios previos de Han (2017); y Han et al. (2020); de manera similar, podemos confirmar la relación positiva y significativa entre la identidad nacional y la animosidad del consumidor, confirmando así la hipótesis en la misma línea que la investigación de Rose et al. (2009), Fong et al. (2015) y Stepchenkova et al. (2018); por otro lado, también podemos validar los resultados positivos y significativos de la relación entre etnocentrismo y animosidad del consumidor, como Cheah et al. (2016); y Lee et al. (2017).

Sin embargo, aunque esta investigación propuso inicialmente una relación negativa y significativa entre la animosidad del consumidor y la imagen de los

restaurantes extranjeros, basado en los estudios previos de Russell y Russell (2010) y Chaudhry et al. (2020); sus resultados fueron contrarios a la hipótesis planteada.

Estos resultados contrarios muestran que la animosidad del consumidor no es un concepto que deba incluir a todos productos de forma generalizada, como se creía anteriormente. De esta manera, así como la animosidad se refiere a rasgos

de antipatía específicamente hacia un país en particular y no hacia todos los países extranjeros de manera generalizada, podemos interpretar que la animosidad del consumidor varía según el tipo de producto, servicio o marca que se está estudiando.

Respecto al Artículo III, los resultados obtenidos permiten evidenciar una relación positiva entre las tendencias patrióticas y la animosidad del consumidor, confirmando los estudios previos de Klein et al (1999), Hoffmann et al. (2011), Yang et al. (2015), Al Ganideh, et al. (2018), en donde las sociedades patrióticas generan fuertes lazos de amor a su país de origen, y por lo tanto presentaran grandes preocupaciones al sentir una amenaza externa a través de un país extranjero.

También encontramos una relación positiva entre las tendencias colectivas y las tendencias patrióticas. En esta investigación se había planteado que, en las sociedades con altos valores de colectivismo, al realizar constantes acciones que buscan fomentar la cohesión social entre los miembros de su grupo, terminarían exaltando sus niveles de patriotismo, como muestra de orgullo, lealtad y amor hacia su propio país. De esta manera, podemos aportar a las interpretaciones previas de Realo et al. (1999); Sagy et al. (2001); Anthony et al (2003); Steele, et al (2013).

De igual manera, logramos confirmar la relación positiva entre la animosidad del consumidor y las tendencias etnocéntricas, en donde podemos ver que la animosidad es uno de los factores que influye de forma directa en el etnocentrismo, debido a que el rechazo hacia un grupo específico, puede terminar generando en

algunas personas el rechazo hacia otros grupos externos, como un mecanismo de protección general hacia su propio grupo social; de esta manera contribuimos a los estudios previos de Nakos et al. (2007), Cheah et al. (2016), Lee et al. (2017), Souiden et al. (2018).

Por otra parte, los resultados nos indicaron que no hay una relación significativa entre el colectivismo y la animosidad, por lo que tuvimos que rechazar a la hipótesis planteada; presentándose resultados diferentes a los presentado por Han, (2017); Latif y col. (2019), por lo que, en este estudio, se puede indicar que los valores colectivos de los países de América Latina, no están relacionados con la animosidad. De igual manera, los resultados iniciales nos indicaron que no hay una relación significativa entre la animosidad y la imagen de una marca extranjera, teniendo que rechazar esta hipótesis también. Sin embargo, se pudo comprobar que, al tomar las tendencias etnocéntricas como variable mediadora entre la animosidad del consumidor y la imagen, se presenta un resultado significativo a través de dicha mediación, es decir que la animosidad del consumidor no llega de forma directa a la imagen, sino a través de la mediación con el etnocentrismo.

Como novedad, esta investigación ha demostrado que una persona, aunque pueda tener altas tendencias de patriotismo, puede tener una imagen positiva de una marca extranjera; de igual manera se pudo confirmar que las tendencias etnocéntricas, pueden tener una imagen positiva de los productos extranjeros.

Esto se puede explicar, debido a varios factores: Como se indicó antes, los valores patrióticos resaltan el amor a hacia su propio país, pero no necesariamente generan sentimientos negativos, hacia marcas extranjeras que representen lujo, estatus social, proximidad cultural o patrocinio a eventos nacionales, Bartikowski et al, (2020); Chang et al (2020); por otra parte, los estudios previos de Chaudhry et al. (2020) han demostrado que una persona puede ser etnocéntrica, y tener una lealtad e imagen positiva hacia marcas extranjeras, las cuales son marcas muy fuertes

porque son marcas globales o porque su consumo genera estatus social, o porque su consumo ya es cotidiano.

Por último y respecto al Artículo IV, los resultados obtenidos confirman una relación significativa y negativa entre XEN y CE, los cuales, aunque los estudios previos de Prince et al., (2016) no tuvieron una relación significativa entre estas dos variables, esta investigación obtuvo un resultado significativo y negativo entre ambas variables, por lo que podemos confirmar que el XEN tiene un efecto directo y negativo en CE.

Esta investigación también confirmó que la identidad nacional se relaciona significativa y positivamente con el CE, de la misma manera que los estudios previos de Vida et al., (2008); Nguyen-Hau, et al., (2013); Zeugner-Roth et al., (2015).

De esta forma, podemos indicar que los sentimientos de amor y sentido de pertenencia al país de origen se reflejan como antecedente de la CE, reflejado también en su preferencia por los productos y servicios nacionales, frente a los productos extranjeros.

De igual forma, esta investigación pudo confirmar la relación significativa y positiva entre el dogmatismo y CE, confirmando los estudios previos de Shankarmahesh, (2006); Al Ganideh, (2017).

De esta manera, podemos ver cómo las personas dogmáticas, al ser tan cerradas en sus propias ideas, estarán más de acuerdo con las opiniones de su propio país que con las opiniones de países extranjeros. De esta forma, preferirán los productos nacionales a los productos extranjeros.

Sin embargo, esta investigación no pudo confirmar la relación significativa y negativa entre la CE y la imagen de marcas extranjeras, a diferencia de los estudios previos de Reardon et al., (2005) y Chan et al., (2010).

En esta investigación, los resultados de la relación fueron negativos, pero no resultaron significativos, por lo que se debió rechazar esta hipótesis. Considerando

estos resultados opuestos, para esta investigación se han tenido en cuenta los estudios de Ma et al., (2020) para tratar de explicar esta situación. Teniendo en cuenta esto, se deben considerar la existencia de dos grupos diferenciados de consumidores etnocéntricos: Los consumidores etnocéntricos locales vs los consumidores etnocéntricos globales.

Por un lado, los consumidores etnocéntricos locales son aquellos consumidores que se caracterizan por una fuerte necesidad de asociación, además tienen valores muy fuertes de benevolencia, tradición, conformidad y seguridad. De igual forma, tienen una fuerte creencia sobre el comportamiento inmoral que se genera al comprar productos extranjeros.

Por otro lado, los consumidores etnocéntricos globales, aunque también consideran apropiado la compra de productos nacionales, no presentan mayores remordimientos a la hora de comprar productos extranjeros. Estos consumidores etnocéntricos globales tienden a ser hedonistas y persiguen objetivos que les permitan empoderarse. De esta manera, a menudo tienen una mayor necesidad de distinción, por encima de su necesidad de asociación (Ma et al., 2020).

De igual manera, los estudios de Karoui y Khemakhem (2019); y Areiza-Padilla et al., (2020); muestran que las marcas extranjeras, generan un consumo conspicuo, lo que ayuda a disminuir los sentimientos etnocéntricos del consumidor.

Por otra parte, también es importante tener en cuenta el uso de la segmentación intercultural propuesta por Hernani-Merino et al., (2020). Este tipo de segmentación permite a los gerentes de marcas extranjeras, tomar decisiones estrategias de marketing, en las que pueden decidir sobre la estandarización internacional o la personalización local, de una estrategia específica de marketing, para ser aplicada en los diferentes países donde opera la marca internacional. Esto se debe a que este tipo de segmentación permite identificar grupos de consumidores globales que

comparten características similares, en función de su grado de pertenencia a una cultura de consumo internacional (Hernani-Merino et al., 2020).

Por otra parte, esta investigación confirma la relación positiva y significativa entre el xenocentrismo del consumidor y la imagen de marca extranjera, en la misma línea de los estudios previos de Balabanis y Diamantopoulos, (2016), Rojas-Méndez y Chapa, (2019). De esta manera, se puede ver que cuando las personas tienden a preferir culturas extranjeras, también tienden a preferir productos, marcas o servicios de esos países extranjeros.

En cuanto al análisis del efecto moderador del contexto cultural, los resultados obtenidos confirman la existencia de diferencias significativas solo entre Colombia y España, respecto al XEN, que resultó significativa y positiva, con valores de coeficientes más altos para el caso colombiano.

En esta relación se evidencia que Cultura logra moderar la relación XEN-Imagen de marca, de una marca extranjera; generando un efecto más fuerte en países en vías de desarrollo como Colombia, que en países desarrollados como España.

Para explicar esto, debemos tener en cuenta que XEN suele generar un sentimiento de admiración hacia la cultura de otros países, especialmente si esta cultura proviene de un país más desarrollado. Por esta razón, este sentimiento es más común en personas que viven en economías en vías de desarrollo, logrando explicar de esta manera, una relación más fuerte en el consumidor colombiano. Es importante mencionar que, en estos países en desarrollo, el consumo de ciertas marcas extranjeras genera un consumo conspicuo, ya que son marcas percibidas por los consumidores locales como más costosas, más modernas y de mayor calidad, que las marcas locales (Rojas Méndez y Chapa 2020, Mueller et al., 2020, Areiza-Padilla y Manzi-Puertas 2021).

Sin embargo, la hipótesis respecto al SET fue rechazada debido a que no fue significativa. Debido a esto, no se puede indicar que la cultura nacional modere la

relación SET-imagen de marca, de una marca extranjera. Para explicar este rechazo, nos apoyamos en los estudios previos de Casado-Aranda et al., (2020) sobre la CE aplicado en España (país desarrollado), y de los estudios previos de Areiza-Padilla y Manzi-Puertas, (2021), sobre la CE, aplicados en Colombia (país en vía de desarrollo) donde se puede demostrar que si bien el etnocentrismo tiende a tener una imagen negativa sobre las marcas extranjeras, sin importar sus cuestiones culturales, también tiene un impacto positivo en el consumo conspicuo de marcas extranjeras que practican la sustentabilidad en los países en vías de desarrollo.

Finalmente, esta investigación mostró que la globalidad de marca percibida tiene un impacto tanto en CE como en XEN. Con base en lo anterior, y con respecto a los estudios de Akram et al., (2011) y Vuong et al., (2020), donde consideran que el etnocentrismo modera la percepción global de marca, esta investigación pudo comprobar que, de forma inversa, la moderación también se puede presentar entre la percepción de marca global y el CE y XEN.

De esta forma, es posible afirmar que las marcas consideradas como globales, influyen directamente en estas relaciones y en el comportamiento del consumidor, mitigando la relación entre CET y la imagen de marca, y acentuando la relación entre XEN y la imagen de esas mismas marcas; debido a que estas marcas tienen presencia global y se venden simultáneamente en varios países del mundo, son percibidas como marcas con una mayor superioridad, calidad y modernidad, en comparación con las marcas locales.

4. CONCLUSIONES, RECOMENDACIONES LIMITACIONES Y FUTURAS LINEAS DE INVESTIGACIÓN

4.1 Conclusiones y Recomendaciones para la Gestión

Respecto al Artículo I, a través de este trabajo se ha pretendido contribuir a las investigaciones en torno al concepto de etnocentrismo en el ámbito de los servicios (SET) hedónicos, cuyos escasos estudios realizados, se han desarrollado fundamentalmente en economías desarrolladas.

Compartiendo la visión de Sheth, (2011), el auge de los mercados emergentes no solo es inevitable, sino que está teniendo un impacto importante en la práctica y la teoría del marketing; en donde esta deberá cambiar de una mentalidad colonial a una mentalidad internacional, por esta razón, la investigación de los mercados emergentes se está convirtiendo cada vez más en una necesidad. Esto implica invitar a diversos académicos, a realizar cada día más investigaciones en estos mercados. De esta manera, este trabajo ha podido contribuir a la escasa literatura que existe sobre el etnocentrismo en servicios, y también sobre la gestión de marcas extranjeras, que se desarrollan en el contexto de un mercado emergente como Colombia, generando contribuciones que permiten a los gerentes de marcas que son internacionales, realizar las estrategias pertinentes para un óptimo desarrollo en estos países.

Con este trabajo se pueden derivar diversas implicaciones para la gestión de organizaciones que prestan sus servicios a nivel internacional. En este estudio se ha podido determinar, que el SET no afecta a la lealtad de las marcas extranjeras en el ámbito de servicios hedónicos, y, por lo tanto, es relevante potenciar en todos los

ámbitos del marketing los aspectos experienciales y hedónicos en el consumo en este tipo de servicios, para que este resulte menos afectado por el carácter etnocéntrico de un país determinado.

En todo caso recomendamos analizar previamente el carácter etnocéntrico de los ciudadanos de un país, como variable clave en las estrategias de internacionalización de las empresas multinacionales. Se debe resaltar que las marcas globales, terminan haciéndole un contrapeso al etnocentrismo. De esta manera, esta investigación considera que el carácter global de las marcas de las empresas de servicios, le permite generar un posicionamiento tan importante, que les permite generar una aceptación, e incluso una deseabilidad, hasta de en un consumidor etnocéntrico.

Sobre esto mismo, He et al. (2015) determinaron que las marcas extranjeras pueden tener un mayor éxito en el extranjero, cuando agregan elementos culturales de dicho país local, es decir que puede existir una compatibilidad entre una marca global y los elementos culturales de dicho país, los cuales mejoran tanto la imagen percibida, como la intención de compra hacia la marca internacional.

Teniendo en cuenta esto, para este estudio consideramos que Starbucks, decidió ingresar al mercado colombiano en 2014, con este tipo de estrategia de marca internacional e incluir elementos culturales de Colombia. Como se mencionó antes, Colombia es uno de los 3 mayores productores de café en el mundo y por lo tanto sus habitantes son muy orgullosos de este producto. Por esta razón se puede evidenciar como Starbucks adopto diversos elementos culturales de Colombia en su ingreso a este país, los cuales se pueden observar en sus tiendas. Los locales de Starbucks en Colombia resaltan en sus decoraciones locativas, imágenes alusivas a los paisajes del eje cafetero de Colombia, al caficultor colombiano, al proceso de recolección, y a las fincas colombianas con plantas de café, entre otros elementos representativos de este sector agroindustrial. Por otra parte, además de ser muy insistentes en su estrategia de comunicación, en que venden café 100% de Colombia

en sus productos de consumo inmediato en el local. (Aunque también es posible comprar café en grano de otros países, solo para llevar).

Por otra parte, para Diallo et al. (2017) en su estudio sobre las marcas en Colombia, se puede concluir que el consumidor colombiano valora más la Imagen de una marca, que su experiencia previa de consumo. De esta manera se puede evidenciar que las marcas globales como Starbucks tienen una imagen tan sólida, que les da una ventaja competitiva, que les permite superar la resistencia de consumidores con un alto nivel tanto de etnocentrismo, como de patriotismo, (Wang et al. 2004; He et al. 2015; Wang et al. 2017).

Por esta razón, podemos concluir que Starbucks con su marca global, ha tenido la capacidad de generar un dialogo directo con este mercado emergente, a través de su adaptación a la cultura local colombiana, pero sin perder su imagen de marca global.

Respecto al Artículo II, este estudio permite tener varias implicaciones para la gestión de restaurantes de origen extranjero, que operan en países con los que existe algún tipo de conflicto.

Esta investigación concluye que la imagen de marca de los restaurantes extranjeros no siempre se ve afectada por la animosidad del consumidor, de esta manera, estos resultados resultan ser contradictorios con la mayoría de los estudios que formulan una relación negativa entre ambos.

Sobre esto, en la investigación, Fakharmanesh y Ghanbarzade Miyandehi (2013), aunque también se propuso una relación negativa entre ambas variables; sus resultados mostraron una relación no significativa entre ambos constructos.

Para este estudio, atribuimos esta situación a que los restaurantes venezolanos en Colombia venden productos muy familiares en la gastronomía y en la sociedad colombiana. Como se indicó anteriormente, la “Arepa” es un alimento muy típico

en ambos países, por lo que consideramos que el consumidor colombiano es capaz de minimizar su animosidad, al consumir alimentos que le resultan ser familiares a su propia gastronomía.

De esta manera, aunque los restaurantes venezolanos suelen destacar en su decoración y ambientación su origen venezolano, para tratar de atraer al público venezolano en Colombia, la realidad es que son frecuentados de igual manera por consumidores colombianos que buscan comer platos similares a los de su propia gastronomía.

Para Yi et al. (2018), cuando un cliente observa la marca de un restaurante, logra identificar su logotipo, eslogan y en general la publicidad de dicho establecimiento, pero, además, trata de recordar en su memoria, las posibles experiencias previas de consumo que hay tenido, a través de diversos factores como el sabor de la comida, los precios, el ambiente y la calidad del servicio que recibió.

Estos factores resultan ser el mayor diferenciador de un restaurante respecto a su competencia.

Los resultados de este estudio muestran que factores como la calidad de los alimentos y del servicio, además de al tener una gastronomía similar a la de la cultura local, son factores logran a reducir la animosidad de los consumidores hacia estos restaurantes extranjeros.

Para González-Soriano et al. (2020), la teoría de la identidad social aplicada en marketing, nos permite observar cómo los individuos que pertenecen a un grupo social, a menudo expresan sus opiniones sobre diversos productos o servicios, a partir de sus experiencias previas de consumo, a otros miembros de su comunidad, cuyas opiniones influyen en las decisiones de compra de otros miembros de la misma sociedad.

De esta manera, para este estudio consideramos que esto podría usarse tanto como un mecanismo de promoción de los restaurantes, pero también como un

mecanismo de integración social, que permite una mejor relación entre la población inmigrante de Venezuela y la de nacionalidad colombiana, disminuyendo sus sentimientos etnocéntricos también.

Respecto al Artículo III y teniendo en cuenta que la mayoría de estudios sobre la animosidad del consumidor se han realizado en países industrializados, y teniendo en cuenta conflictos del pasado, este estudio ha pretendido contribuir a la escasa investigación que existe de esta variable, pero en países en desarrollo, y que además están afrontado en la actualidad, un conflicto político, económico y social entre ellos; como es el caso de Colombia y Venezuela.

De esta manera, este estudio realiza una contribución a la literatura de la animosidad y del etnocentrismo, enfocada en América latina, y desde la perspectiva de una empresa internacional que hace innovaciones en su modelo de negocio, dentro del sector farmacéutico y minorista.

Para esto, se analizaron diversos comportamientos sociales de las personas, a través de su comportamiento colectivo, de sus tendencias patrióticas y sus tendencias etnocéntricas, respecto a su relación con marcas extranjeras, cuyo país de origen está generando una animosidad de forma directa en este consumidor.

Para el caso específico de este estudio, analizamos la Imagen que tienen los colombianos hacia la marca extranjera de cadenas farmacéuticas de origen venezolano denominada "Farmatodo".

Es importante resaltar la situación actual en Colombia, debido a la llegada de más de 1.800.000 inmigrantes venezolanos, lo que ha generado grandes problemas socioeconómicos en dicho país.

Por otra parte, desde hace más de 20 años los Gobiernos de Venezuela y Colombia han sido antagónicos políticos, e incluso en varias ocasiones han indicado que no descartan una guerra militar con el otro país. Todo esto ha generado una

animosidad económica, política y social de los colombianos hacia Venezuela. Sin embargo, en este estudio se demuestra que, aunque existe una animosidad actual, los colombianos no transmiten su rechazo hacia las marcas venezolanas de forma automática. Para esto, se debe tener en cuenta que la cadena de farmacias “Farmatodo” opera en Colombia desde hace más de 20 años, y posee 59 tiendas en 6 ciudades, por lo que su consumo ya es común por parte de los colombianos, incluso logrando posicionarse en la mente de los consumidores más jóvenes como una marca colombiana, es decir, no conocen que es una empresa extranjera. Algunos de los encuestados más jóvenes no sabían que esta marca era de origen venezolano, por tal motivo se les hizo esta aclaración al comienzo del cuestionario; sin embargo, de los resultados obtenidos podemos decir que este factor no influyó negativamente en la valoración de la marca.

Por otra parte “Farmatodo” es una cadena de farmacias con un gran tamaño y con instalaciones más modernas que las farmacias de barrio; además están ubicadas en puntos de tráfico comercial muy concurrido. También se debe indicar que no sólo vende productos exclusivos de una farmacia, sino que poseen también varias categorías diferentes, que le permiten tener una oferta más variada, donde un consumidor puede satisfacer diferentes necesidades en un solo lugar.

De igual manera, ha logrado posicionarse en la mente de varios consumidores como la farmacia más rápida en entrega de pedidos online, con una duración media de 30 o 45 min. Todo lo anterior nos demuestra como algunas innovaciones en la atención al cliente, permiten disminuir los sentimientos etnocéntricos y de animosidad en el consumidor.

Con esto podemos decir que si bien existe animosidad contra una país en particular y altas tendencias etnocéntricas, no significa que estos sentimientos se extiendan contra todos los productos o marcas de dicho país, es especial si esta marca extranjera, ya tenía un consumo habitual en el país local.

Respecto al artículo IV, esta investigación ha buscado contribuir a los pocos análisis que existen sobre la relación entre CE y XEN, pero respecto a una marca extranjera. Esto se debe a que la mayoría de los estudios se han concentrado en las marcas extranjeras, pero sin la connotación de ser una marca considerada como global, la cual tiene características diferentes a las marcas genéricas, las cuales influyen de manera diferente en el consumidor local.

De esta forma, este estudio presenta hallazgos que son de gran valor para los gerentes de marcas extranjeras, porque les permite conocer mejor a sus consumidores en diferentes países del mundo, permitiéndoles desarrollar estrategias de acuerdo con el nivel de CE y XEN de sus consumidores, tanto en países desarrollados, como en países en vías de desarrollo.

Con base en los estudios de Ma et., (2020); para esta investigación se considera la coexistencia de los dos tipos de consumidores etnocéntricos: los consumidores etnocéntricos locales y los consumidores etnocéntricos globales.

Si bien, los dos grupos de consumidores etnocéntricos tienen favoritismo hacia los productos nacionales, tendrán diferentes niveles de rechazo hacia los productos extranjeros. Los consumidores etnocéntricos globales serán más fáciles de persuadir a través de marcas globales y, por lo tanto, podrán superar la barrera del etnocentrismo más rápidamente. Esto se debe a la distinción social que generan las marcas globales, y por ende a la buena imagen de marca que suelen tener, en la mente del consumidor local.

Teniendo en cuenta lo anterior, y con base en los estudios de Karoui y Khemakhem (2019) y Areiza-Padilla et al., (2021), podemos evidenciar cómo los consumidores etnocéntricos tienden a reducir sus sentimientos de rechazo hacia las marcas extranjeras, en los casos en que dicha marca extranjera, también es considerada como una marca global. Esta situación surge por el posicionamiento previo de estas marcas en la mente del consumidor local, en el cual son percibidas

como marcas que son importantes en el mundo. Además, y teniendo en cuenta la naturaleza de XEN, se puede indicar que la marca extranjera le permite satisfacer a los consumidores xenocéntricos, su admiración hacia las culturas extranjeras, a través del consumo de productos provenientes de estos países, los cuales son admirados por el consumidor local. De esta forma, se puede evidenciar cómo las marcas globales a través de su imagen de marca logran romper las barreras emocionales de los consumidores etnocéntricos, disminuyendo los sentimientos etnocéntricos de rechazo hacia ellas.

Esto se evidencia mayoritariamente en los países en vía desarrollo, en donde la imagen de marca, de las marcas extranjeras, en algunos casos generan un mayor estatus social para sus consumidores, por lo que estas marcas internacionales resaltan los sentimientos de XEN mientras disminuyen los sentimientos de CE.

En el caso específico de Colombia, podemos ver como la marca Starbucks genera un consumo conspicuo para los consumidores de este país, a través de un producto con un valor muy por encima del promedio de otras cafeterías de Colombia, aproximadamente con un precio 7 veces mayor, que el promedio del costo en una cafetería de un sector popular. De igual forma, sus locales están ubicados en sectores exclusivos de la ciudad, por lo que no son consideradas cafeterías masivas, a diferencia de lo que suele ocurrir con Starbucks en Estados Unidos. De esta forma, podemos ver cómo las marcas internacionales que generan un consumo conspicuo tienden a tener una aceptación positiva en los mercados emergentes (Areiza-Padilla et al., 2021).

Por otro lado, para romper las barreras culturales de cada país, las marcas extranjeras pueden realizar procesos de conexión emocional y simbólica de su marca extranjera, fomentando ciertos sentimientos patrióticos del país local donde vayan a operar. En el caso específico de Starbucks en Colombia, esta cadena tiene como estrategia vender sus productos de café líquido, 100% originario de Colombia, por

lo que los consumidores colombianos en Starbucks no están consumiendo café extranjero, sino café nacional.

Por otro lado, se encargan de difundir a través de diversos canales de comunicación, que es una empresa socialmente responsable, donde cuidan el medio ambiente colombiano y donde ayudan a los caficultores de este país a tener una mejor calidad de vida; a través de diferentes procesos de capacitación en temas agrícolas que les permitan a los campesinos mejorar sus prácticas de producción, pero además, también comprándole al caficultor colombiano, con unos precios por encima de su competidor directo, la Federación Nacional de Cafeteros.

Es decir, gracias a Starbucks, los caficultores colombianos que venden a Starbucks tienen mayores beneficios económicos y sociales (Areiza-Padilla et al., 2021).

De esta forma, con estas estrategias logran incrementar la buena imagen de marca en los consumidores locales, donde, por un lado, tienen el respaldo de ser una marca internacional, pero también, demuestran ser una marca interesada en la sociedad colombiana.

Por otro lado, podemos ver cómo los sentimientos xenocéntricos tienden a ser más fuertes en los países en desarrollo, como se evidencia en los estudios de Kent y Burnight (1951); Balabanis y Diamantopoulos, (2016); Rojas-Méndez y Chapa (2020). De esta manera, se puede observar que, en estos países los consumidores muchas veces perciben que tienen una calidad de vida inferior, a la que podrían tener en un país desarrollado.

De esta manera, se genera un deseo de poder pertenecer de alguna manera, a este país desarrollado, lo cual se podría lograr, aunque sea de forma simbólica, a través del consumo de los productos o servicios que son originarios de ese país desarrollado. Por lo tanto, esto va en línea con el concepto de imagen de las marcas

internacionales, que se perciben como marcas de mayor calidad y más modernas, respecto a las marcas locales.

4.2 Limitaciones y Futuras líneas de Investigación

Para finalizar, a continuación, presentamos algunas limitaciones que contienen esta Tesis Doctoral, las cuales consideramos que podrían ser futuras líneas de investigación.

Respecto a los Artículos I, II, III y IV, consideramos que la primera limitación a se deriva del carácter de conveniencia de la muestra.

Concretamente respecto al Artículo I, existe un ámbito geográfico restringido de aplicación de este estudio, por lo que sería interesante comparar los resultados con otros países en Latinoamérica. Por otra parte, otras líneas de investigación futuras abordarían el análisis de nuevas relaciones, como el efecto mediador de la imagen entre el SET y la lealtad, así como el estudio de nuevas variables que permitan comprender y explicar por qué un consumidor siendo etnocéntrico presenta lealtad hacia una marca extranjera.

Una de estas nuevas variables de estudio podría ser la del “Xenocentrismo”, la cual representa el grado de preferencia de un grupo de personas, por las sociedades extranjeras respecto a su propia sociedad, por esta razón evalúan todo su entorno, tomando como referencia esa sociedad diferente, y terminan a rechazando sus propios productos, y valores culturales (Camacho, Salazar-Concha, Ramírez-Correa, 2020; Lee, Jung, Nathan, y Chung, 2020).

En América Latina, se puede evidenciar este xenocentrismo a través de la sobrevaloración de las culturas extranjeras (generalmente occidentales), debido a la

desigualdad económica de estos países, y en especial cuando estos mercados dependen de una economía con un imperialismo cultural, (Gaur, Bathula, y Diaz, 2015).

Otra de las limitaciones de este trabajo, fue que su metodología se desarrolló aplicando técnicas cuantitativas las cuales fueron procesadas a través de PLS, se sugiere para nuevas investigaciones, desarrollar diversas técnicas cualitativas para mejorar aún más la medición de las variables incluidas y su adaptación a diferentes industrias.

Otra variable que proponemos estudiar es el consumo conspicuo, el cual para Piron (2000) hace referencia al deseo que tienen los consumidores de demostrar su capacidad de pagar bienes de lujo, que, el tratar de impresionar a otros a través de su consumo, buscan sobresalir socialmente, buscando una utilidad social más que funcional (Mason, 1981). Dichas variables podrían ejercer algún carácter moderador en las relaciones analizadas.

También se debe tener en cuenta, el servicio elegido de Starbucks posee un carácter claramente hedónico muy vinculado al marco teórico de la economía de la experiencia (Pine y Gilmore, 1998). Aunque el interés de los autores es poder continuar trabajando en este ámbito, como futuras líneas de investigación, se propone considerar otros ámbitos del servicio, pero de carácter utilitario.

Por otra parte, para McIvor et al. (2020) el Covid-19, ha permitido evidenciar como en algunas situaciones políticas, se han realzado los legados históricos y negativos del nacionalismo extremo, por tal razón, ahora se empieza a moldear una perspectiva mundial de supervivencia y resistencia en base a esta pandemia.

Sobre esta nueva realidad, para McQueen et al. (2020) considera que las ideas reaccionarias del filósofo Nietzsche sobre el tema de la manada y su nacionalismo cultural, recaen sobre las actitudes de empatía hacia los miembros más débiles de la sociedad. Esto surge en respuesta a las actitudes negativas de algunos líderes,

respecto a su gestión respecto al Covid-19, en donde algunos de estos líderes han demostrado un desprecio por el bienestar de los grupos sociales más vulnerables, y su responsabilidad social hacia ellos.

De esta manera, la crisis generada por el Covid-19 ha permitido tener dos corrientes políticas. Por un lado, algunos líderes están alimentando el populismo y el nacionalismo a través del patriotismo, afectando de forma negativa la solidaridad internacional. Por otra parte, otros líderes han fomentado la cooperación internacional entre países, para que todas las partes interesadas se sumen una responsabilidad compartida, y en donde se estiman que los países en desarrollo tardaran más años que en recuperase, (Leal et al. 2020).

De esta manera, como futura línea de investigación, se debería investigar como la variable del patriotismo se ve afectada por el Covid y por las políticas tomadas en cada país, y como esto afecta al SET.

Finalmente para el Artículo I, Supphellen et al. (2001) determinaron que el etnocentrismo del consumidor no tenía efecto sobre las marcas extranjeras, mientras estas marcas fueran consideradas superiores; teniendo en cuenta esto, se podría presentar que los consumidores altamente etnocéntricos no evalúan los productos de la misma manera, cuando se tratan de marcas globales superiores, respecto a marcas genéricas sin mayor importancia, por lo que se podrían realizar investigaciones basadas en servicios hedónicos, pero sin tener en cuenta el carácter global de la marca.

Respecto al Artículo II, este estudio se basó en restaurantes cuya gastronomía son similares a la del país local, debido a esto, es importante replicar este estudio en otro tipo de negocio de origen venezolano que se desarrolle en Colombia, como por ejemplo la industria manufacturera y el transporte.

Por otro lado, la mayoría de los encuestados tienen una edad relativamente joven, con hasta 35 años, por lo que futuros estudios podrían centrarse en un consumidor de mayor edad, el cual a menudo es menos flexible en su forma de pensar, por lo que podría tener un mayor grado de animosidad.

Por otro lado, este estudio se realizó en la ciudad de Bogotá, que por ser la capital de Colombia tiene la mayor tasa de crecimiento económico del país; por lo que los resultados de este estudio, pueden diferir si la misma investigación se realiza en la ciudad fronteriza de Cúcuta, que es una de la principal frontera terrestres entre Colombia y Venezuela, (Migración Colombia, 2020) y por lo tanto es una de las ciudades de Colombia con mayor número de inmigrantes de origen venezolano, pero también una de las ciudades con mayor tasa de desempleo en todo el país.

Finalmente, recomendamos replicar este estudio, pero desde el contexto venezolano, es decir a través de consumidores de ese país, respecto a restaurantes de origen colombiano que tengan su sede en Venezuela. De esta forma podríamos tener una idea del comportamiento del consumidor desde ambas perspectivas en los dos países.

Respecto al Artículo III, este estudio se centró en la cadena "Farmatodo", sin embargo, nos proponemos analizar otras empresas venezolanas, pero en otros sectores económicos, como el manufacturero, turístico, de hidrocarburos y de alimentos. De la misma manera, analizar empresas con menos de 5 años de operaciones en Colombia y que aún no estén tan posicionadas en la mente del consumidor.

Por otro lado, consideramos que también se debería estudiar la calidad del servicio en la comunicación online, centrándose en el diseño del sitio web, en la seguridad, la privacidad y también en el cumplimiento de los plazos de entrega (Rita et al.2019).

Finalmente, para este estudio se utilizó la escala “CES” Sharma (2015) para medir el etnocentrismo. Proponemos replicar este estudio utilizando la escala “CESTCALE” de Shimp & Sharma (1987) lo cual es muy común para medir esta variable, y poder identificar si existen diferencias o similitudes entre los resultados de ambas escalas.

Por último, para el Artículo IV, es importante realizar más investigaciones en otros servicios hedónicos, como por ejemplo el sector del turismo. De igual forma, se considera que sería interesante replicar este estudio entre otros países, pero del mismo continente, y con economías similares entre ellos.

Por otro lado, los datos recopilados para esta investigación se obtuvieron en un período de cuarentena a causa del covid-19. Debido a la gravedad de la pandemia y los problemas económicos y sociales que surgieron con la pandemia, varios autores como McIvor et al., (2020), y Leal et al., (2020) consideran que algunos países están optando por potenciar los legados históricos del nacionalismo extremo, el populismo y la falta de solidaridad internacional, como medida de unidad nacional ante la crisis sanitaria y económica que ha producido el virus.

Esto incentivaría el consumo de marcas nacionales como mecanismo de reactivación económica. Estas situaciones perjudicarían directamente el consumo de marcas extranjeras; por ello, surge la necesidad de realizar más estudios basados en el nuevo tipo de consumo que existe tras el COVID-19.

Con base en los estudios previos de Vélez-Ocampo y González-Pérez (2019), para este estudio se considera crucial contar con una reputación corporativa positiva, como uno de los factores que permiten la expansión de una marca en el exterior. De esta forma, la falta de este reconocimiento por parte de los consumidores resulta ser uno de los obstáculos para crecer en el exterior.

Por esta razón, creemos que se deben continuar más estudios sobre la relación que se puede presentar entre la reputación corporativa y la internacionalización de una marca, que puedan ayudar a las marcas extranjeras en sus estrategias de internacionalización, teniendo en cuenta los sentimientos que generan tanto el XEN, como el CE.

Por otro lado, proponemos profundizar en el estudio del xenocentrismo debido a la poca literatura que existe sobre este concepto, con el fin de identificar qué factores influyen en esta variable.

Si bien, algunos autores como Cleveland y Balakrishnan (2019), consideran que la necesidad de autonomía, la necesidad de competencia y el parentesco podrían ser antecedentes del xenocentrismo, en su estudio solo pudieron demostrar que dos de los tres antecedentes propuestos, arrojaron un resultado significativo. Debido a que esta muestra se centró únicamente en América del Norte (Estados Unidos y Canadá), no se conocen resultados de un estudio similar, aplicado en Europa y América Latina.

Por otro lado, otros autores como Prince et al., (2016), consideran algunas variables como la baja autoestima, los sentimientos de rechazo y la hostilidad doméstica, podrían ser antecedentes del xenocentrismo; sin embargo, estas hipótesis no han sido contrarrestadas cuantitativamente, y por el momento solo son suposiciones académicas.

Debido a que la escasa literatura sobre XEN, se ha basado en productos o servicios con fines de lucro; es aún más escasa encontrar literatura sobre XEN aplicado en el sector de la educación universitaria. Los estudios previos El-Kassar et al., (2022) muestran cómo las universidades del siglo XXI se han ido adaptando para atraer tanto a estudiantes como a los mejores investigadores, no solo a nivel nacional, sino también a nivel internacional. Esto muestra una proyección de las

Universidades, cada vez más como una marca internacional, y no solo como una marca local, desde el ámbito universitario y académico.

Sobre esto, los estudios de Areiza-Padilla y Galindo-Becerra (2022) muestran cómo el COVID-19 ha generado un cambio positivo en la forma de percibir la educación en línea. De esta forma, actualmente las clases virtuales generan satisfacción en los estudiantes y una intención de seguir utilizando estas herramientas digitales en el futuro; por lo que estas herramientas digitales permiten que las universidades sean más internacionales. Con base en los estudios previos de El-Kassar et al., (2022) y Areiza-Padilla y Galindo-Becerra (2022), para esta investigación se considera que se deben realizar más estudios que analicen CET y XEN pero desde el ámbito Universitario, y lograr determinar su posible relación con la imagen, la satisfacción, la lealtad y la calidad percibida por los estudiantes, tanto nacionales como extranjeros, respecto a la educación que están recibiendo.

Por otra parte, teniendo en cuenta que esta investigación se basó en la industria del café, se propone replicar un estudio similar al de Cruz et al., (2020), y de esta manera analizar cómo las pequeñas empresas familiares latinoamericanas productoras de café se puede internacionalizar. De esta forma se podrían identificar algunas estrategias que podrían utilizar estas familias cafeteras, para poder sobrellevar los sentimientos de XEN y CET hacia su producto, en los mercados extranjeros.

Finalmente, proponemos realizar un análisis de CE y XEN, teniendo en cuenta su nivel de ingresos y el valor de los productos extranjeros que se compran. Esto se debe a que se ha demostrado que pueden existir diferencias entre los consumidores de altos ingresos y los consumidores de bajos ingresos, respecto a su percepción de los productos extranjeros y el precio que pagan por estos productos.

Así, los efectos del etnocentrismo no son uniformes según el valor y la categoría del producto adquirido (Balabanis y Siamagka, 2017).

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PARTE 2

Tabla 10. Indicadores de calidad Artículo I

Ethnocentrism at the Coffee Shop Industry: A Study of Starbucks in Developing Countries

Areiza-Padilla, J. A., Cervera-Taulet, A., & Manzi Puertas, M. A. (2020). Ethnocentrism at the Coffee Shop Industry: A Study of Starbucks in Developing Countries. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), 164.

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Article

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Artículo I



Article

Ethnocentrism at the Coffee Shop Industry: A Study of Starbucks in Developing Countries

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Abstract: Numerous studies have identified that ethnocentric consumers prefer buying products produced nationally rather than products from overseas. Nevertheless, this study has been focused on big economies, that's why its application in developing countries is still scarce, especially if we want to know their relationship with a global and foreign brand that operates in these developing countries. On the other hand, this study has been centralized in products, and that is the reason why the studies in hedonic services are also scarce. The objective of this study is to identify the antecedents and consequences of ethnocentrism in hedonic services by applying the variable to a developing country such as Colombia. Considering the cultural and economic importance of Colombian coffee and, regarding a global brand, foreign and hedonic services like Starbucks. This allows the presentation of a theoretical model that forms the basis of an empirical study with a sample of 305 consumers of Starbucks in Bogotá. Via data analysis with Smart PLS 3.0, it was observed that although the Colombian consumer is ethnocentric, they do possess loyalty towards the cited global brand. These results provide us with implications for the management of international businesses as well as with future research pathways.

Keywords: service ethnocentrism; hedonic services; global brand; developing countries; Starbucks

1. Introduction

As has been documented in some pieces of research, consumers very often favor the acquisition of nationally produced products above foreign products. In some cases, this is due to the influence that is wielded by the origin of those products on the customer's intention to buy Baughn et al. [1]. Ethnocentrism is one of the variables studied to better understand this behavioral pattern. In the sphere of consumption, ethnocentrism allows us to identify the level of influence that the group of origin exerts on the local consumer in relation to their buying habits and also in their perception of the quality of foreign, Shimp et al. and Sharma et al. [2,3].

Nonetheless, according to de Ruyter et al., Shankarmahesh, and Thelen et al. [4–6], literature is scant when seeking information about the implications of the consumer's ethnocentrism as applied to the services sector (SET). According to Vivek et al. [7], ethnocentric tendencies are more at the fore when choosing a service provider (SET) in comparison to tendencies in relation to the selection of tangible products. Contrary to the fact that the marks or signals denoting the country of origin are disappearing from goods, the origin of service providers is indeed one of the factors that influence the intention to purchase.

According to Speece et al. [8], the nationality of the staff the customer interacts with during the presentation of the service and the origin country of that service also impact the consumer's perception

and intention of buying, this is the reason why it is necessary to research ethnocentrism in the scope of services.

On the other hand, for Clark [9], international services embrace a diverse range of activities, making it very complex to generalize them. For this reason, through the study of ethnocentrism in services, many psychological factors could be analyzed to know the possible attachment with a particular service, depending on the brand or country of origin of that service, Salciuviene et al. [10].

These international services are accompanied on many occasions by a global brand that allows the identification of the services provider in the world. This global brand sets standard communication aspects through its logo, image, positioning, and final consumer type, Akaka et al. [11]. This allows global brands to be accepted and have more desirability from the local consumer, Özsomer et al. [12] and in this way, they are seen by the consumer as a high-quality brand with higher prestige and more functional and symbolic benefits, the reason why the global character from a brand directly impacts the product or service that comes with it, Dimofte et al., Özsomer, and Xie et al. [13–15].

This may become more evident in the hedonic services sector given that these types of services are centered on a consumer experience in which the consumer seeks to obtain a personalized experience that satisfies their need for pleasure, emotion, and entertainment whilst utilitarian services, in contrast, possess a purely functional character, Bigné et al. [16]. According to Pérez et al. [17], catering services are hedonic services that are focused on pleasing consumers and affective responses may overwhelm cognitive responses. The relevance of analyzing this concept in terms of developing countries springs from this fact.

It is also important to point out that in the services context exists a higher perception of hedonic services as those services with a foreign name and for that reason, a preference for those brands, Salciuviene et al. [10].

For this reason, a deeper study of ethnocentrism in hedonic services may provide an academic perspective to be used by multinational service companies wishing to develop their business in various parts of the world. Keeping in mind that companies that commence selling not only products but also services, increase their profitability between 8 to 8.5%, Crozet et al. [18], the growing internationalization of this sector can only serve to increase interest in this study.

Nonetheless, the study of consumer ethnocentrism has concentrated on developed countries in which the importation of products is seen as something negative (especially when the country of origin is a developing country) and for this reason, ethnocentric consumers prefer to purchase national products. However, the purchase of imported products in developing countries can generate a type of symbolic consumption, playing the role of a status symbol and representing a means to stand out from the crowd, Wang et al. [19].

Emerging markets are being presented with high growth of the middle-class consumer, who has greater acquisition power. For this reason, international enterprises have increased their presence in these countries through different commercial activities. Considering this, it is important that marketing specialists provide better attention to particular characteristics from these developing countries and their consumers since the literature has centralized in the study of big economies and not in developing countries. On the other hand, taking into account that in a majority of cases, global brands come from developed countries, it is crucial to understand the differences between the consumption patterns in emerging markets, compared with consumers in developed countries. So, diverse strategies could be generated for these global brands to be successful in emerging countries, Wang et al. [20].

For this reason, the overvaluation from a usually western foreign culture and the corresponding underestimation from the national culture, is a common topic in studies from emerging market's economics, Montero [21]. For Van et al. [22] the not ethnocentric segments with a big size could be attractive market niches for overseas companies, where marketing strategies can be made in the international component of the brand. While for local enterprises, the strategy of emphasizing the internal origin of their products could end up being negative. Meaning that it is necessary

for international services enterprises to apply different strategies, depending on the consumer's ethnocentrism in the country where they operate.

With this in mind, the principal objective of this current study is to produce a proposal for SET analysis that enables comprehension of factors that explain consumer ethnocentrism in regard to international companies offering services of a hedonic character in developing countries with a global brand. To this end, we have focused on Starbucks in Colombia. It is worth noting that Starbucks began operations in Colombia in 2014. This North American coffee shop chain offers a brand-named experience that engages its customers in a multi-sensorial and hedonic manner via experiential marketing, Ding et al. [23]. For the purposes of this investigation, Colombia is considered a developing country, owing to the fact that in 2018, it was placed last in social inequality; it is a country in which it takes 11 generations for a family to attain the average income, OECD [24]. On the other hand, the per capita GDP of Colombia, according to the World Bank, is 6667 US dollars and according to the United Nations Development Program (UNDP) of 2017, the Human Development Index (HDI) of Colombia was 0.747.

According to The International Coffee Organization [25], by May 2019, Colombia occupied the third place as a world coffee exporter, where its total production for the harvesting year 2018/2019 is estimated at 8.2 million sacks, 2.7% more than the previous period 2017/2018. It is also important to note that the USA is the main receptor of this Colombian coffee, with 46.5% of all exportations from this country, this is the reason why coffee is a very important product in the Colombian economy.

Hwang et al. [26] consider that consumer loyalty allows for a preference towards one particular service provider; this generates commitment to buy from them again, social and emotional bonds, and leads to less sensitivity towards the price of the service, Ogba and Rowley [27,28]. Ethnocentric consumers tend to develop a marked loyalty towards national brands, Zeithaml et al. [29].

For Burgess et al. [30] the knowledge of marketing phenomena drifts almost exclusively from researches made in industrialized countries with a high income, for this reason, there is a need to generate new marketing inputs that come from emerging economies to contribute to the academic literature. In this way, it could be said that emerging markets are radically different than they are in traditional, capitalist, and industrialized societies. That is why the boom of these markets offers new investigation opportunities in marketing, Sheth [31].

For Wang et al. [20] more investigations are needed to know how the image of a global brand develops in an emerging market and also to know if these brands are able to adapt to that market through the addition of local cultural values. In the same way, to know if concepts such as national identity, patriotism, and ethnocentrism affect, in a very important manner, the development of these brands in those markets.

For this reason, it is needed to enlarge the research of global brands in these developing countries, even though the global brands show a solid image that provides them a competitive advantage compared to local brands, these brands should also face the resistance of consumers with a high level of ethnocentrism and patriotism, Wang and Chen; Wang and He, and He et al. [19,20,32], besides global brands in the context of developing countries, should also face different challenges in terms of service delivery, of communication, specific cultural meanings, and local tension regarding the rivalry between global and local brands; and where some keys for the development of the global brand in a developing country should have the skills to work out a direct dialogue with the local culture, meaning its ability for local adaptation, without losing its globality.

On the other hand, also it is expected from these brands to be humble, instead of being haughty despite their global importance, Suarez et al. [33]. This way, it is needed to go deeper into the concept of global brands in developing countries, with the ethnocentrism of the consumer in hedonic services, the reason why this study presents an academic input to the short amount of existing literature that embraces these topics as a whole.

With these facts in mind, this work provides a deeper understanding of how the level of ethnocentrism in the selection of services influences loyalty in the realm of hedonic services and

considers antecedents such as patriotism, collectivism, and individualism in consumers in a developing country (which is also an exporter and regular consumer of one of the best coffees in the world); this approach involves looking at a foreign company from a developed country offering a service.

That is why the research presented has the following structure: after presenting the introduction, a literature check is conducted with SET as the main study variable over the variables patriotism, individualism, and collectivism; while loyalty is used as a consequence of the SET. On the other hand, image is used as an antecedent of loyalty. Therefore, it could be proposed that these relationships construct and present a theoretical model with its respective hypothesis. Next, the methodology used will be detailed to prove the previous hypothesis, which allows us to analyze the investigative work results. Finally, conclusions, implications, limitations, and future research lines are presented.

2. The Conceptual Framework: Literature Review and Development of the Hypotheses

2.1. Consumer Service Ethnocentrism SET

Working from a sociological perspective, Sumner; Camacho et al. [34,35] defined the concept of ethnocentrism as the perception that individuals hold of the group they belong to as well as their evaluation of this group compared to other groups. It is for this reason that the perception held of one's own group becomes a point of reference.

According to Lee et al. [36] ethnocentrism, which is a lack of acceptance of cultural diversity and intolerance for outgroups, has a tendency to lead to negative prejudices towards other cultural groups, for this reason, ethnocentrism is involved in xenophobia.

This ethnocentrism produces a phenomenon known as consumer ethnocentrism in the North American consumer that is characterized by the level of appreciation demonstrated towards products from their own country of origin. This appreciation of the place of origin is grounded in the fear of possible losses to economic interests in their own country resulting from high imports. This leads to the intention of not buying any foreign products, Shimp et al. [2].

In relation to this topic, Luque-Martínez et al. [37] consider that ethnocentric consumers have a high tendency towards expressing biased and over-valued judgments of local products. This tendency allows them to emphasize the positive aspects of these products and undervalue or minimize the virtues of imported products. It follows that ethnocentric consumers will assume the values of their ethnic group or country as symbols of pride and as representative of national unity. With these concepts in mind, Sharma [38] concludes that consumer ethnocentrism represents a favorable tendency towards anything related to the group to which one belongs (the in-group) and a bias against anything related to groups to which one does not belong (the out-group). This results in an attitude with three distinct dimensions: affective reaction, cognitive reaction, and behavior. This behavior is reflected in the beliefs that consumers hold about purchasing services offered by foreign companies.

For Vivek et al. [7], the ethnocentrism of consumers seeking service products is a form of bias on the part of the consumer that generates a preference for service providers that are of the same ethnic group as themselves, thus avoiding the possible risk to their own group that the selection of foreign service providers represents.

Likewise, Sharma [39] considers that high levels of SET have a negative effect on how the quality of services is perceived and on the level of satisfaction felt towards services provided by foreign operators.

In summary, as can be observed by a review of the literature listed in Table 1, the limited number of studies of service ethnocentrism (SET) does not enable conclusions to be made about the nature of the concept nor about the variables that explain it. The conclusion is that ethnocentrism in the selection of services makes reference to the consumer bias that manifests as a preference to contract services provided by national companies above services provided by foreign companies Vivek et al. [7].

Table 1. Approximations to the consumer's ethnocentrism.

Author(s) and Year	Definition
(Shimp & Sharma, 1987, p. 280)	"Represents the beliefs held by American consumers about the appropriateness, indeed morality, of purchasing foreign-made products."
(Sharma, Shimp & Shin, 1994, p. 27)	"Specifically, consumer ethnocentricity has the following characteristics: first, it results from the love and concern for one's own country and the fear of losing control of one's economic interests as the result of the harmful effects that imports may bring to oneself and countrymen. Second, it contains the intention or willingness not to purchase foreign products. For highly ethnocentric consumers, buying foreign products is not only an economic issue but also a moral problem."
(De Ruyter, Birgelen, & Wetzels, 1998, p. 187)	"The beliefs held by consumers about the appropriateness of making use of services provided by foreign companies."
(Luque-Martínez, Ibáñez-Zapata & del Barrio-García, 2000, p. 1353)	"The way in which individual and organizational consumers compare domestic with foreign products, as well as the reasons that lead them to develop patriotic prejudices against imports."
(Vivek, Dalela & Patwardhan 2011, p. 12)	"Dispositional bias towards ethnically similar service providers with expectations of certain social and personal benefits and risk avoidance."
(Sharma, 2015, p. 383)	"CE represents an overall attitude towards domestic and foreign products and services consisting of affective reaction, cognitive bias, and behavioral preference."

Source: Author's own compilation.

2.2. Antecedents of Ethnocentrism in the Services Sector (SET)

2.2.1. Patriotism

For Sharma et al. [3] patriotism is the dedication of a person, via feelings of love and devotion, to their country of origin. For Mihalyi [40], it also functions as a defense mechanism when dealing with third parties. Balabanis et al. [41] define patriotism as a strong feeling of attachment and loyalty towards one's own country but which does not generate hostility towards other countries. Durvasula et al. [42] consider that patriotism is intricately linked with the pride one feels when regarding one's own country and that it is reflected in favoritism towards the people, modes of action, and values of one's own country. Patriotism, then, is entwined with the perceptions that are held by individuals regarding their country of origin and all that is associated with it. For Blank [43], there is a distinction between patriotism and nationalism. The first tends to attribute positive values such as the level of commitment people feel towards their country of origin, while nationalism has negative implications as it heightens the glorification of the home nation above all others. As such, it should be treated differently.

Han [44] demonstrated that consumer patriotism has significant effects on the intention to buy national products compared to the purchase of foreign products. Following this, when high levels of patriotism are encountered, the people, cultures, and products from origins distinct to those of the consumer will probably be rejected. Highly patriotic consumers support national producers, considering it a duty and an expression of loyalty towards their home country. For Puncheva-Michelotti et al. [45], patriotism ends up awarding a competitive advantage to local products and strengthening sensations of national identity felt by individuals via the purchase of these products. Other studies confirm the positive relationship that exists between patriotism and the ethnocentrism of consumers, Sharma et al. [3], even in the services sector, De Ruyter et al. [4]. With these conclusions in mind, we set up the first hypothesis.

Hypothesis 1 (H1). *Patriotism positively affects ethnocentrism in hedonic services.*

2.2.2. Individualism and Collectivism

For Triandis [46], values related to individualism and collectivism exist in every person. For the majority of people, tendencies towards collectivism are the first to develop within a primary group such as the family. Later, other more individualistic tendencies are developed.

For Triandis et al. [47], people who develop more individualistic values present firm characteristics of self-sufficiency and separation in regard to their own group whilst people with collectivist tendencies present firm characteristics of family integration and interdependence in regard to their own group. In view of these facts, in collectivist cultures, both the behavior of their members as individuals and the behavior of the group is guided by the group; on the other hand, in individualistic cultures, the behavior of individuals within the group is driven by the individuals themselves. It is for this reason that when conflicts arise in individualistic cultures between the objectives of the group and the objectives of the individual, the differences are resolved in favor of the individual whilst in collectivist cultures these differences are resolved in favor of the group, Kapoor et al. [48]. In collectivist cultures, it is possible to identify how the members of the group tend to subordinate their own personal goals to those of their particular group; in contrast, it is possible to observe how the members of individualistic cultures use the group only as a means to achieve their own personal goals, Hui et al. [49].

Hofstede [50] defines culture as a collective phenomenon in which people live in the same social setting and where culture is learned and not inherited; the author adopts five dimensions as descriptors: power distance, individualism versus collectivism, masculinity versus femininity, uncertainty avoidance, and long-term orientation. Referring to the individualism versus collectivism dimension, Colombia presents one of the lowest incidences of individualism in Latin America. As such it can be concluded that it is a collectivist society in which strong relationships are maintained between group members and where reliance on the group is considered important for the achievement of its objectives, Robles et al. [51]. Nonetheless, Colombian society is highly focused on the achievement of success via competition. Although it is a collective society, the implication of this focus is that rivalry with members of other groups or even with other social classes is generated and also that it confers status, Hofstede [52]. With the previous studies by Sharma et al., Ruyter et al., and Van Birgelen et al.; [3,4,53] in mind, we consider it probable that people from collectivist societies demonstrate strong ethnocentric tendencies whilst those from individualist societies do not. From this the following hypotheses were put forward:

Hypothesis 2 (H2). *Collectivism positively affects ethnocentric tendencies in the hedonic services.*

Hypothesis 3 (H3). *Individualism negatively affects ethnocentric tendencies in the hedonic services.*

2.3. The Results of Ethnocentrism in the Services Sector

Loyalty

Customer loyalty can be defined as a perception of the superiority of the product that a consumer buys, generating a social bond and an emotional attachment, Ogba et al. [27]. It is for this reason that loyalty is demonstrated both by repeat purchases and in the attitude of consumers towards the product, thus determining the level of commitment to the brand, Beerli [54]. For Rowley [28], this is the means by which loyalty generates less sensitivity to fluctuating prices and represents less cost to obtain new clients and as a result, greater profitability. For Bowen et al. [55] however, the benefits of loyalty are demonstrated by a more favorable attitude towards the company, commitment to buying the product, and the making of recommendations to other people. East [56] considers that in the services sector, loyalty is a deeply-rooted commitment on the part of the consumer, generating repeated future purchases of a service in a consistent manner, despite various influences designed to change the behavior.

For Hwang et al. [26], client loyalty generates positive direct marketing via word of mouth, where the consumer easily identifies their preferences towards a given service provider. For their part, Schlesinger et al. [57] identify the benefits of loyalty as a tendency that lasts beyond the time when the consumer has ceased to use the service. It is for this reason that loyalty is referred to as both the period in which the consumer is actively using the service and the period after the use of the service, thus contributing to improving and promoting the image and reputation of the service they received.

As noted by Zeithaml et al. [29] ethnocentric consumers generally reward their loyalty to national brands, thus reflecting their intention to remain within their own group, negatively impacting any loyalty towards a foreign product Abosag et al. [58]. Makanyeza [59] affirms that loyalty generates repeat purchases, the result of the consumer's commitment to the preferred brand. The greater the ethnocentrism of the consumer, the greater the negative impact on loyalty to a foreign brand. With this in mind, the following hypothesis was formulated:

Hypothesis 4 (H4). *Ethnocentrism in the hedonic services negatively affects loyalty to a foreign global brand.*

2.4. Image as an Antecedent to Loyalty

Brand image is the associations (attributes, benefits, and attitudes) that a consumer holds in their memory about a particular brand, Keller [60] whilst for Schlesinger et al. [57], image is the sum of beliefs, ideas, and impressions that a person has of an object. For Palacios-Florencio et al. [61] (p. 1275), “the corporate image is based on the impressions of the firm held by both internal and external stakeholders. This image is determined by the organization's actions, such as how it treats its employees, customers, and society”.

With this in mind, and owing to high levels of competition, companies are obliged to make great efforts to manage their brand image, Abosag et al. [58]. Also, consumers generally tend to link their perceptions of a product with the image of the country in which it is manufactured and for this reason, the country of origin of a brand will influence the image of the product, Nebenzahl et al. [62]. Significant evidence exists that the country of origin is a potent signal that shapes the perceptions and evaluations of the brand on the part of the consumer, Heslop et al. [63]. In marketing literature, sufficient evidence exists of the significant impact that global brands have on the consumer's perceptions and judgments about a particular product and on their loyalty, Leclerc et al. [64].

According to Pérez et al. [17] (p. 4), the catering services “are value-expressive, which means that consumers will generally make their decisions to use the service based on the image that is associated to the company and the association that will be created between the company's image and his/her image”.

For Steenkamp et al. [65], the positive image that a consumer has of a foreign country is also transferred to the products manufactured in that country and, as such, it is possible—in some countries—to detect the perception that global brands possess greater quality and prestige. Ostrowski et al. [66] found that a significant relationship exists between the image of a company that provides services in a hedonic market and the loyalty of the clients. Brunner et al. [67] for their part, consider that a positive link also exists between perceived image and consumer loyalty towards train service companies: in the foodservice sector, Abosag [58] found that image increases consumer loyalty. With these studies in mind, the following hypothesis was formulated:

Hypothesis 5 (H5). *The corporate image of hedonic services positively affects consumer loyalty.*

2.5. Research Model

Figure 1 shows the research model of the present study.

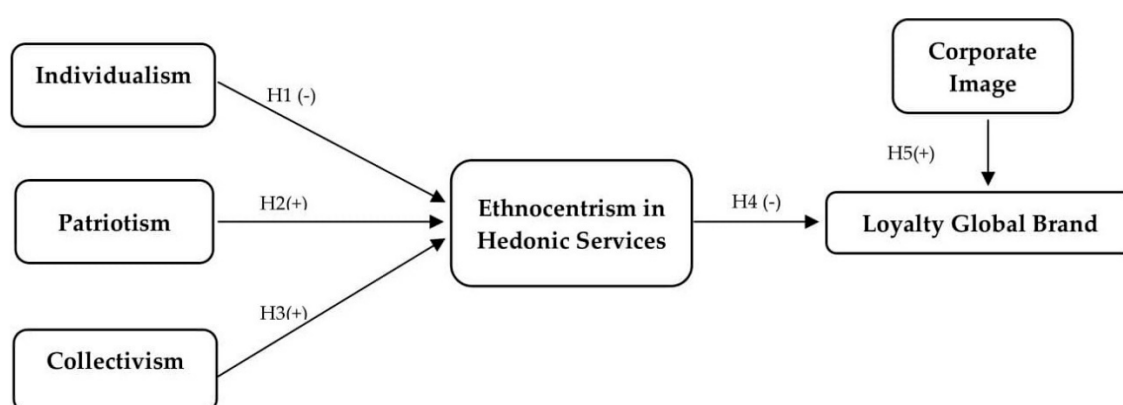


Figure 1. Theoretical model and hypothesis. Source: Author’s own compilation.

3. Methodology

3.1. Data Collection and Sampling

A quantitative study based on a structured questionnaire was used to verify the hypotheses proposed by the model. The data collection process took place in the second half of 2019 in the city of Bogotá via a personal survey targeted at Colombian customers of Starbucks. Convenience sampling was used, and 305 valid questionnaires were obtained. Table 2 shows the principal characteristics of the study. With regards to the demographic profile of the survey participants, Table 3 shows the distribution of the sample according to the classification variables: 51.8% were men and 48.2% were women. The age range of survey participants was 56.4% between 18 and 25 years of age, 24.6% between 26 and 36 years of age, 12.8% between 36 and 45 years of age, 4.6% between 46 and 55 years of age with only 1.6% of survey participants older than 55 years of age. In relation to education, 41% were secondary school educated, 44.9% had university studies, and 12.1% postgraduate studies. In relation to their employment situation, 38.4% were students and 43.3% were currently working. Regarding earnings, 35.1% earned between two and three times the minimum legal wage.

Table 2. Design of sampling: Questionnaire—Convenience sampling.

Universe	Starbucks customers over the age of 18
Location	Bogotá, Colombia
Sample size	305 people interviewed at the entrance of 4 Starbucks cafés
Design of sampling	Questionnaire
Data collection period	Second half of 2019
Statistical techniques	Descriptive analysis, (CFA) Confirmatory Factorial Analysis
Statistical programs	SPSS, Smart PLS 3.0

Source: Author’s own compilation.

3.2. Measurement of the Variables

The various items included within each studied variable were adapted to the scope of the study, based on the different measurement scales used in previous studies. For this study, seven-point Likert-type scales were used (with 1 representing “totally disagree” and 7 representing “totally agree”). To measure the SET, the Sharma [38] scale, made up of 24 items and three dimensions was used: affective reaction, cognitive reaction, and behavior. In terms of individualism, the eight items proposed by Triandis et al. [68] were used, grouped into two dimensions: horizontal individualism and vertical individualism. To measure collectivism, eight items were used, also grouped into two dimensions: vertical collectivism and horizontal collectivism, based on the Triandis et al. [68] scale. The nine items

used to measure patriotism were adapted from the proposed scale of Levinson [69]. The items used to measure loyalty were obtained from Kim et al. [70]. Finally, seven items that corresponded with identity were adapted from the scale proposed by Palacios-Florencio et al. [61].

Table 3. Sample distribution.

	N	%
Gender		
Man	158	51.8
Woman	147	48.2
Age		
18–25	172	56.4
26–35	75	24.6
36–45	39	12.8
46–55	14	4.6
>55	5	1.6
Educational level		
No schooling	4	1.3
Primary	2	0.7
Secondary	125	41.0
University	137	44.9
Postgraduate studies	37	12.1
Occupation		
Student	117	38.4
Worker	132	43.3
Self-employed	41	13.4
Unemployed	5	1.6
Housekeeping duties	-	-
Retired	4	1.3
Other	6	2.0
Income level in terms of MLW (Minimum legal wage)		
Up to 2 MLW	85	27.9
Between 2 & 3 MLW	107	35.1
Between 3 & 4 MLW	49	16.1
Between 4 & 5 MLW	21	6.9
Between 5 & 6 MLW	16	5.2

Source: Author's own compilation.

4. Analysis and Discussion of the Results

A descriptive summary of the results obtained in the study (see Table 4) shows that the sampled participants possess an elevated ethnocentric character. All the measurements from this item are above 3.5 on a scale of 1 to 7 and 18 of the 24 items measured are above 4. Similarly, levels of patriotism are high given that five of the seven items are above 3.5. On the other hand, the sample also reflects an elevated collectivist character as seven of the eight items rated above 5. Nonetheless, a medium to high level of individualism is also observed given that four of the eight items are above 5. This result reflects the observations made by Robles et al. [51] that, despite the collectivist character of Colombian society, it is also highly oriented towards success achieved in a competitive market. The resulting rivalry generated with other groups and even with other social classes increases status Hofstede [52]. In contrast, loyalty towards Starbucks is relatively moderate whilst their image is highly rated. This can be understood as a result of the hedonic nature of their service.

Table 4. Reliability and validity of refined scales (reflective-type variables).

Construct/Indicators	Mean	St. Dev.	Loadings Factor
Patriotism ($\alpha = 0.838$; CR = 0.876; AVE = 0.503)			
(PT1) Patriotism and loyalty are the first and most important requirements of a good citizen.	4.47	1.837	0.662 *
(PT2) There will always be superior and inferior nations in the world and, in the interests of all concerned, it is best that the superior ones be in control of world affairs.	3.71	1.830	0.659 *
(PT3) Minor forms of military training, obedience, and discipline such as drill, marching, and simple commands should be made a part of the elementary school educational program.	3.63	1.843	0.748 *
(PT4) The main threat to basic Colombian institutions during this century has come from the infiltration of foreign ideas, doctrines, and agitators.	3.72	1.916	0.753 *
(PT5) Present treatment of conscientious objectors, draft evaders, and enemy aliens is too lenient and molycoddling. If a person won't fight for his country, he deserves a lot worse than just prison or a work camp.	3.20	1.926	0.758 *
(PT6) In view of the present national emergency, it is highly important to limit responsible government jobs to native, white, Christian Colombians.	2.89	1.827	0.670 *
(PT7) Foreigners refugees may need them, but it would be a big mistake to lower your immigration quotas and allow them to flood the country.	3.84	1.972	0.706 *
Individualism ($\alpha = 0.728$; CR = 0.807; AVE = 0.677)			
(Ind1) I'd rather depend on myself than others.	5.65	1.486	0.648 *
(Ind2) I rely on myself most of the time; I rarely rely on others.	4.81	1.418	0.787 *
(Ind3) I often do "my own thing."	5.15	1.253	0.875 *
(Ind4) My personal identity, independent of others, is very important to me.	5.38	1.543	0.770 *
(Ind5) It is important that I do my job better than others.	5.48	1.350	0.549 *
(Ind6) Winning is everything.	4.39	1.522	0.885 *
(Ind7) Competition is the law of nature.	4.34	1.717	0.834 *
(Ind8) When another person does better than I do, I get tense and aroused.	3.49	1.727	0.638 *
Collectivism ($\alpha = 0.717$; CR = 0.839; AVE = 0.723)			
(Col1) If a coworker gets a prize, I would feel proud	5.69	1.312	0.744 *
(Col2) The well-being of my coworkers is important to me.	5.79	1.160	0.825 *
(Col3) To me, pleasure is spending time with others.	5.22	1.520	0.789 *
(Col4) I feel good when I cooperate with others	5.84	1.192	0.853 *
(Col5) Parents and children must stay together as much as possible.	5.38	1.469	0.834 *
(Col6) It is my duty to take care of my family, even when I have to sacrifice what I want.	5.44	1.427	0.815 *
(Col7) It is my duty to take care of my family, even when I have to sacrifice what I want.	4.97	1.633	0.817 *
(Col8) It is important to me that I respect the decisions made by my groups.	5.58	1.267	0.684 *
Service ethnocentrism SET ($\alpha = 0.847$; CR = 0.907; AVE = 0.764)			
(SET1) I love the services from Colombia.	4.77	1.391	0.757 *
(SET2) I am proud of the services from Colombia.	4.54	1.524	0.867 *
(SET3) I admire the services from Colombia.	4.50	1.469	0.834 *

Table 4. Cont.

Construct/Indicators	Mean	St. Dev.	Loadings Factor
(SET4) I feel attached to the services from Colombia.	4.36	1.533	0.867 *
(SET5) I hate the services from foreign countries.	4.20	1.590	0.900 *
(SET6) I despise the services from foreign countries.	4.73	1.515	0.866 *
(SET7) I am embarrassed by the services from foreign countries.	4.44	1.691	0.874 *
(SET8) I feel no attachment to the services from foreign countries.	4.18	1.718	0.846 *
(SET9) East or West, the services from Colombia are the best.	3.97	1.596	0.759 *
(SET10) Services from Colombia are examples of the best workmanship.	4.20	1.664	0.790 *
(SET11) Service providers from Colombia have the best work attitudes.	4.34	1.499	0.773 *
(SET13) Colombia has the hardest working people in the services sector.	4.66	1.501	0.712 *
(SET14) Service providers from Colombia are more caring than those in any foreign country.	3.99	1.440	0.814 *
(SET15) Services from Colombia are guaranteed for best performance.	4.11	1.372	0.830 *
(SET16) Colombia provides the most pleasant service experience.	4.31	1.666	0.789 *
(SET17) For me, it's always the services from Colombia first, last, and foremost.	4.15	1.715	0.765 *
(SET18) If I have a choice, I would prefer buying services from Colombia.	4.69	1.688	0.689 *
(SET19) I prefer being served by service providers from Colombia.	4.73	1.530	0.716 *
(SET20) As far as possible, I avoid buying services from foreign countries.	4.71	1.576	0.755 *
(SET21) I often refuse to buy a service because it is from a foreign country.	3.53	1.656	0.730 *
(SET22) I would much rather not buy a product or service than buy one from a foreign country.	3.53	1.676	0.746 *
(SET23) It may cost me in the long run but I support services from Colombia.	3.95	1.716	0.795 *
(SET24) I will never regret buying a service from Colombia.	4.14	1.852	0.773 *
Loyalty ($\alpha = 0.914$; CR = 0.946; AVE = 0.853)			
(LEA1) I consider myself to be loyal to this café chain.	3.23	1.903	0.927 *
(LEA2) The café chain would be my first choice.	3.31	2.002	0.925 *
(LEA3) I am very likely to switch to another café chain brand that runs promotions	3.46	1.945	0.918 *

* $p < 0.01$; Source: Author's own compilation.

The collected data were analyzed in two stages. The first stage consisted of validating the measuring instrument and in the second stage the structural model was assessed, Barclay et al. [71]. Partial least squares regression was applied using Smart PLS version 3.0.

This technique was chosen due to the fact that the use of PLS continues gaining traction as it is employed in diverse marketing studies and at an international level. It allows the inclusion of both formative and reflective constructs, Diamantopoulos [72]. In our case, the image construct was considered formative based on a study carried out previously by Palacios-Florencio et al. [61] who considered that the construction of image includes formative indicators. In the analysis of these constructs, the weights factor must be analyzed instead of the factor loadings, Chin [73]. The authors acknowledged the possible multicollinearity of formative indicators, Roldán [74]. On the other hand, modeling via PLS sought to predict the dependent variables, allowing the maximum expression of the R^2 ratio of the explained variance of the dependent variables. This allowed estimations of the parameters to be based on the capacity to minimize residual endogenous variance. In this case, PLS permits a better adaption to predictive studies when compared with other tools, Barroso [75]. The decision to use PLS is also justified due to the predictive nature of this study, plus the fact that in this study, the image construct is considered a construct with formative indicators.

The evaluation of the measurement model required analysis of the internal consistency of the scale, individual item reliability, and convergent and discriminant validity, Barclay et al.; Barroso et al. [71–75]. To analyze the reliability of reflective constructs, the Cronbach α coefficient of composite reliability and the extracted average variance (AVE) were used. All values obtained via the Cronbach α values such as composite reliability showed scores above 0.7 although the AVE of patriotism is the only variable with a value below 0.5. In contrast, two of the items of the patriotism variable (PT8 and PT9) have loadings of less than 0.6 while the SET variable of the item (SET12) has a loading of less than 0.5. With these results in mind, and after carrying out the respective eliminations, when PT8 and PT9 are eliminated it is observed that the AVE of the patriotism variable is above 0.5. The item SET12 was also eliminated due to its loading below 0.5.

From the results presented in Table 4, we can affirm the reliability and convergent validity of the scales used for measuring the different variables included in our model. Since the image variable is defined as a formative construct, its evaluation is made at the indicator level and via the evaluation of possible multicollinearity using the Variance Inflation Factor (VIF) and determination of the significance of weights. With respect to the FIV, all the items have a loading of less than 0.3 while the weight of four items (IMAG1, IMAG2, IMAG4, and IMAG6) is not significant. These indicators are eliminated from the results shown in Table 5 due to their non-compliance with the previously outlined criteria.

Table 5. Reliability and validity of refined scales (reflective-type variables).

Indicators	Mean	St. Dev.	Weightings	VIF	t	p-Value
(Ima3) I can clearly distinguish the establishments of this café chain	5.38	1.528	−0.244	1.069	3.382	0.000
(Ima5) I tend to pay attention to the information they send me	4.33	1.738	0.507	1.325	6.373	0.000
(Ima7) This café chain's image fits my personality	4.43	1.710	0.685	1.358	9.107	0.000

Source: Author's own compilation.

Finally, to confirm the discriminant validity, an evaluation was made using the criteria put forward by Fornell [76] and the Heterotrait-Monotrait ratio (HTMT), Henseler et al. [77]. In relation to the criteria of Fornell [76], the square root of the AVE of each variable should be greater than the correlations that this has with the other variables of the model. As can be observed in Table 6, all the square roots of the AVE of each construct are greater than the correlation with any other construct in the model, Fornell [76]. With respect to the (HTMT) ratio, authors such as Henseler et al. [77] consider 0.90 as an appropriate maximum cut-off value. As can be observed in Table 7, all the values of the (HTMT) ratio are below 0.9.

Table 6. Discriminant validity criteria according to Fornell–Larcker.

	Patriotism	Individualism	Collectivism	SET	Loyalty
Patriotism	0.709				
Individualism	0.347	0.823			
Collectivism	0.243	0.404	0.850		
SET	0.409	0.311	0.371	0.874	
Loyalty	0.408	0.122	−0.027	0.244	0.923
Image	0.292	0.094	0.017	0.157	0.635

Source: Author's own compilation. The values on the diagonal in bold represent the square root of the variance extracted. The values below the diagonal correspond to the estimated correlation between factors.

Table 7. Discriminant validity, HTMT ratio.

	Patriotism	Individualism	Collectivism	SET
Patriotism				
Individualism	0.490			
Collectivism	0.340	0.726		
SET	0.450	0.455	0.511	
Loyalty	0.477	0.195	0.155	0.275

Source: Author's own compilation.

Once the psychometric properties of the measurement instrument were assessed, the analysis of the structural model via PLS proceeded based on the same criteria as was employed to calculate the significance of the parameters (a process of bootstrapping, of 5000 sub-samples of the size of the original sample was carried out). The R^2 obtained via bootstrapping was the first stage in the evaluation of the predictive capacity of the structural model. This indicated the degree of variance in a construct explained by the predictor variables of the construct in the model.

In relation to the predictive power of the model, the criteria proposed by Falk et al. [78] were followed. They considered that the minimum R^2 value is 0.1; this value indicates that the model presents a minimum level of significance. Table 8 shows that the R^2 value of all the dependent factors is above 0.1 (as per the critical level). Next, the predictability of the model was evaluated by applying the Stone–Geisser (Q^2) test to each dependent construct via the blindfolding procedure. As can be observed in Table 8, none of the Q^2 values had a score of zero or below zero which indicates the predictive relevance of the endogenous variables. After using the R^2 calculation to check the predictive power of the model—a measurement that determines the amount of variance of the endogenous variables, explained by the constructs they predict—levels of between 0 and 1 should result. As can be observed in Table 8, all the values are above the established limit and as such, the previously formulated hypotheses possess an adequate predictive level that permits the assessment of the significance of the previously stated relationships.

Table 8. Results of the structural equations model.

Hypothesis	Relationship	β	t	p-Value	Contrast
H1	Patriotism—SET	0.312	6.387	0.000	Accepted
H2	Individualism—SET	−0.100	1.799	0.036	Accepted
H3	Collectivism—SET	0.254	4.799	0.000	Accepted
H4	SET—Loyalty	0.148	2.974	0.001	Not accepted
H5	Imagen—Loyalty	0.612	16.260	0.000	Accepted

 $R^2(\text{SET}) = 0.324$; $R^2(\text{Loyalty}) = 0.436$; $Q^2(\text{SET}) = 0.235$; $Q^2(\text{Loyalty}) = 0.344$. Source: Author's own compilation.

The positive link that exists between patriotism and SET is evidenced by the results obtained. As such, the Hypothesis H1 is confirmed. Due to this and according to the significance of the relationship previously stated, it can be confirmed that this construct wields a positive and significant effect on SET ($\beta = 0.312$; $p < 0.000$). In the same way, collectivism also has a positive and significant influence on SET. This leads to the confirmation of Hypothesis H3 ($\beta = 0.254$; $p < 0.000$). Apart from this, a negative relationship is observed between individualism and SET, allowing us to confirm Hypothesis H2. Considering the significance of this result, we can conclude that individualism has a negative and statistically significant effect on SET ($\beta = -0.100$; $p < 0.036$). According to the results obtained, a positive and statistically significant relationship exists between SET and loyalty towards foreign brands ($\beta = 0.148$; $p < 0.001$), thus rejecting Hypothesis 4, given that this was proposed as a negative relationship between the two constructs. One possible explanation for this result is the hedonic nature of the service that Starbucks provides, as previously mentioned. The sample, however, is made up of a largely youthful public, 81% of those interviewed were aged between 18 and 35 and the majority had tertiary studies. For this segment of the population, foreign services generate a status

that allows them to rise above the rest, socially speaking. This may explain their loyalty, in a positive sense, towards the brand. Finally, based on the information obtained, a positive and significant link exists between brand image and consumer loyalty. With this finding, Hypothesis H5 is also confirmed ($\beta = 0.612$; $p < 0.000$).

5. Discussion, Research Implications, and Limitations

5.1. Discussion and Theoretical Implications

This study intends to contribute to the research into the concept of service ethnocentrism (SET) related to hedonic services. Similar studies have, to date, focused on developed countries.

Sharing the vision of Sheth et al. [79], the boom of emerging markets is not just inevitable but it is also having an important impact in the practice and theory of marketing; where it should change from a colonial mentality to a global mentality, that is why the investigation of emerging markets is increasingly becoming a need. It implies to invite future academics, to perform more research in these markets every day. Under this perspective, this job has contributed to the scarce literature that exists about ethnocentrism in hedonic services and also about the global brand management that is developed in the context of an emerging market like Colombia, generating contributions that allow global and foreign brand managers to perform strategies for excellent development in these emerging markets.

The results obtained serve to confirm, firstly, a positive and significant relationship between patriotic sentiment and collectivism with SET, as was demonstrated in previous studies, Sharma et al.; De Ruyter et al. [3,4] the understanding that these constructs elevate levels of SET is supported by this study. Secondly, this study confirms the existence of a significant and negative relationship between individualism and SET, having observed how a greater level of individualism lowers the level of SET, Sharma et al. and de Ruyter et al. [3,4]. Thirdly, this study examined the relationship between SET and loyalty, with the result that Hypothesis H4 was not supported. These results suggest that the relationship between the two variables is positive and significant whilst Hypothesis H4 proposed a negative and significant relationship, in agreement with the work by Abosag et al. and Makanyeza [58,59]. On the other hand, this study serves to confirm the positive and significant relationship between image and brand loyalty. In this case, as occurs with authors such as Abosag et al. and Brunner et al. [58–67], our results confirm the great influence that image exerts on Colombian consumer loyalty towards the Starbucks brand.

5.2. Managerial Implications

Various implications for the management of international service companies can be derived from this study. In this study it is concluded that SET does not influence brand loyalty in the hedonic services and, as such, enhancing all the experiential and hedonic aspects of the consumption of the service is a relevant means of decreasing the effects of the ethnocentrism of a country. In any case, we recommend a prior analysis of the ethnocentric character of the citizens of a country as a key variable when formulating strategies of internationalization in multinational companies.

It is worth highlighting that global brands end up doing a counterbalance to ethnocentrism, in this manner, we consider the global character from the hedonic service brands allows to generate an important position that generates acceptance and desirability from an ethnocentric consumer.

About this same topic, He et al. [32] determined that global brands may have a higher success abroad, when they add local elements from this local country, meaning that compatibility could exist between a global brand and the cultural items from that country, this improves the perceived image as the purchase intention towards the global brand. Considering this, for this study we consider that Starbucks decided to get into the Colombian market in 2014, with this type of strategy from a global brand with cultural items from Colombia. As stated before, Colombia is one of the three highest coffee producers in the world and thus their population is very proud of this product. For this reason, Starbucks stores in Colombia utilize decoration, pictures of Colombian coffee landscapes,

the Colombian coffee growers, the harvesting process, Colombian coffee farms, and some other representative elements, besides mentioning that they sell 100% Colombian coffee (even though it is possible to buy grains of coffee from different countries).

On the other hand, for Diallo et al. [80], on his study about the brands in Colombia, it can be concluded that the Colombian consumer values the image of a brand more than his previous consumption experience. So, it can be evidenced that global brands as Starbucks have such a solid image that gives them a competitive advantage that allows them to overcome the resistance from consumers who have a high level of ethnocentrism and patriotism, Wang and Chen; Wang and He, and He et al. [19,20,32]. Then, we can conclude that Starbucks with its global brand has had the capability to generate a direct dialogue with this emerging market, through the adaptation of the local Colombian culture without losing its globality.

In the past years, the amount of open innovation dynamics has shown great growth, for this reason, many worldwide companies such as Starbucks have started to create open innovation communities so that the users take part in the innovation activities and development of their own products. This way, Starbucks is able to reduce the doubt in the decision-making process, by generating continuous interaction with local customers that allows them to offer products according to the needs of those consumers, Wu et al. [81]. In the case of Colombia, this is another reason that has allowed the images of global brands to adapt to the local market, overcoming the ethnocentrism of the Colombian consumer.

On the other hand, supported on the previous studies from Martins et al. [82] about business model innovation from companies like Starbucks, let us consider for this study the fact that this brand has successfully gotten into the Colombian market in a positive way, through four punctual processes: first, getting to convince the Colombian consumer of the concept of “coffee bars”, where some elements from a cafeteria and some services and environmental elements from a bar are mixed, allowing them to develop innovation as much in the service delivery as in their stores, through a combination of both concepts. Second, comparing their business models in different markets and finding substantial differences between them. Third, considering the previous information, modifying their business schemes according to each market, this let them highlight, even more, some predominant values through what they call “slot filling” according to each kind of market. In the case of Colombia, this can be evidenced in the decoration of their shops, in their background music, and in the hedonic products and services offered to the local consumer as stated before. Fourth, their unit business managers are capable of identifying those differences and are able to offer solutions to fill those gaps or “slot filling”.

This combination of these four factors allowed them to have a better comprehension of the customer needs, to be able to compete in an emerging market like Colombia. Considering this, we consider that open business models play a very important role to be able to develop global and foreign brands in the emerging markets, overcoming the local consumer’s ethnocentrism.

5.3. Limitations and Future Research

To conclude, we consider worth mentioning that some limitations of this study suggest future research paths. The first arises from the convenient character of the sample. On the other hand, the limited geographic area in which the study was applied suggests that a comparison with results from other Latin American countries may be interesting. For example, studies about previous positive experiences from brands in developing countries made by Diallo et al. [80], where they compare Colombia and Brazil, demonstrated that homogeneous conclusions cannot be made within these Latin-American countries.

Other possible future research paths could contemplate the analysis of new relationships such as the mediating effect of image on SET and loyalty as well as the study of new variables that would allow us to understand and explain why an ethnocentric consumer would feel loyalty towards a foreign brand. One new variable could be xenocentrism, defined as the people who like a society different from their society and who evaluate everything using that different society as a reference, and it entails

the tendency to reject their own products, which deteriorates local cultural values, Camacho et al.; Lee et al. [35,36].

In Latin America, this xenocentrism is demonstrated by the over-estimation of foreign cultures (generally Western cultures) due to local economic inequality; it is especially notable when these markets are dependent on an economy that also exerts forces of cultural imperialism, Gaur [83].

For Balabanis et al. [84], the global and foreign brands may use signals of local identity to adapt better in so-called emerging markets and they may attract the ethnocentric consumers, and at the same time highlighting their global or foreign origins, especially if they sell hedonic products or services. They will be also able to attract xenocentric consumers as well, who have a clear preference for foreign brands. Another limitation of this work was that its methodology was developed applying quantitative techniques that were processed through PLS, it is suggested for new investigations to develop diverse qualitative techniques to improve even more the measurement of included variables and their adaptation to different industries.

Conspicuous consumption is another variable that we propose for further research. Piron [85] made reference to the desire of consumers to demonstrate their capacity to pay for luxury goods that, with the intention of impressing others via their consumption, also seek to project the buyer in society, meaning that their utility is more social than functional, Mason [86]. These variables may exert a moderating function on the relationships analyzed by this study. Finally, the service selected—Starbucks—possesses a clearly hedonic character that can be strongly associated with the theoretical framework of the experience economy, Pine [87]. Our interest is to continue working in this field, leaving open the possibility that future research paths may consider other providers in the utilitarian service sector.

For McIvor et al. [88], COVID-19 has allowed us to evidence how in some political situations, historical and negative legacies from extreme nationalism have been enhanced and for that reason, a new perspective of global survival and resistance has been cast based on this pandemic. On the other hand, about this new reality, McQueen et al. [89], considers that the reactionary ideas from the philosopher Nietzsche about the topic of the herd and his cultural nationalism relapse over the empathy attitudes towards the society's weakest members.

This appears as an answer to the negative attitudes from some leaders and their managements regarding COVID-19, where some of these leaders have shown a dislike to the wellness of more vulnerable social groups and their social responsibility towards them. The crisis generated from COVID-19 has allowed it to have two political mainstreams. On one side some leaders are feeding populism and nationalism through patriotism, affecting in a negative way the international solidarity. On the other hand, some other leaders have been using international cooperation between countries, so all interested parties assume a shared responsibility and where it is forecasted that developing countries may take longer to recover Leal et al. [90]. This way, as a future line of investigation, the patriotism variable should be researched to see how it is affected by COVID-19, the political mindsets taken by every country, and how it affects SET.

Finally, Supphellen et al. [91] determined that the consumer's ethnocentrism did not have any effect on foreign brands, while these brands were considered superior; however, it could happen that highly ethnocentric consumers would not evaluate the products or services in the same way they do with brands, so researches based on particular hedonic services can be performed, without considering its brand.

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Tabla 11. Indicadores de calidad Artículo II

**Decreasing consumer animosity:
The relationship between fast food businesses and social conflicts in Latin America and the Caribbean**

Areiza-Padilla, J. A. (2021). Decreasing consumer animosity: The relationship between fast food businesses and social conflicts in Latin America and the Caribbean. Cogent Business & Management, 8(1), 1911344. <https://doi.org/10.1080/23311975.2021.1911344>

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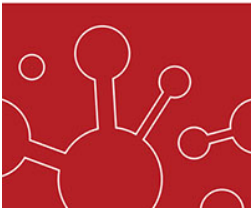
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Artículo II



Decreasing consumer animosity: The relationship between fast food businesses and social conflicts in Latin America and the Caribbean

Jose Andres Areiza-Padilla |

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MARKETING | RESEARCH ARTICLE

Decreasing consumer animosity: The relationship between fast food businesses and social conflicts in Latin America and the Caribbean

Jose Andres Areiza-Padilla^{1,2*}

Abstract: Consumer animosity represents discomfort towards foreign goods, services and brands originating in countries with which there is some kind of conflict; in this way, a better understanding of consumer behavior in respect of hostilities between countries is sought. On the other hand, the conflicts in Latin America and the Caribbean are often overlooked in the academic literature, which focuses on studying the major Western economies and the great Asian tigers, given their political, economic and military value; for this reason, consumer animosity studies are mostly conducted in these countries. This study seeks to contribute to the scarce literature on consumer animosity in Latin America, through a current conflict between two South American countries, such as Colombia and Venezuela. The data processed through the PLS, allow us to demonstrate how the Colombian consumer, although he may have animosity towards Venezuela, has a positive image of the fast-food restaurants of Venezuelan origin in Colombia. In this way, this study shows that consumer animosity is not widespread, but must be studied specifically for each type of product, service, or brand.

Subjects: Business, Management and Accounting; Services Marketing; Marketing Research; Sales

Keywords: consumer animosity; conservatism; national identity; ethnocentrism; image; Latin America



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PUBLIC INTEREST STATEMENT

International conflicts between Latin American and Caribbean countries, of social, political or economic origin, do not usually have the same literature if purchased with the large Asian, Arab and Western economies. This study aims to make an analysis of consumer behavior, in the midst of a strong social and economic conflict that currently live two Latin American economies, such as Colombia and Venezuela. For this study, we consider that the typical food of both countries, which is similar between them, due to the cultural proximity between both nations, ends up being a factor that allows integration between both countries, over and above the strong differences between the two countries and their citizens.

1. Introduction

It is common for countries throughout their history to present political, economic and social differences with other countries, where each country tries to ensure the well-being of its citizens and to take care of its own interests, concerning by any international threat or difference. Although most of these differences are usually resolved peacefully within a framework of common interest for countries in conflict, it is also true that there are differences that tend to develop into very complex situations, which even tend to persist over time. These profound differences between nations generate considerable problems, which, in extreme situations, can become political, commercial or military wars (Isakov et al., 2019).

These differences often provoke in the citizens of a certain country, an unease towards the country that they consider as aggressor; represented by the animosity of those citizens who feel affected in some way. This animosity is a negative sentiment against the country that considers itself an aggressor, that is to say, it is not a generalized feeling towards all other countries, but in a very specific way towards the country or countries with which one conflicts (Klein et al., 1998).

This negative feeling of the citizens is also transferred to the field of marketing, regarding the consumption of products and services. In this way, the animosity of the consumer arises as a generalized rejection of products or services whose country of origin is the same with which there is some kind of conflict (Klein et al., 1998).

Bearing this in mind, studies on consumer animosity are carried out to understand the impact that hostility between countries has on the consumer behavior of foreign products. However, these studies have focused on analyzing conflicts between industrialized countries (Durvasula & Lysonski, 2008; Hoffmann et al., 2011), or between emerging or Asian economies, against industrialized countries (Fernández-Ferrín et al., 2018; Latif et al., 2019) and also among Arab countries (Al-Hyari et al. 2012; Rose et al., 2009), however, its study among Latin American and Caribbean countries is not frequent.

These countries of Latin America and the Caribbean, although they share in most cases similar features in terms of their language, economic growth, and even cultural aspects such as their religion, also present among themselves very strong political differences, which have even led to several military wars between them.

Currently, a very marked political conflict in South America stands out, as is the case of Colombia and Venezuela; countries that 20 years ago, were considered as sister nations, but now consider themselves in extreme opposition to each other (Rochlin, 2011).

The political ideology of their rulers has made these two border countries with historical ties of brotherhood, and which have a common origin and history of homeland, today present very marked differences regarding their form of economic model. Venezuela with a more left-wing economic and political project and Colombia with a more right-wing political and economic model.

This situation arose because of a number of factors. On the one hand, the coming to power of highly personalist and authoritarian governments in both countries and the ideological divergence between their main political leaders (Buelvas et al., 2008).

These differences between the two countries have led in the last 20 years to a strong conflict between the two countries, in which on several occasions there has been talking of war between these two countries.

For this reason, on several occasions, the other countries of South America and the Caribbean have had to intervene to avoid a war conflict, which would be catastrophic not only for these two specific countries, but for the collateral effects that this would bring to the hemisphere (Rochlin, 2011).

However, for this study, we consider that, food ends up being a factor that allows integration between both nations, Rozin (2006), where Colombians through the consumption of certain specific products, can forget the discomfort towards Venezuela, its citizens or their products. In this way, this study can help both public agencies, to generate social integration policies, and marketing managers who want to expand their fast-food businesses and position their brands.

Taking this into account, for this research we propose that national identity, individualism, and ethnocentrism, are considered antecedents of consumer animosity, while the brand image of foreign restaurants their result. In this way, this research presents below three specific contributions:

The first is to be able to study the animosity of the consumer in Latin America, through the behavior of the Colombian consumer, regarding fast-food restaurants of Venezuelan origin. Taking into account the scarce literature that exists of this variable applied in countries of Latin America and the Caribbean, since his study has been concentrated in great Western, Asian, or Arab economies, leaving behind the Latin American countries.

Second, this research is carried out in the midst of a current social, political and economic conflict between the two nations, and with an overflowing growth of Venezuelan immigration in Colombia. Most of the literature that exists refers to conflicts of the past, which are mostly just a memory in the minds of today's consumers, while this research was carried out in the midst of conflict between the two countries.

Third, this study shows that a person can feel animosity towards a specific country, and this does not mean that this animosity is automatically transferred to all the products and services that represent that country in conflict. That is, this research concludes unlike most studies, that, if it is possible that consumer animosity generates a favorable image of foreign products or services, in special circumstances as described in this research.

2. Background

The enmity between their political leaders has caused them to refer to each other as political enemies and even to be accused of fomenting coups d'état from one country to another. The Government of Colombia formally accuses the Government of Venezuela of being a financier of the guerrillas of the FARC and the ELN, in addition to allowing the presence of these illegal groups in Venezuelan territory with the approval of that Government.

For its part, Venezuela often accuses Colombia of an economic war in the company of the United States, which has stifled its economy in recent years. They even publicly denounce plans from the other country to assassinate their respective president.

For Martínez Moya (2020), due to the political and economic crisis that Venezuela is experiencing, a massive exodus of its citizens has been generated to various parts of the world, where Colombia being its largest border, has received the sum of 2 million Venezuelans in its territory in the last 5 years.

This situation has further aggravated the relations between the two, where now Colombian society has had to adapt to these social changes, in a country that was not accustomed to mass immigration to its territory, and, moreover, not having a strong and vibrant economy, has seen the effects of this migratory situation, generated all kinds of social conflicts, and even xenophobia, (Aliaga Sáez et al., 2020).

The migratory processes tend to generate in the population that receives immigrants, a perception of increased insecurity, as there are more robberies, murders, and violent actions, although in some cases it may be directly related to a specific immigrant population, which was

even carrying out this type of action before in its country of origin, it is also true that this situation is not always the fault of the immigrant population; however, the local population usually assumes that the blame for the increases in violence rates is on the foreign population, which is why they are pointed out and judged in some cases fairly, but in many other cases unfairly; which could be one of the antecedents of xenophobia against this population (Knight & Tribin, 2020).

Taking into account the weakness of the Colombian economy, the Venezuelan population-based in Colombia does not find many job offers, in a market that is even deficient for Colombians themselves, which is why the living conditions for Venezuelans in Colombia are not the best either. The vast majority of them are located in low-skilled jobs or decide to start their own businesses, especially fast-food restaurants typical of their country, which has generated an explosion of this type of business in Colombia (O'Neil, 2019; Pulido González & Rodríguez Mendoza, 2015).

It is important to emphasize that these restaurants of Venezuelan origin in Colombia, sell mostly a typical product of Venezuela that is called “Arepá rellena”, which is also a typical food of the Colombian gastronomy. That is, this is a product that is part of the gastronomic history of both countries, taking into account their common origins in the history of both nations, which even belonged to the same country called Gran Colombia, after the independence of the Spanish crown.

The “Arepá” is a pre-Columbian corn-based food, which is made into a kind of tortilla and filled with vegetables or different types of protein, such as meat, chicken, and egg.

It is consumed equally in both the upper and lower classes, making it a very socially accepted product, even as a sign of cultural identity.

The novelty of this research is to be able to study the animosity of the consumer in Latin America, through the behavior of the Colombian consumer, regarding fast-food restaurants of Venezuelan origin, taking as a reference the current political, economic and social conflicts between the two countries.

For this, we start from the anthropological idea on which food provides, on the one hand, a physiological nutrition that requires any individual for its survival, but also is a symbol of national identity; because, through certain typical foods and dishes, a specific culture or country can be represented.

In this way, food allows both the biological survival of people, and at the same time, the symbolic representation, which allows the identification of a specific cultural group, either own or foreign (Wilk, 1999).

For this reason, despite the fact that the various processes of globalization allow countries to have various processes of cultural exchange among themselves, even generating a certain loss of local identity with respect to certain consumption behaviors. For some sociologists, the consumption of certain foods allows that the national identity and globalization are not two contradictory trends, but complementary.

For example, the consumption of certain foods reinforces the origin of these in a positive way, either to highlight the globality of a consumer who knows or distinguishes the culture represented by this type of specific foods; or to highlight their local origin with a local consumer, who sees their culture reflected in a typical dish. That is to say, that this type of consumption, whether from the local or foreign perspective of the consumer, allows in both cases to feel pride towards these foods, because it is an enclosure to the culture that represents, (Lin et al., 2011; Wilk, 1999)

In this way, among some anthropologists and sociologists, it is common to study the relationship between food and national identity; for this reason, we consider that, for this research, the

study on the sale of typical Venezuelan products in Colombia, which refers to foreign culture in relation to a local culture, allow us to understand a little better, the problems that arise in both countries with regard to their current animosity, where, in addition, two developing nations with similar cultural characteristics are studied, regarding a hegemonic consumption that for this case, in both countries is also similar through the consumption of “Arepa”.

3. Theoretical literature review

3.1. Consumer animosity

Consumer animosity refers to a negative emotional attitude, which an individual has, towards the purchase of products that originate from a specific nation, with which they also have negative emotional attitudes, (Rose et al., 2009).

In this way, the feelings of hatred, rejection, or discomfort against a particular country are directly reflected in the opinions that consumers have about the products or services of that same country (Maher et al., 2010).

These negative feelings against a particular country are due to various conflicts or threats that have existed in the past or that exist in the present, military, political, economic, social, etc., and which have affected relations between two or more countries in conflict (Klein & Ettensoe, 1999).

Because consumer animosity is directly related to the concept of country of origin, it also emphasizes the hostile attitudes of consumers towards the origin of a product or a brand, as a mechanism of rejection, Jiménez and San Martín (2010).

This animosity could be situational, referring to current political or economic situations, and have to be resolved in a short period of time; however, it could also be a stable animosity, referring to the historical difficulties between two countries, which can even be passed on from generation to generation, and which are therefore deeply rooted in society (Amine, 2008).

Similarly, the hostility of a particular country due to threats or any type of conflict generates an emotional value in the society of the host country, due to social pressures and psychosocial fears, as a protection mechanism, where one seeks to look after the good of one's own nation (Fong et al., 2014).

In Table 1, by way of summary, we can find several approaches to the definition of the concept of consumer animosity, which are found in the literature.

4. Empirical literature review and hypotheses development

4.1. Antecedents of conspicuous consumption

4.1.1. Individualism

Individualism refers to the values in the personality of each person, which have very strong characteristics of self-sufficiency, autonomy, and even separation from their social groups, where their behavior is driven by their own motives, and not by the goals of their primary group; for this reason, if differences arise between the individual and his group, these, will resolve in favor of the individual and not of his group, (Triandis et al., 1990).

In this way, individualism refers to the perceived relationship between an individual and the group to which he belongs; where this individual generates an emotional independence from the groups, organizations, and other collectivities around him; for this reason, such people tend to be more self-centered, less loyal, less emotionally attached, and less willing to sacrifice

Table 1. Approximations to the and consumer animosity

Author(s) and Year	Definition
(Rose et al., 2009, p.330)	“Consumer animosity refers to strong negative emotions toward purchasing products from a disliked nation or group”
(Cai et al., 2012, p. 15)	“Implicit animosity as introspectively unidentified (or inaccurately identified) traces of past experience that lead to unfavorable feelings, thoughts, or action toward a specific (offending) nation”
(Lee & Lee, 2013, p. 273)	“Research has tapped the concept of consumer animosity to explain what underpins the reluctance of consumers to buy products from foreign countries, particularly during the occurrences of international disputes”
(Harmeling et al., 2015, p. 677).	“Consumer animosity illustrates that political and economic disputes drive consumer responses that can harm firms associated with the offending nation”
(Little & Singh, 2015, p. 84)	“Antipathy toward nations, regions, cultures, groups, or organizations”
(Li et al., 2021, p. 2)	“Critical factor affecting consumers’ product perceptions and purchase behaviors, particularly in the context of international businesses”

Source: Author’s own compilation

themselves for the common benefit over the particular benefit. However, it has many facilities to integrate into external groups and meet new people different from those of its social group (Tao et al., 2004).

In this way, it can be concluded that people who possess strong individualistic values tend to emphasize their self-sufficiency; they also possess a high level of competence, where their personal goals will always be above the goals of their group. Similarly, they have greater emotional distance, towards other people and towards any group in general (Cross et al., 2000).

Because people with individualistic values, see themselves as separate from their social group, and care more about their personal achievements and goals; for this study we consider that their degree of animosity will be less, by not being fully identified by the threats to your nation.

In this way, and based on previous studies by Han (2017), Leonidou et al. (2019), and Han et al. (2020) we formulate the following hypothesis:

H1: Individualism has a negative and significant effect on consumer animosity.

4.1.2. National identity

It is important to clarify that national identity is a different concept from nationalism, which is often confused.

National identity refers to positive values, which reflect the sense of belonging that one has towards a particular nation, due to the links that one has towards it by various situations, such as being the birthplace of the individual, or from their family ancestry or descent, or by sharing their language, religion, race, culture, etc. In general, to any common value they possess between the individual and this specific nation (Darsareh & Bastanipour, 2016; Sinkkonen, 2013).

On the other hand, it differs from nationalism, in that the latter is a concept that is based on the idea of the superiority of the nation of origin over other nations, being such a strong attachment to its own country that it does not even allow it to question anything about it, and everything is hierarchized and analyzed based on this.

In this way, this concept ends up generating negative values, because it even produces hostility towards other countries, which are always considered as inferior (Verdugo & Milne, 2016).

For Abizadeh (2005), national identity is the modern notion of sovereignty to which one has a sense of belonging, where identification with a specific nation by an individual, means that this individual is admitting the existence of other nations with characteristics other than his own. In this way, a nation is a particular community that has specific singularities, which contrast with those of other nations.

This national identity is made up of a set of four categories that feed into each other. On the one hand, a structure of similar beliefs such as religion, and culture, which facilitate participation, solidarity and social cohesion with the members of the nation; also for the national heritage, alluding to the importance of historical facts and characters that generate a sense of belonging.

Also because of cultural homogeneity, because, although there are multiple subcultures within a nation, which coexist simultaneously, they manage to have a certain homogeneity between them by representing their nation. Finally to its level of ethnocentrism, referring to the importance of maintaining the values and compartments of the group and even taking care of its national economy, as a defense mechanism on external nations (Keillor & Tomas M. Hult, 1999).

Taking into account that the concept of national identity is based on the identification of a specific nation and therefore its solidarity with this nation in case of an external threat, and based on previous studies Rose et al. (2009), Fong et al. (2015), and Stepchenkova et al. (2018), we present the following hypothesis:

H2: National identity has a positive and significant effect on consumer animosity.

4.1.3. Ethnocentrism

Consumer ethnocentrism represents one of the strongest attitudinal blockages against the purchase of foreign products, as it represents the normative belief about the suitability of buying domestic products and the inappropriateness of buying products from abroad (Fernández-Ferrín et al., 2018; Neese et al., 2018).

In this way, the ethnocentrism of the consumer is based mainly on an economic motive, with a clear bias towards the individual's own country, which considers it a national duty, to support the companies of his country, by buying their own products, and rejected all those foreign products, (Zeugner-Roth et al., 2015).

For Witkowski (1998), ethnocentrism generates for individuals a sign of identity, and therefore belonging to a particular social group; for this reason, their way of behaving is based on the social norms of that group, and in this way, these social rules govern both their acts, and their way of seeing life, because everything revolves around this group.

For Siamagka and Balabanis (2015), ethnocentrism then emerges as an invisible self-defense mechanism, which both national economies and their governments have against a possible threat, generated by foreign imports competing in the local market.

For this reason, many countries often employ the domestic strategy of launching “Home Made” campaigns for their local consumer as an effort to curb export consumption, protect domestic production, and improve their trade balance.

In this way, the consumer with strong values of ethnocentrism avoids all foreign products, regardless of their price or quality, whose rejection is generated entirely for nationalistic reasons (Shankarmahesh, 2006).

In the light of the above, this concept can explain one of the reasons why consumers very persistently or without rational sense prefer to buy domestic over imported products; even when foreign products may be more economical and of higher quality; for ethnocentrists, it is natural to be able to help and cooperate with members of their group, and to favor it at all times, while being distrustful and even hostile to outside groups (Balabanis et al., 2002).

Taking into account the previous studies of Cheah et al. (2016), and Lee et al. (2017), where they showed that the feelings of the ethnocentric consumer are positively related to the animosity of the consumer, we formulated the following hypothesis:

H3: Consumer ethnocentrism has a positive and significant effect on consumer animosity.

4.2. The results of consumer animosity

4.2.1. Foreign restaurant image

The brand image is a set of emotional attitudes that the client has, about a specific brand. In this way, it is an antecedent of the perception of customers, on the quality of the products or services, influencing their commercial value and the intentions of purchase towards this; in this way, a positive brand image, affects the preferences of use, consumption, and even confidence in it and the products or services it represents (Dobni & Zinkhan, 1990).

In this way, the higher the symbolic characteristics that the brand represents, the higher the positive feelings towards said brand image; for this reason, the brand image is fundamental for any company or business, because it is the product or service characteristics, both functional and symbolic, that allow in certain situations to have an emotional competitive advantage, and a more rooted positioning in the minds of consumers, (Roy & Banerjee, 2007)

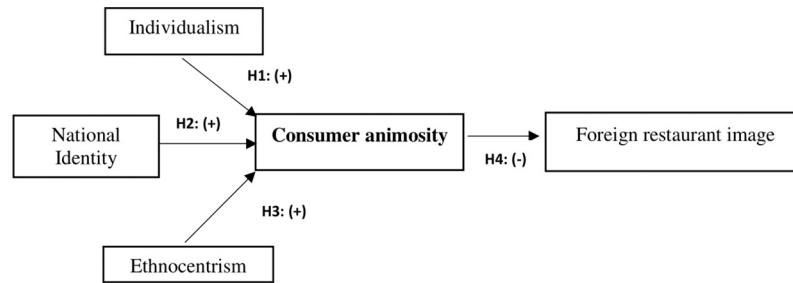
For Ryu et al. (2012), the brand image is defined as the symbolic meanings that consumers usually remember, when they find the specific characteristics of the product or service; likewise, it is the sum of the beliefs, ideas, and impressions that people have of a specific place or destination, such as a restaurant.

For Chen et al. (2014), the image of a restaurant is based on a set of factors such as: its location, its service, its price and the quality of its food; in this way the image of the restaurant positively impacts the intention of consumption.

For Yi et al. (2018), the brand image affects the preference of customers, with respect to the attributes used for the choice of restaurants of their preference, is a special perception of the quality of food, the quality of the service, and the quality of the local environment.

For this research, taking into account the previous studies of Russell and Russell (2010) and Chaudhry et al. (2020), we propose that consumer animosity generates a negative effect on the image of foreign restaurants, in this way we formulate the following hypothesis:

Figure 1. Source: Author's own compilation



H4: Consumer animosity has a negative and significant effect on the image of foreign restaurants

4.3. Research model

Figure 1 shows the research model of the present study.

The following is a summary of all the research questions:

H1: Individualism has a negative and significant effect on consumer animosity.

H2: National identity has a positive and significant effect on consumer animosity.

H3: Consumer ethnocentrism has a positive and significant effect on consumer animosity.

H4: Consumer animosity has a negative and significant effect on the image of foreign restaurants.

5. Research design

5.1. Data collection and sampling

In order to compare the previous hypotheses, a quantitative study was carried out through a structured questionnaire. The sample was collected in person between December 2019 and March 2020.

The participation was voluntary, and aimed at adult consumers, of 10 Venezuelan fast-food restaurants in the city of Bogota. These restaurants were chosen because they have the most presence in the city, rating, and visits www.tripadvisor.co

Convenience sampling was used to obtain the information, obtaining a final sample of 245 valid questionnaires. Regarding the demographic profile of the respondents, the distribution of the sample can be seen in Table 2, where the majority were women (51.8%), the main age range was between 18 and 35 years (67.4%), with university studies (53.46) and where most were working (40%).

Taking into account that this is a predictive study, with both formative and reflective variables, was used for the estimation of the model and the verification of the proposed hypotheses, the statistical program PLS 3.2.7, for structural equations of partial least squares, (Barroso et al., 2010; Diamantopoulos & Winklhofer, 2001).

5.2. Measurement of the variables

All scales used and adapted for this study were based on scales previously validated in the literature. Thus, Likert-type 7-point scales were used as follows: 1 = “totalmente en desacuerdo” and 7 = “totalmente de acuerdo”.

Table 2. Sample distribution

	N	%
Gender		
Man	118	48,1
Woman	127	51,8
Age		
18–25	89	36,2
26–35	76	31,2
36–45	61	24,8
46–55	12	4,89
>55	7	2,85
Educational level		
No schooling	2	0,81
Primary	17	6,93
Secondary	35	14,28
University	131	53,46
Postgraduate studies	60	24,48
Occupation		
Student	74	30,2
Worker	98	40
Self-employed	34	13,87
Unemployed	15	6,12
Housekeeping duties	16	6,53
Retired	7	2,85
Other	1	0,4

Source: Author's own compilation

To measure individualism, the scale of Triandis and Gelfand (1998), was used to measure national identity, the scale of Vida et al. (2008) and to measure ethnocentrism, the scale of Verlegh (2007).

On the other hand, to measure consumer animosity was used the scale of Hoffmann et al. (2011) with 3 dimensions, perceived threat, antithetical political attitudes and negative personal experiences. All the above scales are reflective. Finally, the scale of Palacios-Florencio et al. (2018) was used to measure the image, defined as formative. Table 3 shows the scales used as a summary.

Table 3. Sources of measured items

Constructs	Source of adoption	Numbers of item	dimensions	Reflective/ Formative
Individualism	Triandis and Gelfand (1998)	8	0	Reflective
National identity	Vida et al. (2008)	3	0	Reflective
Ethnocentrism	Verlegh (2007)	5	0	Reflective
Consumer animosity	Hoffmann et al. (2011)	7	3	Reflective
Image	Palacios-Florencio et al. (2018)	7	0	Formative

Source: Author's own compilation

Table 4. Summary of Exploratory Factor Analysis

Construct	KMO	Bartlett's test (Chi-square value)	Significance	Dimensions
Consumer animosity	0.784	1,045.41	0.000	3

Source: Author's own compilation

6. Empirical results and discussion

6.1. Exploratory Factor Analysis

To analyze the results, two different phases were performed. In the first phase, the three dimensions of the consumer animosity variable were analyzed, using an Exploratory Factor Analysis, using the SPSS program. Secondly, the measuring instrument was validated by means of a Confirmatory Factor Analysis, estimating the proposed structural model by means of Partial Least Squares Minima (PLS-SEM), using the Smart PLS 3.2.7 software.

The reasons for the use of PLS-SEM were based on the fact, that this study uses Mode B composite models; (Henseler, 2017); on the other hand, the research model has direct and mediated relationships, in addition several levels of dimensionality with first- and second-order constructs (Ali et al., 2018).

In order to determine whether the dimensions used in this paper that mediate the consumer animosity variables, are the same as those considered in previous studies, an Exploratory Factor Analysis with VARIMAX rotation has been carried out. This determines which items should measure each dimension and whether the items are grouped in the way, they were initially proposed.

Thus, it was found that the items used to measure the consumer animosity construct are grouped into three factors, whose items have been named: perceived threat (ANI-PT), antithetical political attitudes (ANI-APA) and negative personal experiences (ANI-NPE), jointly explaining 89% of the variability of the phenomenon, providing a satisfactory adjustment.

Table 4 shows the results of the KMO sample adequacy measurement index and the Bartlett sphericity test for the corresponding analyses.

6.2. Confirmatory Factor Analysis (AFC)

For the assessment of the Confirmatory Factor Analysis (CFA), in the measurement models reflective compounds (Mode A), and to analyze the reliability of the first-order constructs, we analyzed the individual reliability of the item (α of Cronbach) and also the Composite Reliability Measure (CR).

In the convergent validity, all indicator loads were significant and greater than 0.7. On the other hand, the value of the average extracted variance (AVE) of each variable is greater than 0.5; in this way, evidence of an adequate convergent validity in the measurement model is provided (Fornell & Larcker, 1981). In Table 5, we can see the results of the AFC.

Moreover, the discriminating validity in the measuring instrument was analyzed, using the Fornell and Larcker criteria and the ratio Heterotrait-Heteromethod-HT and Monotrait-Heteromethod-MT (HTMT).

Through the Fornell and Larcker criteria, it has been verified that the square of the estimated correlation between two factors does not exceed in any case the variance extracted average of

Table 5. Measurement model evaluation results				
Construct/Indicators	Mean	st. dev.		Loadings factor
F1.Individualism (α = 0.714; CR = 0.824; AVE = 0.684)				
(Ind1) I'd rather depend on myself than others.	5.43	1.439		0.749*
(Ind2) I rely on myself most of the time; I rarely rely on others.	4.29	1.425		0.729*
(Ind3) I often do “my own thing.”	5.05	1.285		0.883*
(Ind4) My personal identity, independent of others, is very important to me.	5.15	1.564		0.789*
(Ind5) It is important that I do my job better than others.	5.69	1.415		0.753*
(Ind6) Winning is everything.	4.45	1.522		0.874*
(Ind7) Competition is the law of nature.	5.02	1.729		0.824*
(Ind8) When another person does better than I do, I get tense and aroused.	4.10	1.748		0.725*
F2.National identity (α = 0.711; CR = 0.858; AVE = 0.647)				
(IN1) A citizen of Colombia possesses certain cultural attributes that people of other countries do not possess	5.51	1.59		0.764*
(IN1)Colombia has a strong historical heritage	5.76	1.63		0.881*
(Continued)				

(Continued)

Table 5. (Continued)			
Construct/Indicators	Mean	st. dev.	Loadings factor
(IN1) Citizens of Colombia are proud of their nationality	5.54	1.74	0.759*
F3.Consumer ethnocentrism (α = 0.827; CR = 0.845; AVE = 0.565)			
Colombia people should not buy foreign products. because this hurts Colombia business and causes unemployment	4.44	1.93	0.719*
It is not right to purchase foreign products, because this puts Colombia people out of jobs.	4.25	1.88	0.772*
A real Colombia should always buy Colombia products.	4.54	2.17	0.784*
I always prefer Colombia products over foreign products.	4.80	1.78	0.753*
We should buy services from Colombia companies to prevent other countries from getting rich at our expense.	5.16	1.90	0.827*
F4.Consumer animosity—perceived threat (ANI-PT) (α = 0.725; CR = 0.864; AVE = 0.777)			
I feel threatened by Venezuela	4.94	1.97	0.921
The influence of politicians from Venezuela on our country is too strong	3.85	1.92	0.952
(Continued)			

Table 5. (Continued)				
Construct/Indicators	Mean	st. dev.	Loadings factor	
Venezuela intends to dominate our country economically	3.74	1.86	0.834	
F5.Consumer animosity—antithetical political attitudes (ANI-APA) ($\alpha = 0.663$; CR = 0.854; AVE = 0.742)				
I disapprove of the politics of Venezuela	4.25	1.88	0.889	
I often disagree with the political attitude of Venezuela	3.98	1.91	0.925	
F6.Consumer animosity—negative personal experiences (ANI-NPE) ($\alpha = 0.715$; CR = 0.832; AVE = 0.623)				
Personally, I have had bad experiences with Venezuela	5.87	1.79	0.891	
So far, I met only a few sympathetic persons from Venezuela	5.74	1.84	0.874	
Source: Author's own compilation				

Table 6. Discriminant validity

	F1	F2	F3	F4	F5	F6
F1	0.741	0.332	0.121	0.254	0.329	0.112
F2	0.224	0.724	0.236	0.321	0.041	0.374
F3	0.133	0.103	0.711	0.274	0.223	0.425
F4	0.227	0.372	0.145	0.625	0.178	0.260
F5	0.354	0.147	0.173	0.078	0.789	0.536
F6	0.142	0.228	0.437	0.323	0.494	0.774

Note: On the diagonal: square root of the AVE values. Below the diagonal: correlations. Above the diagonal: HTMT values

Source: Author's own compilation

each factor (Fornell & Larcker, 1981), while for the HTMT ratio its values are less than 0.9 (Henseler et al., 2015).

In this way, the discriminating validity of the constructions that are of reflective type of the measurement model is confirmed (Table 6).

On the other hand, for the image variable, when defined as formative (Mode B), its evaluation has been carried out at the level of the indicators by assessing the possible multicollinearity, through the variance inflation factor (VIF) and the assessment of the magnitude of their weights and their significance, the results of which can be seen in Table 7.

Table 7. Measurement construct image

Indicators	Mean	St.dev.	Weights	VIF	t	p-value
The interior of the restaurant is appropriate for its category	5.02	1.74	0.225	1.721	4.547	0.000
The location of restaurant is suitable	5.24	1.81	0.278	2.612	11.145	0.029
I can clearly distinguish the establishments of this restaurant	5.12	1.63	0.325	2.554	2.042	0.012
I tend to pay attention to this restaurant advertising	3.17	2.17	-0.264	1.493	8.250	0.000
I tend to pay attention to the information they send me	2.42	2.29	0.239	1.863	9.314	0.000
This restaurant is renowned for its good social behavior	4.24	1.75	0.225	2.317	7.479	0.000
This restaurant image fits my personality	4.45	2.34	0.542	2.452	4.479	0.000

Source: Author's own compilation

Table 8. Consumer animosity second-order construct measurement model

Factors	Weights	FIV	t	p valor
Perceived threat	−0.327	2.985	2.874	0.004
Antithetical political attitudes	0.164	2.847	3.223	0.012
Negative personal experiences	1.148	1.248	4.974	0.000

Source: Author's own compilation

We then proceeded to analyze the second-order variables of the variable called consumer animosity, being of the reflective-formative type according to Hoffmann et al. (2011). Its measurement analysis was carried out using the inflation factor of variance (IVF) and weights, the results of which can be seen in Table 8.

6.3. Structural model and hypotheses testing

Once the validation of the measuring instrument was carried out, the structural model was estimated, using the PLS technique and the bootstrapping procedure (Henseler, 2017) with 5000 sub-samples. As can be seen in Table 8, the coefficients of the paths have been significant in all cases and in the sense indicated by the hypotheses, except hypotheses 4 which was rejected.

The explanatory power of the structural model was also verified through the coefficients of determination R^2 , which indicate the amount of variance of the endogenous variables explained by the constructs and the Q^2 , which are greater than 0 (Table 9), in this way the model presents an adequate explanatory and predictive value allowing to evaluate the significance of the previously established causal relationships.

Table 9. Structural model results

Hypothesis	Original Sample	t	p value	Contras
H1: Individualism—Consumer animosity	−0.225	3.014	0.001	Accepted
H2: National identity—Consumer animosity	0.349	2.874	0.015	Accepted
H3: Ethnocentrism—Consumer animosity	0.401	6.748	0.004	Accepted
H4: Consumer animosity—Image	0.101	2.124	0.000	Not Accepted

Note: $R^2(\text{Consumer animosity}) = 0.385$; $R^2(\text{Foreign restaurant image}) = 0.422$; $Q^2(\text{Consumer animosity}) = 0.341$; $Q^2(\text{Foreign restaurant image}) = 0.485$

Source: Author's own compilation

6.4. Discussion and theoretical implications

This research has allowed us to contribute to the scarce literature on consumer animosity focused on Latin American countries; because most studies have focused on studying consumer animosity in Western and Asian countries, which have clear political, cultural and economic differences, with Latin American countries.

On the other hand, most of these studies have been developed on the basis of historical conflicts or threats from the past, which have been kept in the minds of consumers over time. However, this research as a novelty, was developed in the midst of a strong social conflict that currently exists between Colombia and Venezuela; in this way, its results can be analyzed based on present and not past situations.

The results obtained allow us to show that there is a negative and significant relationship between individualism and consumer animosity, thus confirming hypothesis 1 (H1), as well as previous studies by Han (2017); and Han et al. (2020).

Similarly, we can confirm the positive and significant relationship between national identity and consumer animosity, thus confirming hypothesis 2 (H2), in the same line as the research of Rose et al. (2009), Fong et al. (2015), and Stepchenkova et al. (2018).

On the other hand, we can confirm hypothesis 3 (H3), by validating the positive and significant relationship between ethnocentrism and consumer animosity, as Cheah et al. (2016); and Lee et al. (2017).

However, although our research initially proposed a negative and significant relationship between consumer animosity and the image of foreign restaurants, based on previous studies by Russell and Russell (2010) and Chaudhry et al. (2020); their results were contrary to those proposed.

These contrary results show that consumer animosity is not a concept that should include all products in a generalized way, as previously believed. In this way, just as animosity refers to traits of antipathy specifically towards a particular country and not towards all foreign countries in a generalized way, we can interpret that consumer animosity varies according to the type of product, service, or brand that is being studied.

7. Summary and conclusion

7.1. Managerial implications

This study makes it possible to have several implications for the management of restaurants of foreign origin, which operate in countries with which there, may be some kind of conflict.

This research concludes that the brand image of foreign restaurants is not always affected by consumer animosity, in this way, these results are in contradiction of most studies that formulate the negative relationship between the two.

On this, in the research, Fakharmanesh and Ghanbarzade Miyandehi (2013), although they also proposed a negative relationship between both variables; their results showed a non-significant relationship between both constructs.

In our study, we attribute this situation to the fact that Venezuelan restaurants in Colombia sell very familiar products in the gastronomy of Colombian society. As indicated before, “Arepa” is a very typical food in both countries, so we consider that the Colombian consumer is able to minimize their animosity, when consuming food that is familiar to him.

In this way, although Venezuelan restaurants usually highlight in their decoration and setting their Venezuelan origin, trying to attract the Venezuelan public in Colombia, the reality is that they are frequented in the same way by Colombian consumers who seek to eat similar dishes from their gastronomy.

For Yi et al. (2018), when a customer sees a brand of a restaurant, it is not only a question of identifying its logo, slogan, or advertising of that establishment, but, in addition, it is based on the memory of previous experiences, such as the taste of the food, prices, atmosphere and type of service received. This set of factors is the biggest differentiator of a restaurant with respect to its competence.

The results of this study show that factors such as the quality of the food, the quality of the service, and a good atmosphere, in addition to gastronomy similar to that of the local culture, despite being foreign restaurants, are factors that help to reduce consumer animosity.

For González-Soriano et al. (2020), the theory of social identity applied in marketing, allows us to see how individuals belonging to a social group often express their opinions on various products or services, based on their previous experiences of consumption, which allows a collective knowledge to be generated in that society, which is fed by other members of the group and their opinions.

These opinions ultimately influence the purchasing decisions of other members of society. In this way, for this study, we consider that this could be used as both a mechanism of promotion of restaurants, but also as a mechanism of social integration, that allows a better relationship between the immigrant population of Venezuela and Colombian nationals.

7.2. Limitations and future research

Here are some limitations of this study, which in themselves may be future lines of research. First, this study was based on restaurants whose cuisine is similar to that of the local country, which is why it is important to replicate this study in another type of business of Venezuelan origin that is developing in Colombia, such as manufacturing and transport.

On the other hand, most respondents have a relatively young age of up to 35 years, so other studies could focus on an older consumer, who is often less flexible in their thinking, And so they might have a higher degree of animosity.

On the other hand, this study was carried out in the city of Bogotá, which because it is the capital of Colombia has the largest economic growth rate in the country. Given this, the results of this study may differ if the same research is carried out in the border city of Cucuta, which is one of the main land borders between Colombia and Venezuela, (Migración Colombia, 2020) and is therefore one of the cities in Colombia with the highest number of immigrants of Venezuelan origin, and also one of the cities with the highest unemployment rate in the entire country.

Finally, we recommend replicating this study, but from the Venezuelan context, that is through consumers in that country, concerning to restaurants of Colombian origin that are based in Venezuela. In this way, we could have an idea of consumer behavior from both perspectives.

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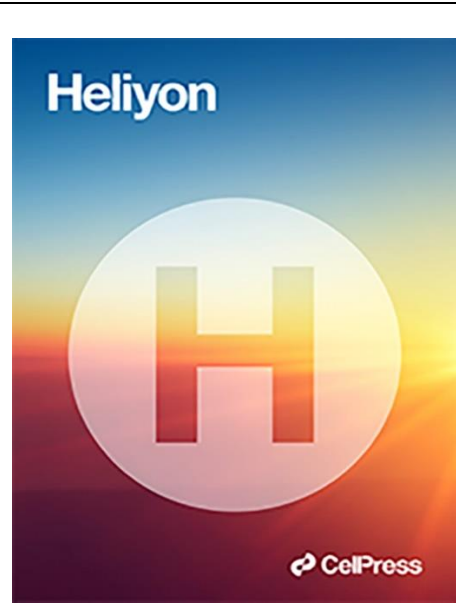
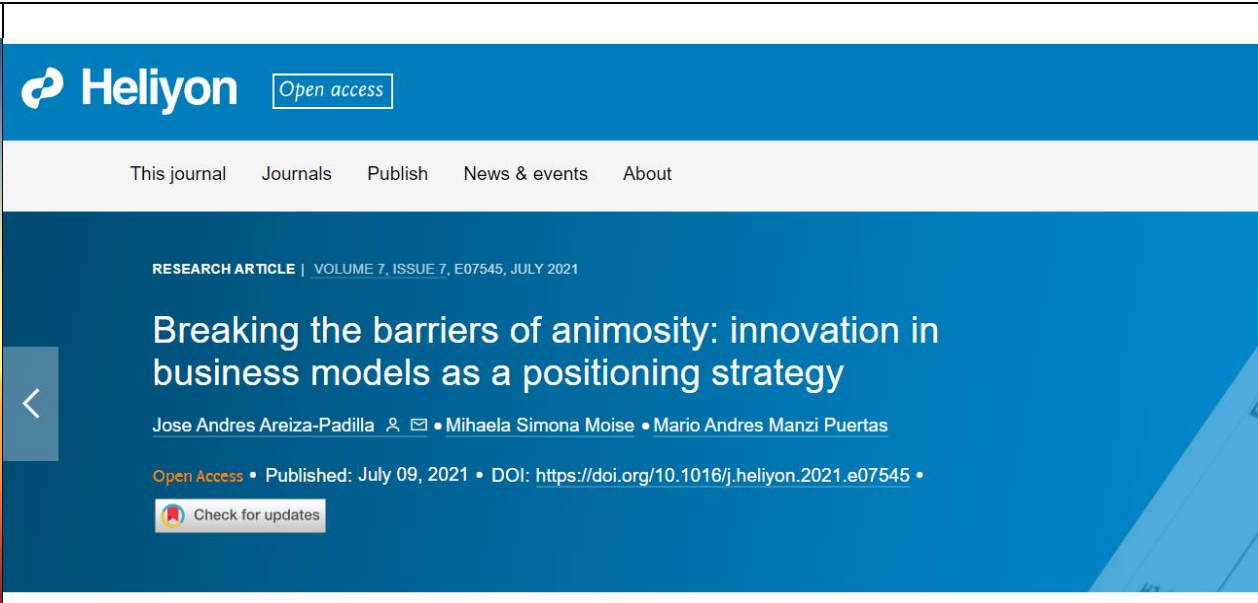
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Breaking the barriers of animosity: innovation in business models as a positioning strategy

Areiza-Padilla, J. A., Moise, M. S., & Puertas, M. A. M. (2021). Breaking the barriers of animosity: innovation in business models as a positioning strategy. Heliyon, 7(7). <https://doi.org/10.1016/j.heliyon.2021.e07545>

	
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Fuente: Elaboración propia

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JCR YEAR

2022

Heliyon

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ISSN

N/A

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JCR ABBREVIATION

HELIYON

ISO ABBREVIATION

Heliyon

Journal information

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Science Citation Index
Expanded (SCIE)

CATEGORY

MULTIDISCIPLINARY
SCIENCES - SCIE

LANGUAGES

English

REGION

ENGLAND

1ST ELECTRONIC JCR YEAR

2020

Publisher information

PUBLISHER

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LTD

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PUBLICATION FREQUENCY

1 issue/year

Rank by Journal Impact Factor

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EDITION

Science Citation Index Expanded (SCIE)

CATEGORY

MULTIDISCIPLINARY SCIENCES

23/73

JCR YEAR JIF RANK JIF QUARTILE JIF PERCENTILE

2022	23/73	Q2	69.2	
2021	28/74	Q2	62.84	
2020	N/A	N/A	N/A	

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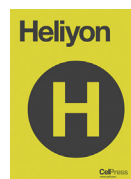
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Artículo III



Research article

Breaking the barriers of animosity: innovation in business models as a positioning strategy



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ABSTRACT

Consumer animosity is often studied in the large economies of the world, in order to explain the negative feelings generated by an individual towards another country and its products, due to various political, economic and social conflicts. This study presents three specific developments in this field. First, to demonstrate how companies in the retail sector have been able to develop innovations in their business models through their shops and virtual channels, which generate a positive positioning in the mind of the consumer, capable of minimizing animosity towards them. In this way it is shown that a consumer can have strong feelings of patriotism, animosity and ethnocentrism, and yet a positive image towards a brand or product of the country with which the conflict takes place. Second, a contribution to literature regarding the scant research on consumer animosity in developing countries, and specifically in Latin America. Third, an analysis of animosity under a current context of conflict between countries, and not of studies carried out taking situations or facts from the past. In this way, a contribution is generated that allows to understand more the behavior of the consumer and his animosity in societies with emerging economies and as the innovations in business models allow to improve both the economic profitability of a company, as its brand image.

1. Introduction

Throughout the history of humanity, various economic, political, religious and cultural conflicts between different societies have been documented; in this way, antagonism in human beings is a very ancient and deeply studied topic in classical ethnographies, which have highlighted the importance of antagonistic interactions between different groups and between their individuals (Isakov et al., 2019).

Bearing this in mind, animosity arises as one of the ways to explain the strong negative feelings that can be held against a foreign country, due to any type of previous hostility on the part of this country (Averill, 1983). Thus, just as a war between countries leads to the existence of a warlike animosity, a commercial disagreement between countries, leads to an economic animosity, which is studied through the concept of consumer animosity (Klein et al., 1998).

Consumer animosity then emerges, as a particular current in literature, that allows to examine the impact of the very negative feelings of individuals, towards a particular country, and in particular against products or services manufactured or offered in that country.

In this way, the feelings of hatred caused by adverse actions to a citizen, or against his organizations or government, are directly reflected in the perceptions that consumers have, on the products of the country that originates such attacks (Maher et al., 2010).

However, most previous studies on consumer animosity have focused on its application in the world's major economies (Nijssen and Douglas, 2004; Amine, 2008; Alvarez and Campo, 2020). We believe that this is perhaps due to the political, economic and military importance of these countries, compared to other developing or underdeveloped countries. For this reason it is very difficult to find similar studies applied in Latin America and the Caribbean. On the other hand, this study focuses on consumer animosity in the midst of a current conflict between two countries, and also studies the retail pharmaceutical industry. In view of the above, there is an academic motivation to be able to understand the implications of consumer animosity in this type of society and in this economic sector, in order to understand if there are greater differences with respect to the major economies of the world.

Taking into account the above, this research proposes a study of consumer animosity between two developing countries in South America (Colombia and Venezuela), and in this way, be able to contribute to the

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little literature that exists in developing countries. Colombia and Venezuela are bordering countries, which currently have great political differences, which have affected their bilateral relations over the past 20 years.

Previous sociological studies, such as those of Doocy et al. (2019) and Aliaga Sáez et al. (2020), have been able to document how the political, social and economic crisis in Venezuela has produced a massive exodus of more than three million Venezuelans to other countries of the world.

Colombia, as its largest land border, is the country with the largest number of Venezuelan immigrants in the world; according to Colombian migration data, by April 2020 there were 1,825,000 Venezuelans in Colombia, of whom 44% are legally and 56% illegally (Migración Colombia, 2020).

This large number of immigrants in Colombian territory has generated different types of social conflicts, bearing in mind that Colombia does not have a developed economy; therefore, it was not prepared for this type of large-scale social interactions; In this way, Colombia faces the greatest international immigration to its country in its entire history, further deepening its own social and economic problems (Aliaga Sáez et al. (2020); Martínez Moya, 2020).

On the other hand, the political relationship between both countries has been very deteriorated, where Colombians often hear direct attacks between the leaders of Colombia and Venezuela, and even a possible war between the two countries, due to the political differences between its rulers.

On the other hand, the brand image of a product or service whose country generates animosity is often negative on the part of the local consumer (Russell and Russell, 2010); however, in other studies such as those of Fakharmansh and Ghanbarzade Miyandehi (2013), although they initially raised a negative relationship between the consumer's animosity and the image of a foreign product, their results were not significant between the two constructs, generating new questions regarding the behavior of animosity.

For this, our research analyzed the brand image of the chain of international pharmacy chain "Farmatodo" of Venezuelan origin that operates in Colombia since 2009 and that by 2020, had 59 stores in 6 cities in Colombia; below, we describe the innovation in business models that "Farmatodo" has made.

Before the arrival of "Farmatodo" in Colombia, there were only the typical traditional drugstores in the country with the exclusive sale of medicines. This concept changed completely through "Farmatodo" because its innovation in business models, included a novelty in the service, where in a single place could be obtained great variety of products in the categories of health, beauty, baby and personal care. This varied range of products allowed to meet different needs in one place.

On the other hand, the shopping experience offered face-to-face shops with very spacious premises and modern décor, unlike the traditional pharmacies that were characterized by being very small and old. In its premises is offered free of charge the intake of blood pressure, weight measurement and body mass index, glucose, injections and professional advice pharmaceutical and beauty.

For its international growth, "Farmatodo" established an agreement with Oracle Retail, which has allowed it to implement new stores more quickly and improve the agility of its internal processes, both in the in-person stores, as well as its website and home delivery.

Given the usual congestion that occurs in most pharmacies in the delivery of their online orders, "Farmatodo" has been able to position itself in the minds of consumers with a online orders of between 30 and 45 min, much less time than traditional pharmacies.

His innovation in business models was also based, on the knowledge of his inventory in real time and the triangulation of all its headquarters, to be able to meet the delivery times to the customer; in this way, they have been able to integrate information technology with their business processes through services such as Oracle Retail Merchandising System, Oracle Retail Store Inventory Management and Oracle Retail Warehouse Management System; which allows them to manage their business at a

corporate level, and with Oracle Retail Xstore Point-of-Service they have been able to improve the consumer experience in stores.

For these reasons "Farmatodo" has positioned itself in the minds of Colombian consumers as the fastest chain in home delivery, and they also generate a service experience in their in-person stores; in this way, this research presents a contribution to the literature regarding the few investigations on animosity in developing countries, and specifically in Latin America.

For this research we propose as a novelty, an analysis of animosity under a current context of conflict between countries, and not based on past historical situations, where we want to demonstrate that a consumer can have strong feelings of patriotism, of animosity and ethnocentrism, and yet a positive image towards a foreign brand or product, originating in the country with which there is some conflict.

In other words, there is not always widespread consumer animosity, but it is focused on specific brands or products with which some conflict is generated. This is possible if this brand, although it is foreign, has roots in the local culture, and has managed to position itself positively among the consumer, since before animosity was generated. For this research, patriotism and collectivism have been proposed as antecedents of consumer animosity, and ethnocentrism and image as results.

2. The conceptual framework: literature review and development of the hypotheses

2.1. Animosity and consumer animosity

Anonymity refers to strong feelings of disgust and enmity, which arise from previous or current hostilities, whether military, political, economic, social, etc. between different peoples and nations, especially towards those nations that are perceived as inciting, or violating social norms (Averill, 1983). In this way animosity can be classified according to the duration of the negative feeling towards another country:

Situational animosity refers to strong feelings of enmity that are associated with a specific circumstance, but that may be transient; on the other hand, stable animosity refers to antagonistic emotions that are accumulated over the years, so this stable animosity is very long-lasting and deeply rooted in people's minds.

It is important to emphasize that, in order to feel animosity, one has not necessarily previously had a personal experience, but this negative experience can be transmitted from generation to generation through various mechanisms such as history books or through narratives of the people who did experience such harassment directly (Jung et al., 2002). Brummett et al. (1998), defined animosity through three components; a cognitive component, involving cynical beliefs and distrust of others, an attitudinal component, involving negative emotions of anger, contempt and disgust, and a behavioral component, which generates hostility through different behaviors that generate aggressive verbal or physical actions.

All these components are expressed towards a specific country, and not towards foreign countries in general, because it is based on very specific situations that generated this discomfort with some specific country. For Klein et al. (1998), the anger that can be felt towards a foreign country, can lead to products manufactured in that country, generate negative feelings against them also; in this way an animosity of the consumer is generated. This occasional animosity is related to the decision not to buy products made in the country with which there is some conflict, but not to the quality judgments of that product. By way of summary, we can find several approximations to the definition of the concept of consumer animosity, in the literature review in Table 1.

2.2. Antecedents of consumer animosity

2.2.1. Collective tendencies

In collectivist societies, individuals are integrated through strong ties that generate loyalty to their group, and for this reason they often place

Table 1. Approximations to the and consumer animosity.

Author(s) and Year	Definition
(Klein et al., 1998 p.90)	"The remnants of antipathy related to previous or ongoing military, political, or economic events will affect consumers' purchase behavior in the international marketplace"
(Rose et al., 2009 p.330)	"Consumer animosity refers to strong negative emotions toward purchasing products from a disliked nation or group"
(Hoffmann et al., 2011 p.236)	"Consumer animosity is the antipathy toward a certain country, which negatively affects the intention to buy products imported from that country"
(Little and Singh, 2015 p.84)	"Antipathy toward nations, regions, cultures, groups, or organizations"
(Li et al., 2021 p.2)	"Critical factor affecting consumers' product perceptions and purchase behaviors, particularly in the context of international businesses"

Source: Author's own compilation.

the interests of their group above their particular interests, thus maintaining a group solidarity (Klasing, 2013). For Greif (1994), in these partnerships, its members often feel very involved in the life of the other members of the group, in addition they do not usually cooperate between members of different groups. Their social structure is segregated to interact preferably with members of their own ethnic, religious, or family group. These collectivist values are usually present from the birth of a person, who is born and grows within a primary social group such as the family (Triandis, 2018).

Bearing this in mind, in collectivist cultures both the behaviour of its members and the behaviour of the group is governed by the interests of the same group, for this reason if there is some kind of conflict between the objectives of the group and the personal objectives of the individual, this difference is resolved in favor of the interests of the group (Triandis et al., 1990).

For Han (2017), collectivism is one of the basic dimensions that explain the thoughts, perceptions, actions, behaviors and value system among the members of a society. In this way collectivism is a link between individuals who see themselves as part of a group and for this reason, this influences the way the individual makes his decisions.

Based on the concept of collectivism and previous studies by Han (2017); Latif et al. (2019), for this study we consider that societies with high values of collectivism will react very closely to possible external threats, In this way, we formulate the following hypotheses:

Hypothesis 1. (H1). Collective tendencies in colombian society have a positive impact on consumer animosity

2.2.2. Patriotic tendencies

For Sumner (1906) patriotism is loyalty to the group to which one belongs by birth and which allows to generate feelings of companionship and cooperation, towards all the hopes and sufferings of the group. On the other hand, the sociologist Durkheim (2018), defined patriotism as a type of religion, and therefore a kind of cult towards the State, in which its citizens worship it; generating a set of ideas and feelings that unite a person with his State, and therefore his loyalty to this. In this way each nation has its own characteristics so that its citizens feel proud of this; in addition it could be compatible with the search for a more fair world for all, instead of being a source of domination towards other societies (Durkheim, 2018). On these patriotic trends and values, Van der Toorn et al. (2014) realize a clear difference between the values of patriotism and nationalism, which may exist in a society; although both terms are related as a form of national identification, are different concepts.

Nationalism implies a superiority and domination of one country over others, without there being some kind of internal criticism, and where the social values of other countries are devalued; patriotism, on the other

hand, is a feeling of love for one's country, without implying domination over others, it also implies an internal comparison of the quality of life of its citizens with that of other nations, which even allows an internal criticism if necessary.

Taking into account the positive feelings that patriotic societies generate towards the country of origin, to the concerns that these citizens may feel for an external threat, and based on previous studies of Klein and Etnensoe (1999), Hoffmann et al. (2011), Yang et al. (2015), Al Ganideh and Elahee (2018), which found a positive relationship between patriotism and animosity; we formulate the following Hypothesis:

Hypothesis 2. (H2). Patriotic tendencies of colombian society have a positive impact on consumer animosity

On the other hand, taking into account the previous definitions of collectivism and patriotism, for this study we consider that societies with high values of collectivism generate actions that foster social cohesion among its members and exalt their levels of patriotism as a sign of pride, loyalty and love for their own country. For this reason, and based on previous studies by Realo, and Allik (1999); Sagy et al. (2001); Anthony et al. (2003); Steele and Lynch (2013), we formulated the following Hypothesis:

Hypothesis 3. (H3). Collective tendencies in Colombian society have a positive impact on their patriotic tendencies

2.3. The results of consumer animosity

2.3.1. Ethnocentric tendencies

For Schopmeyer and Fisher, 1993, the study of the concept of ethnocentrism is usually common in sociology courses, to sensitize students on how some ways of thinking are shaped through different perceptions, influences and social judgments. These influences range from internal groups to external groups; as ethnocentrism often leads to a double judgment of cultural patterns. On the one hand, these patterns consider normal any kind of practices of the individual's own society, which are accepted uncritically; however, it generates at the same time a rejection and intolerance towards the practices of other societies, which are considered abnormal (Schopmeyer and Fisher, 1993).

Sumner (1906) defined ethnocentrism as the perception of individuals towards the group to which they belong, and the valuation of that group, with respect to other distinct groups; in this way, the perception of these individuals about their own group becomes their point of reference towards everything, and everything else is valued and ranked with reference to this. For this reason, each group will exalt its superiority and despise the outer groups.

In this way, groups that have a strong ethnocentric tendency end up valuing as inferior everything that does not belong to their group, in addition, they acquire an attitude towards them of suspicion and hostility (Sumner, 1906). Bizumic (2018), defined ethnocentrism as an attitudinal construct that has strong cognitive aspects (beliefs), as well as affective (emotions), and aspects of behavior (actions). This construct is rooted in the human mind and is found in all ethnic groups, albeit to varying degrees. In this way, one can understand the selfishness of one ethnic group towards other groups, in any type of society (industrialized and non-industrialized), which often feel superior, better and more important than others, because ethnocentrism is both a social and psychological construction that is related to the belief of people of their own ethnic group, they are the center of everything (Bizumic, 2018).

Taking into account the negative feelings that ethnocentrism usually generates towards the purchase of foreign products (Baruk, 2019), and previous studies by Nakos and Hajidimitriou (2007), Cheah et al. (2016), Lee et al. (2017), Souiden et al. (2018), where ethnocentrism is positively related to animosity, we formulate the following Hypothesis:

Hypothesis 4. (H4). Consumer animosity has a positive impact on ethnocentric tendencies

2.3.2. Image

The image of a brand is a mental scheme formed by a network of concepts or nodes that are interconnected by different links and associations (Salinas and Pérez, 2009). These associations of the brand image are multidimensional, and have both an affective and a perceived quality dimension, in this way it is defined as the sum of all the associations kept in the memory of a person, which lead to a perception of it (Keller 1993).

From the sociological point of view, Roth's research, (1995), determined that in societies that possess high values of individualism, the brand image should emphasize its functionality, and its novelty, in addition to the experiences that are transmitted through them. On the other hand, in societies with high collectivism values the brand image should emphasize the benefits of membership and group membership.

Some previous studies such as those by Russell and Russell (2010) determined a negative relationship between consumer animosity and image towards foreign products, however, other studies such as those by, Fakharmanesh and Ghanbarzade Miyandehi (2013), although they initially proposed a negative relationship between the two variables; their results showed a non-significant relationship between the two constructs.

On the other hand, the previous research of Areiza-Padilla (2021), also initially proposed a negative relationship between the animosity of the consumer and the image of a foreign brand, however, their results came out opposite, that is to say that animosity does not always negatively influence foreign brands, when these brands are very well positioned, in the mind of the consumer.

Taking into account the above, for this research we propose that when a foreign brand has a previous positioning in the minds of consumers in a positive way, these values will not change despite the animosity felt against the country from which the brand originates. For this reason we propose the following Hypothesis:

Hypothesis 5. (H5). Consumer animosity does not affect the image of foreign brands, as long as these brands have a positive positioning in advance

On the other hand, a distinction has been made between patriotism and nationalism, where patriotism generates strong ties and loyalty to one's own group, but without corresponding hostility to other groups, unlike nationalists, in this way the patriotic have a more cooperative and peaceful approach, as well as an approach to the world, which allows them to take pride in their own country, while recognizing its shortcomings, and even to be willing to cooperate with other nations, and incorporate them into their group (Druckman 1994).

Previous studies by Bartikowski et al. (2020), show that patriotic sentiments do not necessarily generate negative feelings towards foreign brands that represent luxury, social status and even cultural proximity. Even for authors like Chang et al. (2020), when foreign brands promote local brands at major events, they receive greater acceptance by the local consumer, in this way, it is evident that patriotism can generate positive feelings for both domestic and foreign brands.

In view of the above, we formulate the following Hypothesis:

Hypothesis 6. (H6). The patriotic tendencies of Colombian society can have a positive impact on the image of foreign brands, as long as these brands do not generate threats for Colombia

Otherwise, although some previous studies such as those of Fakharmanesh and Ghanbarzade Miyandehi (2013), Shu et al. (2013), Correa and Parente-Laverde (2017) have determined that ethnocentrism is usually positively related to the image of the country and local brands, and negatively with the image of foreign countries and products, due to the specific characteristics of ethnocentric societies which prefer their products over any foreign brand; other studies such as those by Chaudhry et al. (2020), have managed to determine that societies could be ethnocentric, but at the same time generate loyalty and a positive image towards a foreign brand.

This is because, in some cases, the brand or the product end up generating a counterweight to ethnocentrism, because its positioning is so important in the mind of the consumer, that it can generate

acceptance and desirability even of an ethnocentric consumer, because, in some cases, they are perceived as a brand or product with higher quality, greater prestige, with greater functional and symbolic benefits or because their consumption is already very common.

Hypothesis 7. (H7). Ethnocentric tendencies do not affect the image of foreign brands, as long as these brands do not create threats for Colombia

2.4. Research model

Figure 1 shows the research model of the present study.

3. Methodology

3.1. Data collection and sampling

To verify the proposed hypotheses, a structured online questionnaire was made to Colombian customers of the "Farmatodo" pharmacies. Participants were previously explained the general purpose of the research, the procedure, the voluntary nature of participation, and the right to stop answering the questionnaires at any time, and your consent. Similarly, they were told that the answers would be completely confidential and anonymous, because the form did not contain their personal data. All the ethical guidelines for data collection, informed consent and pertinent disclaimers were reviewed and approved by the ethics committee of Universidad Javeriana with code FCEA-DF-0222-2020. All participants were informed before the survey that the pharmacy was of Venezuelan origin, in case they did not know this data. A final sample of 298 valid questionnaires was obtained. The sample was collected in the second half of 2020. The profile of the respondents was mostly university students (45%), followed by active workers (37); of whom (53%) were women and (47%) were men. The majority of respondents were between 18 and 35 years of age (81%).

The estimation of the model and the verification of the hypotheses, was carried out through the statistical program PLS 3.2.7 for structural equations of partial least squares, which is usually used in this type of predictive studies (Barroso et al., 2010).

3.2. Measurement of the variables

Scales previously validated in the literature in this way were used for this research: For consumer animosity the scale of Hoffmann et al. (2011), for patriotic tendencies, Levinson (1950), and for collective tendencies, was used Triandis and Gelfand (1998). On the other hand, the scale proposed by Sharma (2015) was used to measure ethnocentric trends, while the scale of (Palacios-Florencio et al., 2018) was used to measure the image. Because the scales were originally in English, they were adapted to our object of study and translated into Spanish, retaining their grammatical meaning.

The 7-point Likert scale was used in this way: 1 = "totally disagree" and 7 = "totally agree".

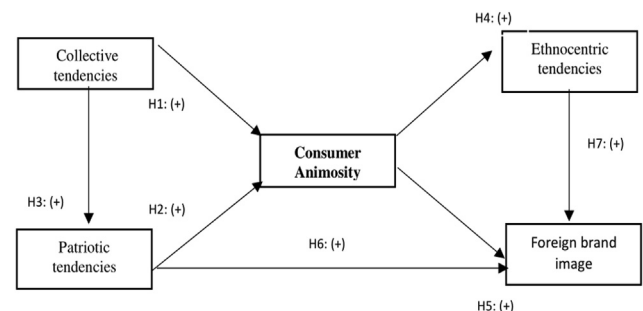


Figure 1. Theoretical model and Hypothesis. Source: Author's own compilation.

4. Analysis and discussion of the results

The analysis of the results was carried out in two phases. First, the possible dimensions of the variables consumer animosity, collective tendencies and ethnocentric tendencies were analyzed through an Exploratory Factor Analysis, using the SPSS program. For this research a factorial analysis was developed, since it was wanted to verify, that the items that we use to measure the variables that had several dimensions, were also grouped in the same way, as in the original work of the author. Secondly, the measuring instrument was validated by means of a Confirmatory Factor Analysis and the proposed structural model was estimated by means of Partial Least Squares Minima (PLS-SEM), using the Smart PLS 3.2.7 software. The reasons for the use of PLS-SEM were based on the fact that this study uses Mode B composite models (Henseler, 2017), on the other hand, the research model has direct and mediated relationships. It also has several levels of dimensionality with first and second order constructs (Ali et al., 2018).

4.1. Exploratory Factor Analysis

To determine whether the dimensions used in this paper that mediate the variables consumer animosity, collective tendencies and ethnocentric tendencies are the same as those considered in previous studies, an Exploratory Factor Analysis with VARIMAX rotation has been carried out. This determines which items should measure each dimension and whether the items are grouped in the way, they were initially proposed.

Thus, first, it was found that the items used to measure the consumer animosity construct are grouped into three factors, which, according to the semantic content of the items collected in each of them, have been called: perceived threat (ANI-PT), antithetical political attitudes (ANI-APA) and negative personal experiences (ANI-NPE), jointly explaining 89% of the variability of the phenomenon, providing a satisfactory adjustment.

Replicating the exploratory analysis on the scale used to measure the variable collective tendencies, three factors have been identified that, given the semantic content of the items they load in each of them, two dimensions have been labeled horizontal collectivism (COL-HC), with 4 items, and vertical collectivism (COL-VC), with 4 items. The two dimensions account for 75% of the variability of the phenomenon, providing a satisfactory adjustment.

For the ethnocentric trend variable, 23 items are retained, from which three factors emerge that have been called: affective reaction (SET-AR), cognitive bias (SET-CB) and behavioral preference (SET-BP), and that jointly explain 83% of the phenomenon, providing a satisfactory adjustment.

Table 2 shows the results of the adequacy measurement index of the KMO sample and the Bartlett sphericity test for the corresponding analyses.

For our study, we decided to use the proposed 24 items Sharma (2015) divided into 3 dimensions.

In this way we used the 8 items for the first dimension "affective reaction", 8 items for the second dimension "cognitive bias" and the 8 items for the third dimension "behavioral preference".

However, in our study we had to remove 1 item from the third dimension "behavioral preference" for having a load less than 0.5. Eliminating this item significantly improved the overall results of $\alpha =$

Cronbach's Alpha; CR = Composite reliability; and AVE = Average Variance Extracted.

For this reason, at the end we use only 23 items of this scale.

4.2. Confirmatory Factor Analysis (AFC)

For the evaluation of the Confirmatory Factor Analysis, in the measurement models reflective compounds (Mode A), and to analyze the reliability of the first order constructs, the individual reliability of the item (α of Cronbach) and the measure of composite reliability (CR) were analyzed.

With respect to convergent validity, all indicator loads were significant and greater than 0.7 (except for one item of the vertical variable collectivism tendencies and four items of the variable patriotism tendencies that were eliminated).

In addition, the mean extracted variance (AVE) value of each variable was greater than 0.5, providing evidence of adequate convergent validity in the measurement model (Fornell and Larcker, 1981). Table 3 shows the results of the AFC.

In order to analyze the discriminating validity in the measuring instrument, the Fornell and Larcker criteria and the ratio Heterotrait-Heteromethod-HT and Monotrait-Heteromethod-MT (HTMT) have been used. Using the Fornell and Larcker criteria, it has been verified that the square of the estimated correlation between two factors does not exceed in any case the variance extracted average of each factor (Fornell and Larcker, 1981), while for the HTMT ratio its values are less than 0.9 (Henseler et al., 2015), thus confirming the discriminating validity of the reflective constructs of the measurement model (Table 4).

For the variable image, when defined as formative (Mode B), its evaluation has been done at the level of the indicators by assessing the possible multicollinearity, through the variance inflation factor (VIF) and the assessment of the magnitude of their weights and their significance, the results of which can be seen in Table 5.

The second-order variables were then analyzed. First, with respect to the variable called consumer animosity, being of a reflective-formative type, its measurement analysis has been carried out through the inflation variance factor (IVF) and weights, the results of which can be seen in Table 6.

Second, regarding second-order reflective constructs (collective tendencies and ethnocentric tendencies), Table 7 shows the standardized loads of their corresponding dimensions, which are greater than 0.7 and statistically, the Cronbach α , the composite reliability measurement (CR) and extracted variance analysis (AVE), and it is evident that first order dimensions contribute statistically significantly to their corresponding second order reflective constructs.

4.3. Structural model and hypotheses testing

Once the psychometric properties of the measuring instrument were verified, the model of structural equations was estimated through partial least squares (PLS) and the bootstrapping procedure (Henseler, 2017), with 5000 sub-samples. As it can be seen in Table 8, the coefficients of the paths have been significant in all cases and in the sense that the hypotheses pointed out, except in the relations between collective tendencies and consumer animosity, on the one hand, and consumer animosity and image, on the other hand.

Table 2. Summary of exploratory factor analysis.

Construct	KMO	Bartlett's test (Chi-square value)	Significance	Dimensions
Consumer animosity	0.779	1,064.46	0.000	3
Collective tendencies	0.813	970.64	0.000	2
Ethnocentric tendencies	0.945	5,289.76	0.000	3

Source: Author's own compilation.

Table 3. Measurement model evaluation results.

Construct/Indicators	Mean	St.dev.	Loadings factor
F1. Consumer animosity - perceived threat (ANI-PT) ($\alpha = 0.719$; CR = 0.877; AVE = 0.780)			
I feel threatened by Venezuela	4.86	1.95	0.906
The influence of politicians from Venezuela on our country is too strong	3.49	1.90	0.913
Venezuela intends to dominate our country economically	3.61	1.88	0.821
F2. Consumer animosity - antithetical political attitudes (ANI-APA) ($\alpha = 0.654$; CR = 0.849; AVE = 0.738)			
I disapprove of the politics of Venezuela	4.10	1.81	0.808
I often disagree with the political attitude of Venezuela	3.85	1.83	0.907
F3. Consumer animosity - negative personal experiences (ANI-NPE) ($\alpha = 0.704$; CR = 0.811; AVE = 0.610)			
Personally, I have had bad experiences with Venezuela	5.44	1.72	0.877
So far, I met only a few sympathetic persons from Venezuela	5.24	1.79	0.890
F4. Horizontal collectivism (COL-HC) ($\alpha = 0.822$; CR = 0.880; AVE = 0.650)			
If a coworker gets a prize, I would feel proud	5.69	1.31	0.797
The well-being of my coworkers is important to me	5.79	1.16	0.865
To me, pleasure is spending time with others.	5.22	1.52	0.689
I feel good when I cooperate with others	5.84	1.19	0.860
F5. Vertical collectivism (COL-VC) ($\alpha = 0.798$; CR = 0.843; AVE = 0.584)			
Parents and children must stay together as much as possible.	5.38	1.46	0.827
It is my duty to take care of my family, even when I have to sacrifice what I want.	5.44	1.43	0.743
It is my duty to take care of my family, even when I have to sacrifice what I want.	4.97	1.63	0.923
F6. Patriotism tendencies ($\alpha = 0.834$; CR = 0.882; AVE = 0.600)			
Minor forms of military training, obedience, and discipline, such as drill, marching and simple commands, should be made a part of the elementary school educational program.	3.63	1.84	0.761
The main threat to basic Colombian institutions during this century has come from the infiltration of foreign ideas, doctrines, and agitators.	3.72	1.91	0.766
Present treatment of conscientious objectors, draft evaders, and enemy aliens is too lenient and molycoddling. If a person won't fight for his country, he deserves a lot worse than just prison or a work camp.	3.21	1.92	0.822
In view of the present national emergency, it is highly important to limit responsible government jobs to native, white, Christian Colombians	2.89	1.82	0.795
Foreigner's refugees may need them, but it would be a big mistake to lower your immigration quotas and allow them to flood the country.	3.84	1.97	0.726
F7. Ethnocentrism-affective reaction (SET-AR) ($\alpha = 0.0.946$; CR = 0.954; AVE = 0.723)			
I love the services from Colombia.	4.77	1.38	0.731
I am proud of the services from Colombia.	4.54	1.52	0.865
I admire the services from Colombia.	4.51	1.46	0.821
I feel attached to the services from Colombia	4.36	1.53	0.867
I hate the services from foreign countries.	4.19	1.58	0.885
I despise the services from foreign countries.	4.73	1.51	0.857
I am embarrassed by the services from foreign countries.	4.44	1.68	0.898
I feel no attachment with the services from foreign countries	4.18	1.71	0.865
F8. Ethnocentrism-cognitive bias (SET-CB) ($\alpha = 0.886$; CR = 0.954; AVE = 0.723)			
East or West, the services from Colombia are the best.	3.97	1.59	0.798
Services from Colombia are examples of best workmanship.	4.19	1.66	0.744
Service providers from Colombia have the best work attitudes.	4.34	1.49	0.774
Products and services from foreign countries are no match for those from Colombia	3.53	1.71	0.756
Colombia has the hardest working people in the services sector.	4.66	1.49	0.717
Service providers from Colombia are more caring than those in any foreign country.	3.99	1.43	0.844
Services from Colombia are guaranteed for best performance	4.11	1.37	0.812
Colombia provides the most pleasant service experience.	4.31	1.66	0.841

(continued on next page)

Table 3 (continued)

Construct/Indicators	Mean	St.dev.	Loadings factor
F9. Ethnocentrism-behavioural preference (SET-BP) ($\alpha = 0.875$; CR = 0.886; AVE = 0.533)			
For me, it's always the services from Colombia first, last and foremost	4.15	1.71	0.750
I prefer being served by service providers from Colombia.	4.73	1.52	0.736
As far as possible, I avoid buying services from foreign countries	4.71	1.57	0.728
I often refuse to buy service because it is from a foreign country	3.53	1.65	0.823
I would much rather not buy a product or service, than buy one from a foreign country	3.53	1.67	0.836
It may cost me in the long run but I support services from Colombia.	3.95	1.71	0.858
I will never regret buying a service from Colombia	4.14	1.84	0.718

Note: α = Cronbach's Alpha; CR = Composite reliability; AVE = Average Variance Extracted; *p < 0.01.

Source: Author's own compilation.

Table 4. Discriminant validity.

	F1	F2	F3	F4	F5	F6	F7	F8	F9
F1	0.883	0.255	0.363	0.134	0.111	0.214	0.135	0.153	0.207
F2	0.805	0.859	0.317	0.167	0.184	0.254	0.131	0.173	0.190
F3	0.423	0.444	0.781	0.228	0.141	0.360	0.130	0.169	0.192
F4	0.083	0.130	0.190	0.806	0.563	0.119	0.298	0.280	0.298
F5	0.076	0.139	0.014	0.359	0.764	0.279	0.336	0.261	0.374
F6	0.169	0.188	0.324	0.061	0.290	0.775	0.265	0.308	0.409
F7	0.115	0.112	0.119	0.254	0.282	0.238	0.850	0.331	0.337
F8	0.138	0.151	0.151	0.208	0.197	0.252	0.649	0.741	0.361
F9	0.137	0.120	0.207	0.150	0.294	0.415	0.530	0.614	0.730

Note: On the diagonal in bold: square root of the AVE values. Below the diagonal: correlations. Above the diagonal: HTMT values.

Source: Author's own compilation.

Table 5. Measurement construct image.

Indicators	Mean	St.dev.	Weights	VIF	t	p-value
The interior of the pharmacy is appropriate for its category	5.32	1.39	-0.233	1.429	2.777	0.006
The location of pharmacy chain is suitable	5.19	1.50	-0.024	1.933	4.688	0.000
I can clearly distinguish the establishments of this pharmacy chain	5.31	1.38	0.006	1.732	7.631	0.000
I tend to pay attention to this pharmacy's advertising	4.82	1.52	-0.150	2.448	7.222	0.000
I tend to pay attention to the information they send me	5.38	1.53	-0.116	1.390	2.376	0.018
This pharmacy is renowned for its good social behaviour	4.33	1.74	0.132	1.364	1.988	0.047
This pharmacy chain's image fits my personality	4.43	1.71	0.166	1.446	2.243	0.025

Source: Author's own compilation.

Table 6. Measurement model of the second order construct consumer animosity.

First order factors	Weights	FIV	t	p valor
Perceived threat	-0.436	2.882	2.848	0.005
Antithetical political attitudes	0.182	2.949	3.131	0.000
Negative personal experiences	1.060	1.265	4.162	0.000

Source: Author's own compilation.

The explanatory power of the structural model was also verified through the coefficients of determination R^2 , which indicate the amount of variance of the endogenous variables explained by the constructs and the Q^2 , which are greater than 0 (Table 8), so the model presents an adequate explanatory and predictive value and allows to evaluate the significance of the previously established causal relationships.

Since the relationship between consumer animosity and image was not significant, ethnocentrism tendencies were evaluated as a mediating variable between the two constructs. The significance of the indirect effects was estimated using the bootstrapping technique with 5000 samples and a 95% confidence interval. The results show that the indirect effect of consumer animosity on the image through ethnocentrism tendencies is significant and the mediation is total (see Table 9).

Table 7. Measurement model of reflective second order constructs.

Construct	Dimensions	Loadings dimension	α	CR	AVE
Collective tendencies	Horizontal collectivism	0.781	0.848	0.908	0.767
	Vertical collectivism	0.901			
Ethnocentrism tendencies	SET-Affective reaction	0.788*	0.817	0.887	0.724
	SET-Cognitive bias	0.876*			
	SET-Behavioral preference	0.886*			

α = Cronbach's Alpha; CR = Composite reliability; AVE = Average Variance Extracted; * $p < 0.01$.

Source: Author's own compilation.

Table 8. Structural model results.

Hypothesis	Original Sample	t	p value	Contrast
H1: Collective tendencies - Consumer animosity	0.005	0.026	0.980	Not accepted
H2: Patriotism tendencies - Consumer animosity	0.303	3.033	0.002	Accepted
H3: Collective tendencies - Patriotism tendencies	0.338	2.739	0.006	Accepted
H4: Consumer animosity - Ethnocentrism tendencies	0.467	6.934	0.000	Accepted
H5: Consumer animosity - Image	0.238	1.209	0.227	Not accepted
H6: Patriotism tendencies - Image	0.187	2.078	0.032	Accepted
H7: Ethnocentrism tendencies - Image	0.717	11.946	0.000	Accepted

Note: $R^2(\text{Patriotism}) = 0.114$; $R^2(\text{Consumer animosity}) = 0.393$; $R^2(\text{Ethnocentrism tendencies}) = 0.428$; $R^2(\text{Image}) = 0.542$; $Q^2(\text{Patriotism}) = 0.243$; $Q^2(\text{Consumer animosity}) = 0.166$; $Q^2(\text{Ethnocentrism tendencies}) = 0.216$; $Q^2(\text{Image}) = 0.231$.

Source: Author's own compilation.

Table 9. Summary of mediating effect test.

	Total effect	Direct effect	Indirect effect	VAF	Mediation
Consumer animosity - Ethnocentrism tendencies - Image	0.573*	0.238	0.335*	0.584	58.4%

* $p < 0.05$ Source: Author's own compilation.

5. Discussion, research implications, and limitations

Bearing in mind that most studies on consumer animosity are conducted in industrialized countries and based on past conflicts, this study has sought to contribute to the limited literature on this variable in developing countries, more accurately of Latin America and the Caribbean, and that they are currently facing a political, economic and social conflict between them, as is the case of Colombia and Venezuela. In this way, this study makes a contribution to the literature of consumer animosity, focused on Latin America, and from the perspective of an international company that makes innovations in its business model especially in the pharmaceutical companies/retailers sector.

For this purpose, various social behaviors of people were analyzed through their collective, patriotic, and ethnocentric tendencies, regarding their relationship with foreign brands, whose country of origin is generating a direct animosity. For the specific case of this study, we analyzed the image that Colombians have towards the foreign brand of pharmaceutical chains of Venezuelan origin called "Farmatodo". It is important to highlight the current social situation in Colombia, due to the arrival of more than 1,800,000 Venezuelan immigrants, which has generated great socio-economic problems.

On the other hand, Venezuela and Colombia have been antagonistic politicians, and on several occasions have threatened a military war. However, in this study we show that, although there is a current animosity, Colombians do not transmit their rejection towards Venezuelan brands automatically.

The results obtained show a positive relationship between patriotic tendencies and consumer animosity, confirming previous studies by Klein and Ettensoe (1999), Hoffmann et al. (2011), Yang et al. (2015), Al Ganideh and Elahee (2018), in which patriotic societies generate strong bonds of love to their country of origin, and therefore present great

concerns when feeling an external threat through a foreign country, confirming the Hypothesis (H2).

We also find a positive relationship between collective tendencies and patriotic tendencies. In this research it had been suggested that, in societies with high values of collectivism, by carrying out constant actions that seek to foster social cohesion among the members of their group, they would end up exalting their levels of patriotism, as a sign of pride, loyalty and love to their own country. In this way, we can contribute to the previous interpretations of Realo and Allik (1999); Sagy et al. (2001); Anthony et al. (2003); Steele and Lynch (2013) and confirm the Hypothesis (H3).

Similarly, we were able to confirm the Hypothesis (H4) regarding the positive relationship between consumer animosity and ethnocentric trends, where we can see that animosity is one of the factors that directly influences ethnocentrism, because rejection towards a specific group, may end up generating in some people the rejection towards other external groups, as a mechanism of general protection towards their own social group; in this way we contribute to the previous studies of Nakos and Hajidimitriou (2007), Cheah et al. (2016), Lee et al. (2017), Souiden et al. (2018).

On the other hand, the results indicated that there was no significant relationship between collectivism and animosity, so we had to reject the Hypothesis (H1) these data were different to those presented by Han (2017); Latif et al. (2019), so in our study, we can say that the collective values of the countries of Latin America are not related to animosity.

Similarly, the initial results indicated that there is no significant relationship between animosity and the image of a foreign brand, having to reject the Hypothesis (H5).

However, it was found that by taking ethnocentric trends as a mediating variable between consumer animosity and image, a significant result is presented through such mediation, that is to say that the animosity of the consumer does not come directly to the image, but through mediation with ethnocentrism.

As a novelty, this research has shown that a person, although he may have high tendencies of patriotism, may have a positive image of a foreign brand, thus confirming the Hypothesis (H6); similarly we were able to confirm that ethnocentric tendencies, may have a positive image of foreign products confirming the Hypothesis (H7).

This can be explained, due to several factors: As indicated above, patriotic values highlight the love for your own country, but do not necessarily generate negative feelings, towards foreign brands that represent luxury, social status, cultural proximity, Bartikowski et al. (2020); Chang et al. (2020); on the other hand, previous studies by Chaudhry et al. (2020) have shown that a person can be ethnocentric, and have a loyalty and positive image towards foreign brands, which are very strong brands because they are global brands or because their consumption generates social status, or because their consumption is already daily.

On the other hand, the chain of pharmacies “Farmatodo” has been operating in Colombia for more than 20 years with 59 stores in 6 cities, so its consumption is already common on the part of Colombians, even managing to position itself in the minds of younger consumers as a local brand. Some of the younger respondents did not know that this brand was of Venezuelan origin, for this reason they were made this clarification at the beginning of the questionnaire; however, from the results obtained we can say that this factor did not negatively influence the valuation of the brand.

“Farmatodo” is a chain of pharmacies with much larger and more modern facilities than neighborhood pharmacies, and located in points of heavy commercial traffic. In addition, it not only sells exclusive products from a pharmacy, but also several different categories, which allow you to have catalog products is very wide, where a consumer can meet several different needs in one place.

It has also managed to position itself in the minds of consumers as the fastest pharmacy in online order delivery, with an average duration of 30 or 45 min. Customer delivery times are based on being able to know your inventory in real time and the triangulation of all your stores, website and mobile application.

All of this has been achieved by managing various innovations through Oracle Retail Merchandising System, Oracle Retail Store Inventory Management, Oracle Retail Warehouse Management System, and Oracle Retail Xstore Point-of-Service.

With this, we can say that although there is animosity against a particular country, it does not mean that a general animosity against its products or brands is automatically generated, especially if these brands already had a regular consumption before animosity was generated.

In this way, just as animosity is studied about a specific country, through this study we want to propose that consumer animosity should be studied about brands, specific products or services and not generally towards all products originating in the country causing the animosity.

Finally, we consider some limitations in this research, which are also possible lines of research. This study focused on the “Farmatodo” chain, however, we propose to analyze other Venezuelan companies in the manufacturing, tourism, hydrocarbons and food sector. In the same way, study companies with less than 5 years of operations in Colombia and that are not so positioned yet in the consumer's mind.

On the other hand, we consider that we should also study the quality of the online media service, focused on the design of the website, security, privacy and also on compliance with delivery times (Rita et al., 2019). Finally, for this study, the “CES” Sharma scale (2015) was used to measure ethnocentrism. We propose to replicate this study using the “CESTCALE” scale of Shimp and Sharma (1987) which is very common to measure this variable, and to be able to identify if there are differences or similarities between the results of both scales.

Declarations

Author contribution statement

Jose Andres Areiza-Padilla: Conceived and designed the experiments; Performed the experiments; Analyzed and interpreted the data,

Contributed reagents, materials, analysis tools or data; Wrote the paper.

Mario Andres Manzi Puertas and Mihaela Simona Moise: Analyzed and interpreted the data, Contributed reagents, materials, analysis tools or data; Wrote the paper.

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Data included in article/supplementary material/referenced in article.

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The authors declare no conflict of interest.

Additional information

No additional information is available for this paper.

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Tabla 13. Indicadores de calidad Artículo IV

Consequences of xenocentrism and ethnocentrism on brand image of Starbucks: moderating effects of national culture and perceived brand globalness between Colombia and Spain

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2019	160/226	Q3	29.42	
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Artículo IV

Consequences of Xenocentrism and Ethnocentrism on Brand Image of Starbucks: Moderating Effects of National Culture and perceived brand globalness between Colombia and Spain

Abstract:

Purpose: This research aims to contribute to the existing literature on the image of global and foreign brands, but analyzing the impact on these brands, both ethnocentrism (CE) and xenocentrism (XEN) in the consumer. It also analyses the effects of XEN, dogmatism and national identity in the CE.

Design/methodology/approach: A cross-cultural and quantitative study was carried out, through a total sample of 778 valid questionnaires collected online of which 451 questionnaires were from a developing country (Colombia) and 327 questionnaires were from a developed country (Spain). The data were processed through PLS-SEM software 3.2.7, which is usually used in this type of predictive studies, also containing variables of formative and reflective type.

Findings: Results show that XEN has a positive impact on the image of global and foreign brands, whereas CE does not always have a negative effect on the image of global and foreign brands, as was believed. Both effects are moderated by the national culture and the perceived brand globalness. XEN also has a negative impact on CE while national identity and dogmatism influence positively CE.

Originality: This research performs the analysis of the effects of XEN together with CE on the perceptions of a service global brand, considering the moderating effects of the national culture and perceived brand globalness were taken into account, between a developed country and a developing country

Keywords: Dogmatism, National identity, Ethnocentrism, Xenocentrism, Brand Image, Perceived brand globalness.

Paper type: Research paper

1. Introduction

Globalization processes have allowed consumers in different countries of the world to find global brands that offer their products and services, with similar characteristics in a large number of countries. These global brands usually carry out marketing strategies with common objectives in several countries, which are coordinated from a business centrality, but with a global projection (Steenkamp *et al.*, 2003).

On the other hand, these global brands often have a large operational, logistical and commercial capacity to coordinate their operations in the different countries of the world where they operate, for this reason, they manage to generate economies of scale that allow them to reduce operating costs (Strizhakova *et al.*, 2008).

In this way, globalization, technology and trade agreements between the different countries of the world have allowed local consumers to find products and services of foreign origin in their own countries, even at very similar prices for domestic products. With this in mind, global brands have managed to break geographic, cultural and social borders, and thus be able to operate in several countries of the world simultaneously (Erixon, 2018).

In this way, for some companies their global brand becomes their biggest asset. This is thanks to the good image that consumers usually have of global brands, which manage to position themselves in consumer's minds, as brands with greater characteristics both functional and symbolic; as for example a greater superiority, quality, modernity, and social status with respect to local brands (Dimofte *et al.*, 2008).

According to Akaka and Alden (2010), these global brands have managed to standardize most of their processes, especially those related to their communication and marketing strategy. This strategy is based on being able to achieve similar recognition in all countries of the world through its brand. This brand standardization is possible by generating your name, logo, image, packaging, communication strategy, as well as the functional and symbolic benefits, very similar in all countries. In this way, it is perceived by local consumers as a brand that has global presence and is sold simultaneously in several countries of the world.

Considering that the global brand is sold in many countries, they are also perceived as brands with greater superiority, quality and modernity compared to local brands. For this reason, the consumption of some of these brands usually generates a greater social status that allows its consumers to excel socially. These reasons mean that, in international markets, global brands start with a competitive window, compared to national brands (Johansson and Ronkainen, 2005; Dimofte *et al.*, 2008).

In order to overcome cultural barriers in different countries around the world, global brands often identify a specific consumer profile with similar characteristics among them, even if they are from different countries (Steenkamp and Hofstede 2002). Considering the above, global brands usually study the different variables that allow them to know, understand, and analyze consumers' diverse purchasing behaviors in countries worldwide. Additionally, they identify specific characteristics of each country based on the cultural, social and economic aspects that influence the consumer. In this way, global brands manage to generate strategies that allow them to adapt to each country (Chabowski *et al.*, 2013).

With this in mind, xenocentrism (XEN) is one of the variables that allow us to understand the preference of domestic consumers for brands of foreign origin, and especially for global brands. In this way, the xenocentric feelings of a local consumer become a strategic ally for the positioning of foreign brands in local markets (Cleveland and Balakrishnan 2019; Rojas-Méndez and Chapa, 2020). In this way, the studies of Balabanis and Diamantopoulos, (2016) allow us to show how XEN tend to have a positive image and a high purchase intention towards foreign brands.

These xenocentric feelings can arise for various reasons. One of them is the possible cultural admiration of another country, which is usually more common among people born in emerging economies than those born in developed economies. This is because citizens of developed countries have more favourable living conditions compared to citizens of emerging economies. For this reason, some people in developing countries may consider their own culture as inferior, to the culture of the more developed countries (Rojas-Méndez and Chapa 2020). However, it is important to mention that there is very little literature on this variable, so it is necessary to do more studies to better understand this type of behavior in consumers (Diamantopoulos *et al.*, 2019).

However, foreign and global brands also have big barriers to overcome in order to penetrate local markets. Studies on consumer ethnocentrism (CE) show that ethnocentric consumers often refuse to buy foreign products because of their preference for local products. For these consumers,

the purchase of foreign products harms the national identity and affects the economy of their own country (Shankarmahesh, 2006; Chan, *et al.*, 2010; Han and Guo, 2018). In this way, CE is usually negatively related to the purchase intention and the image of foreign brands.

In order to understand the feelings of rejection towards foreign products, we can also study some variables that may be antecedents of CE, such as national identity and dogmatism. The national identity generates the belonging of a citizen to his own country through various social, and emotional factors for being born in a specific country (Vida *et al.*, 2008; Verdugo, *et al.*, 2016). On the other hand, dogmatism refers to the lack of flexibility of people to accept ideas, people or cultures with which they do not feel identified (Shoham *et al.*, 2006, Crowson, 2009).

However, although there are a large number of studies on CE that confirm these negative relationships towards foreign brands and products (Reardon *et al.*, 2005; Chan *et al.*, 2010; Fernández-Ferrín *et al.*, 2015), most of these studies have been based on generic brands, and not in global brands.

For example, studies by Karoui and Khemakhem (2019); and Areiza-Padilla *et al.*, (2020) show that a consumer can be ethnocentric and, at the same time, have a positive image and an intention to buy towards foreign brands. This situation occurs especially in emerging markets, as the global brand usually generates conspicuous consumption in people who consume it, allowing it to excel socially in these countries, diminishing in this way, ethnocentric feelings (Areiza-Padilla *et al.*, 2021).

Taking into account the above, for foreign and global brands, it is vital to be able to identify the CE and XEN behaviors that people have in the countries where they have presence; and also, to be able to determine whether there are differences between developed and developing countries in respect of these two variables.

This research was based on the coffee chain brand Starbucks, as a global brand reference; which by 2021 owned 33,833 stores in 83 countries of the world (Statista, 2021). This American brand was chosen because it was considered a global brand according to several studies, Gupta *et al.*, (2018); Areiza-Padilla and Manzi Puertas, (2021); Richey and Ponte (2021) in addition to being a foreign brand in the two countries in which this research was carried out, Colombia and Spain.

It is important to mention that in the literature there are several investigations that can show the importance of coffee, in the economy, history and Colombian culture, (Palacios, 2002; Rueda and Lambin 2013; Martínez, 2016). According to the National Federation of Coffee Growers of Colombia (FNC), Colombia is the third exporting country of coffee in the world, (only behind Brazil and Vietnam) so this product has a very important weight in the Colombian economy; for example, in the first quarter of 2021 the coffee industry's Gross Domestic Product (GDP) grew by 21.4%. In this way, more than 540,000 Colombian families in 23 departments (out of a total of 32 departments in Colombia) generate their economic income directly from the production of this grain, and more than two million people do it indirectly, (Tridge, 2021). For these reasons, several previous investigations have been able to document, such as coffee in Colombia, is a symbol of national identity, whose grain represents a whole country in the world, and is a factor of pride for Colombians (Londoño and Silva, 2018; Areiza-Padilla and Manzi 2021).

Regarding domestic consumption of coffee in Colombia, its consumption per capital stood at 2.8 kilograms in 2021, represented in 2 million bags, being Colombia the third country in Latin America with the highest consumption of coffee, after Brazil with 22 million bags, and followed by Mexico with 2.4 million bags, (Statista, 2022). In this way, it can be indicated that coffee is a very common product for the Colombian consumer, which also has a variety of national brands to meet the demand for this product. In this way, it is a product that is present in all the cafes and restaurants of the country, either in the small and medium-sized as well as in the large coffee chains.

Of the large coffee chains in Colombia, the Juan Valdez chain, of the National Coffee Federation, stands out; with a presence of 474 stores worldwide, of which 334 are in Colombia and 140 in 13 other countries by 2021, (Ecuador, Chile, Peru, Bolivia, Paraguay, El Salvador, Aruba, Curaçao, Costa Rica,

Malaysia, United States and Spain), (Statista, 2022). The coffee chain of Juan Valdez, started operations in 2002, with a strong concept of experiential marketing, very similar to the strategy of the American chain Starbucks, but through a 100% Colombian brand. It is important to clarify that the National Federation of Coffee Growers, on the one hand sells coffee beans, but also owns a chain of coffee shops with the name “Juan Valdez” in several cities in Colombia and the world. Through this brand, the Federation of Coffee Growers has managed to position in the world, as the brand of a country through coffee, helping to build an idea on which Colombian coffee, and coffee chain “Juan Valdez” is a symbol of national identity for Colombians and for the world.

In view of the above, this research presents the following research novelties: The first consists of a cross-cultural analysis between a European and developed country (Spain) and a Latin American developing country (Colombia) regarding a foreign and global brand such as Starbucks; taking into account the importance of coffee in the economy and Colombian culture. In this way, the possible similarities or differences will be known, depending on the moderation of the culture, taking into account the social and economic differences between these two countries.

On the other hand, this research presents another novelty when performing a second moderation, based on how the perception about the globality of a foreign brand influence both CE and XEN, because most studies have focused on generic brands, leaving global brands aside.

Taking this into account, below we present the structure of this research. After the introduction, we developed the theoretical framework of the two main variables of this study; that is to say, both CEN and XEN. Then, we present the model and the respective hypotheses of this research, detailing the methodology used to test the proposed hypotheses to, subsequently, present the results obtained. Finally, the conclusions are explained and future lines of research are presented.

To identify some antecedents and consequences of CE and XEN, a review of the literature on these constructs was made. The exhaustive theory chosen provides key variables such as National Identity and Dogmatism as antecedents of CE, based on studies of Vida *et al.*, (2008); Nguyen-Hau, *et al.*, (2013); Zeugner-Roth *et al.*, (2015), Shankarmahesh, (2006); Al Ganideh (2017); on the other hand, we present the brand image as a consequence of CE and XEN based on the previous studies of Reardon *et al.*, (2005); Chan *et al.*, (2010), Reardon *et al.*, (2005); Chan *et al.*, (2010). In the literature review presented below, the theory and studies on which this research was based are detailed to present these variables.

2. Literature Review

2.1 Consumer ethnocentrism and xenocentrism

2.1.1 Consumer ethnocentrism (CE)

Ethnocentrism is defined as the belief of some people, in which they consider their own social group to be the center of all things; and for this reason, everything must revolve around their own group. In this way, this group is considered as a superior group, and all other groups are considered inferior, and therefore are usually rejected by ethnocentric people, (Siamagka and Balabanis, 2015; Akbarov, 2022). Consumer ethnocentrism (CE) reflects this same rejection, but towards products and services from abroad, (Siamagka and Balabanis, 2015). For this research, we have adopted the definition of Kaynak and Kara (2001) on CE, defining it as the tendency of consumers to have a favorable predisposition towards products originated in their own country, and an unfavorable bias towards foreign products.

According to Casado-Aranda *et al.*, (2021), consumers who possess a high degree of ethnocentrism tend to have a biased view towards domestic products, perceiving them as much higher than foreign products. On the other hand, CE often take pride in buying these types of local products, to the point of being willing to pay a higher price for these domestic products, even if foreign products were cheaper. Therefore, they consider that they are contributing to the economy of their own country, and not to the economy of foreign countries.

Due to trade agreements that have been eliminating tariff barriers for the free movement of various products and services from all over the world, the consumer has the option of getting a large number of imported products. However, although these economic barriers have been lifted, through the CE a new psychological barrier is generated, which prevents these ethnocentric consumers buy this type of foreign products.

For Shankarmahesh, (2006), this imaginary barrier is usually very durable over time, preventing these consumers from wanting to buy foreign products, regardless of their quality or price; It also prevents them from objectively evaluating such products due to their strong bias against them. For this reason, CE becomes a psychological tool to promote the consumption of domestic products in exchange for foreign products.

Bearing this in mind, although most of the world's governments have various trade agreements that allow the free movement of foreign products in their own countries, they often regard CE as a strategic ally when they need to protect domestic production from imports. For this reason, in some specific situations, they may promote various campaigns where ethnocentric values stand out, to avoid the purchase of foreign products, and in this way to favor the purchase of domestic products, as a strategy to increase their production and domestic consumption (Narang, 2016).

2.1.2 Consumer xenocentrism (XEN)

Xenocentrism was originally proposed as an idea contrary to ethnocentrism. Thus, if ethnocentric people tend to have a negative bias against a foreign group, through xenocentrism there is a bias, but in a positive way, towards these same foreign groups. In this way, xenocentric people have an admiration and attachment to a foreign culture, above their own culture (Kent and Burnight 1951; Balabanis, and Diamantopoulos, 2016).

For Cleveland and Balakrishnan, (2019), xenocentrism allows us to understand these feelings of admiration, respect, preference and even identification which a person may have towards a culture or country different from his or her own. These positive feelings can be so strong that they can even generate contempt for an individual's own country of birth. In this way, xenocentric people often develop a very biased view in favor of a foreign culture, in which they consider that everything that comes from it will be better than what comes from their own country. (Diamantopoulos *et al.*, 2019).

For Rojas-Méndez and Chapa (2020), the feeling of admiration for another society is usually more frequent among people born in emerging economies than among people born in developed economies. This can be explained by the better living conditions that are more common in developed countries, compared to developing countries (Camacho *et al.*, 2022)

For this reason, some people from developing countries may regard their own culture as inferior to the cultures of developed countries. Consequently, some people in developing countries will look for ways to feel identified with a culture they perceive superior to their own, while hiding or minimizing their belonging to their own country of origin (Rojas-Méndez and Kolotylo 2022). In this way, xenocentrism promotes the consumption of certain foreign products, services and brands, because these products allow to show a better lifestyle through brands considered more expensive, more modern and higher quality, compared to local brands, (Mueller *et al.*, 2020).

However, xenocentrism can also occur in developed countries, albeit to a lesser extent. This can happen because some citizens may feel a direct opposition to their own country of origin, especially because of the political, economic or social decisions taken by their country, which this individual does not share and therefore creates a rejection of his own culture (Mueller *et al.*, 2015).

Based on the above, this research takes into account the previous definitions addressed by Cleveland and Balakrishnan, (2019), and Mueller *et al.*, (2019), defining XEN as the predisposition of consumers to purchase products, foreign brands and services due to the emotional bond and the admiration of the consumer for a foreign culture.

2.1.3 The relationship between CE and XEN

In the literature, few studies analyze the direct relationship between CE and XEN. However, the few studies on this relationship are not completely conclusive; hence, it is necessary to carry out more studies that allow knowing the implications that arise on this. The studies of Prince *et al.*, (2016) analyzed the results among a sample from the U.S. and another sample from the UK, obtaining a modest negative correlation between CE and XEN, only for US consumers.

Thus, the XEN-CE relationship was not significant for British respondents, but it was significant and negative for Americans. Considering the studies of Prince *et al.*, (2016), for this research, it is proposed that XEN has a negative relationship with CE. In this way, we formulate the following hypothesis:

Hypothesis 1 (H1): XEN has a negative effect on CE

2.2 Antecedents of Consumer Ethnocentrism

2.2.1 National Identity

National identity refers to the affinity that an individual feels with their Nation-State through their historical heritage of being born in a given country, which is inclusive and non-exclusive. Therefore, it does not generate a feeling of superiority towards other countries (Vida *et al.*, 2008). National identity is the sense of belonging among citizens with their countries of origin, through its common characteristics such as history, blood, kinship, ethnicity, ancestry, common values, and the language they share (Verdugo, *et al.*, 2016; Cleveland *et al.*, 2022). In this way, national identity is based on identifying individuals within the nation of which they are members, generating an important emotional bond with their country, letting the individual express their degree of affiliation and positive feelings towards their nation (Zeugner-Roth, 2015).

In other words, national identity is built on the characteristics that individuals share in common with their country of origin and with the rest of their citizens, which in turn allow them to differentiate themselves from other countries. This is why national identity acquires its significance only through comparison with other countries (Triandafyllidou, 1998).

Moreover, for David and Bar-Tal, (2009), two cognitive aspects must be taken into account in the national identity: self-categorization and the level of identification with that country. Self-categorization is based on an individual recognizing the collective to which he belongs; that is, he is able to recognize his belonging to a nation, in which he can identify similar characteristics between the individual and the collective, and therefore how this individual is recognized in terms of group identity, not just as an individual being. For this reason, he is expected to act in accordance with the

values and customs of his country. On the other hand, the second cognitive aspect is based on the degree of importance individuals attribute to their own belonging to that country. In this way, they will have a greater or lesser degree of attachment to their own country.

In view of the above, it is important to clarify national identity and nationalism are two distinct concepts, which are often confused with each other. On the one hand, it was previously mentioned that national identity refers to positive values, which reflect the sense of belonging to a given nation, as the individual's place of birth, or their family ancestry or descent, or in general, any common value they hold between the individual and this specific nation. Nationalism on the other hand, is usually related to some negative values, since it is based on the idea that the country of an individual is considered by this individual as superior to other countries through hierarchy, for this reason, other countries are seen as inferior (Sinkkonen, 2013; Darsareh and Bastanipour, 2016, Verdugo and Milne, 2016, Areiza, 2021)

Bearing in mind that the national identity reflects the positive emotional bond of an individual with his nation, similarly, the willingness to buy products originating in that country is encourage. For this reason and based on studies of Vida *et al.*, (2008); Nguyen-Hau, *et al.*, (2013); Zeugner-Roth *et al.*, (2015), we formulate the following hypothesis:

Hypothesis 2 (H2): National identity has a positive effect on CE

2.2.2 Dogmatism

Dogmatism is defined as the lack of flexibility in a person's opinions, Shoham *et al.*, (2006); for this reason, dogmatic individuals tend to be very rigid within their cognitive system. Dogmatists tend to profess an almost immutable and unjustified view of their own personal convictions (Crowson, 2009).

According to Malmir *et al.*, (2017), dogmatic people have an inflexible cognitive system that results in a personality that they find difficult to adapt to the social environment. In this way, dogmatism becomes a mental barrier that prevents people from accepting the beliefs, ideas and behaviors of other people, who think differently from the dogmatic person. For this reason, dogmatists often do not understand new ideas, new ways of thinking and even have difficulty adapting to changes.

Having said that, dogmatic people often do not accept ideas other than their own, although they are given valid arguments that refute their ideas. Dogmatists will only consider their own ideas true, even if these ideas are totally incorrect. Accordingly, dogmatists do not usually interact or cooperate with people whose ideals and ways of thinking differ from their own (Swan, 2014). For Aji and Dharmmesta (2019), dogmatic individuals are reluctant to change their belief system, so their reality is based on their own knowledge of the facts. They will not easily accept new information that goes against their way of thinking, regardless of the evidence.

Considering this, for Shoham *et al.*, (2006), dogmatic people tend to be very conservative people, with very strong religious beliefs and low levels of empathy. Thus, the higher the level of dogmatism, the more inflexible this person will be with his behavior and less tolerant to other groups or minorities, even generating animosity towards external groups or countries towards foreign countries.

Based on the above, and according to previous studies of Shankarmahesh, (2006); Al Ganideh (2017), in this research, it is considered that people with a high degree of dogmatism tend to show less favorable attitudes towards external groups and the products that are manufactured there. With this in mind, we make the following hypothesis:

Hypothesis 3(H3): Dogmatism has a positive effect on CE

2.3 Consequences of CE and XEN

2.3.1 Brand image

Brand image is considered one of the pillars on which companies can build and develop their competitive advantage; these will allow them to generate a clear difference between their competitors. Brand image takes into account thoughts, feelings and emotions that a particular brand produces in people (Roy and Banerjee, 2007). Brand image is based on a mental concept of association, representing the symbolic way that consumers have to associate a company or a product with a specific brand and, in this way, be able to differentiate it in the market. For this reason, the brand image becomes a strategy of differentiation and recognition. (Palacios-Florencio et al., 2018).

The better the image a consumer has towards a brand, the greater will be their intention to have it. In this way, if a brand has an image of superiority, quality and prestige. These values will end up directly influencing the consumer's buying decision, choosing this brand over other brands, even willing to pay more for this brand with a better image (Hsieh and Li, 2008). In this sense, brand image can be so strong that in some circumstances it can generate status and social distinction, thus becoming aspirational brands for some consumers. Taking into account this, a good brand image in certain foreign products, helps to break the emotional barriers generated by the CE with respect to foreign brands, because such consumers consider that such brands are affected by their country of origin production (Areiza-Padilla *et al.*, 2021).

Due to globalization, it is increasingly common to find the same brands in several countries of the world through global brands. These brands usually enter different countries of the world based on a strategy in which their image is their best asset. This brand image is usually associated with the prestige and reputation that the brand has built in the world, generating in some cases a competitive advantage based on the association that the consumer makes towards these brands, where they are seen as strong brands and with presence in several countries of the world, generating a symbolic consumption that represents status and reputation in local consumers (Johansson and Ronkainen, 2005).

However, ethnocentric consumers do not usually buy foreign products, nor do they usually have a positive image of these brands as they believe that their consumption affects both the economy and the identity of their own country. Consequently, and based on the previous studies of Reardon *et al.*, (2005); Chan *et al.*, (2010), we formulate the following hypothesis:

Hypothesis 4 (H4): CE has a negative effect on brand image of a foreign brand

On the other hand, and based on the characteristics of xenocentrism and its clear preference for foreign cultures, in this research we consider that consumers with xenocentric characteristics will have a strong favorable attitude towards the image of global and foreign brands because they will be able to highlight, through these brands, their affinity for a country different from their own.

For this reason, and based on the previous studies of Balabanis and Diamantopoulos, (2016); Diamantopoulos *et al.*, (2019); we formulate the following hypothesis:

Hypothesis 5 (H5): XEN has a positive effect on brand image of a foreign brand

2.4 Culture and global brand perception: moderating effect

Cultural differences between countries have a significant impact on how consumers perceive products, services and brands (Swoboda and Batton, 2019). In this way, previous studies by Balabanis *et al.*, (2001); Suh and Kwon (2002); Balabanis and Diamantopoulos, (2004) show that ethnocentric consumers (from developed countries) have a strong rejection towards foreign products. However, in the studies of Wang and Chen, (2004); Karoui and Khemakhem, (2019); Areiza-Padilla *et al.*, (2020), it is observed that ethnocentric consumers, (in developing countries), show less strong rejection towards foreign products. For this reason, it can be considered that the effects of CE are not applied in the same way for both developed and developing countries.

Based on the above, it is important to analyze and compare two countries with different socio-cultural characteristics concerning the same global and foreign brand, to better explain if there are differences according to their consumers' national culture. With this in mind, Spain and Colombia have been chosen to conduct a cross-cultural study due to the differences between the two countries.

Definitions of emerging markets range from economic, political, social development, and GDP growth considerations (Park and Ungson, 2016).

According to World Bank data, in 2019, Colombia had a GDP per capita of \$ 6,428 and is considered a country with a high average income and has a GINI index to 2018 of 0.50. On the other hand, Spain has a GDP per capita of \$ 29,600 and is considered a high-income country, and has a GINI index of 0.34 to 2018; for these reasons, Colombia is considered a developing country and Spain a developed country.

Furthermore, the six-dimensional cultural model of Hofstede (2011) is often used in different academic studies since it allows the comparison and analysis of cultural differences between countries. Although this model is not free of criticism (McSweeney, 2002), its application is abundant in the literature when one wants to know the differences based on national culture, (Gracia *et al.*, 2015; Kanagaretnam *et al.*, 2016; Kumar and Pansari, 2016). Taking this into account, it is evident that there are important differences in four of the six dimensions of Hofstede between Colombia and Spain, which are described below: Individualism-Collectivism, Masculinity-Femininity, Indulgence-Restraint, Long-Short Term Orientation. In this way and based on these four dimensions in which differences are evident between both countries, it can be stated that Colombian culture has high collectivist values, while Spanish society has more individualistic values. For this reason, the decisions taken for the benefit of the group are of great importance in Colombian society. On the other hand, Colombia has a higher Masculinity index, which means that in this society, the use of force is taken into account as a social reference, which is reflected, in a society more oriented towards competition, the achievement of goals and the achievement of success. Another outstanding characteristic in Colombia is the high rates of Indulgence, which is why these individuals consider themselves happy and often let themselves be carried away by their impulses. Finally, in Colombia, there are also higher indices of Long-Term Orientation, where it is important to preserve traditions and plan the future of all aspects of the individual's life.

With this in mind, it is desired to know through a cross-cultural analysis between a developed country and a developing country, the effect of culture as moderation between the relations of CE and XEN, regarding the image of a foreign and global brand. Based on this, consumer behavior is expected to vary between Colombia and Spain, according to both countries' cultural and economic differences.

In this way, we consider that culture exerts a statistically significant moderating effect on the causal relationships between the variables under study. Taking into account the above, and based on the previous studies of Shankarmahesh (2006) on the moderating effect of culture on ethnocentrism, we formulate the following hypotheses:

Hypothesis 6a (H6a): Culture has a moderating effect on the relationship between CE and brand image of a foreign brand. This effect must be stronger in developed countries such as Spain than in developing countries like Colombia.

Hypothesis 6b (H6b): Culture has a moderating effect on the relationship between XEN and brand image of a foreign brand. This effect must be stronger in developing countries such as Colombia than in developed countries like Spain.

On the other hand, given that brand image is a concept of association between the values of the brand and the way consumers perceive it, it can be said that global brands are often perceived as brands of greater prestige and quality, due to the image. They have built in different countries of the world, where they have presence simultaneously. In this way, the more international presence a specific brand has, the recognition of consumers in the world towards it, will also be greater (Vuong *et al.*, 2020). Taking this into account, the behavior of CE and XEN is expected to present differences, when the consumers they manage to identify that a foreign brand, is also a global brand.

According to Akaka and Alden, (2010) CE can generate a moderating and significant effect, in a positive way between the perceived brand globality and the purchase intention, but in consumers with a low level of ethnocentrism. On the other hand, research by Akram *et al.*, (2011) and Vuong *et al.*, (2020) shows that CE also moderates the relationship between perceived brand globality with brand quality and brand prestige. Taking into account these previous studies on the moderation of the CE, compared to the perceived brand globality, for this research, it is proposed that the perceived brand globality be considered the variable that moderates the relationship between CE and XEN, regarding the brand image. In this way, the following hypotheses are formulated:

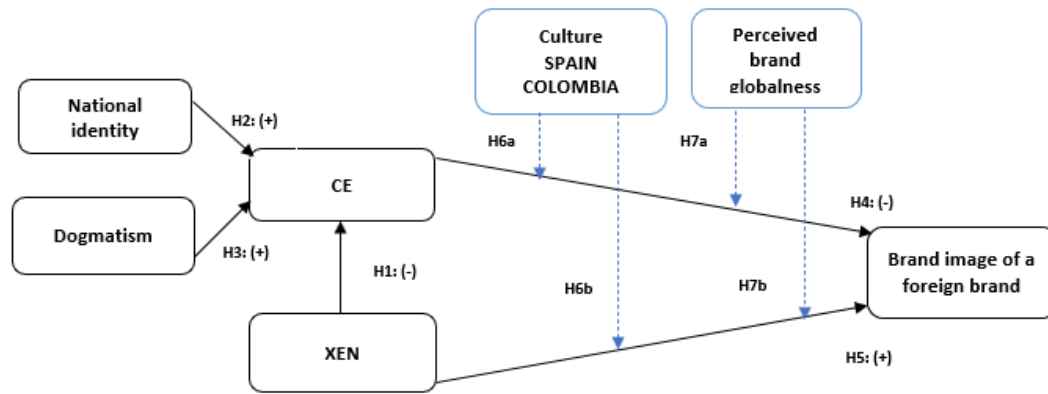
Hypothesis 7a (H7a): Perceived brand globalness moderates the effect of CE on the brand image of a foreign brand. This effect mitigates the relationship between CET and the image of brands perceived as global.

Hypothesis 7b (H7b): Perceived brand globalness moderates the effect of XEN on the brand image of a foreign brand. This effect accentuates the relationship between XEN and the image of brands perceived as global.

2.5 Research Model and Hypotheses

The model and hypotheses proposed in this research are presented as a summary in figure 1.

Figure 1



Source: Author's own compilation

3. Methodology

3.1 Data collection and sampling

Starbucks was chosen for this research. It is a North American brand and has a presence in both Spain and Colombia. This brand is considered a global and conspicuous brand (Brenes, 2013; Areiza-Padilla *et al.*, 2021). Starbucks was born in 1971 in the city of Seattle, in the United States. It started operations in the Spanish market in 2002. It is to say that by the date of this study, the brand has been active in the Spanish market for 19 years and currently has 132 stores, distributed in 14 out of its 17 autonomous communities. On the other hand, Starbucks started operations in Colombia in 2014, so it has been in the Colombian market for seven years by the date of this investigation, and it has 31 stores distributed in 3 out of Colombia's 32 autonomous communities.

The information collection was carried out in Colombia and Spain simultaneously in the second half of 2020 through an anonymous and voluntary online survey, through a structured questionnaire with a convenience sample, sent through social networks and emails

This survey was aimed at consumers or connoisseurs of the Starbucks brand who were originally from these two countries and of legal age. To participate in the research, it was necessary that the participants had consumed, at least once, any product in this cafeteria or had heard about the brand previously.

A total sample of 778 valid questionnaires was obtained, of which 451 questionnaires were from Colombia, and 327 questionnaires were from Spain. The demographic distribution of the sample had a participation of 199 men and 252 women in Colombia, while in Spain, there were 179 men and 148 women. The details of the demographic aspects of the sample can be seen in Table I.

Table I. Sample distribution.

COLOMBIA	N 451	%	SPAIN	N 327	%
Gender			Gender		
Man	199	44,12	Man	179	54,74
Woman	252	55,87	Woman	148	45,25
Age					
18-25	154	34,14	18-25	94	28,74
26-35	118	26,16	26-35	108	33,02
36-45	94	20,84	36-45	75	22,93
46-55	45	9,97	46-55	32	9,78
>55	40	8,86	>55	18	5,50
Educational level			Educational level		
No schooling	1	0,22	No schooling	0	0
Primary	34	7,53	Primary	8	2,44
Secondary	153	33,92	Secondary	79	24,15
University	184	40,79	University	201	61,46
Postgraduate studies	79	17,51	Postgraduate studies	39	11,92
Occupation			Occupation		
Student	206	45,67	Student	95	29,05
Worker	62	13,74	Worker	173	52,9
Self-employed	54	11,93	Self-employed	8	2,44
Unemployed	42	9,31	Unemployed	15	4,58
Housekeeping duties	62	13,74	Housekeeping duties	25	7,64
Retired	21	4,65	Retired	11	3,36
Other	4	0,88	Other	0	0

Source: Author's own compilation

3.2 Scales

For this research, 7-point Likert scales (1 = "totally disagree" and 7 = "totally agree") were used, which were based on scales previously validated in the literature and adapted for this specific study. These scales are detailed in Table II.

Table II. Measurement Instruments

Study variable	Authors	Item	Reflective/ Formative
CE	Verlegh (2007)	5	Reflective
XEN	Rojas-Méndez and Chapa (2019)	10	Reflective
Brand Image	Palacios-Florencio <i>et al.</i> , (2018)	7	Formative
National identity	Vida <i>et al.</i> , (2008)	3	Reflective
Dogmatism	Shoham <i>et al.</i> , (2006)	5	Reflective
Perceived brand globalness	Steenkamp <i>et al.</i> , (2003)	3	Reflective

Source: Author's own compilation

4. Results

The analysis of the results was carried out in two phases. For the first phase, an exploratory factor analysis (EFA) to analyze the possible dimensions of the XEN variable: "XEN/foreign admiration" and "XEN/ domestic rejection was performed through the SPSS software.

Secondly, the measurement instrument was validated through a Confirmatory Factor Analysis (CFA), (Thompson, 2007), and the structural model was estimated using PLS 3.2.7 software.

For this research it was decided to use PLS-SEM, due to several reasons: (1) PLS is usually used in predictive studies, Barroso *et al.*, (2010); (2) this research uses composite models Mode B, allowing the model estimates of formative and reflective type constructs simultaneously (Diamantopoulos and Winklhofer, 2001; Henseler, 2017); (3) this research includes first and second order constructs (Ali *et al.*, 2018).

4.1 Exploratory Factor Analysis (EFA)

To determine whether the dimensions used in the XEN variable are the same as those considered in previous studies of Rojas-Méndez and Chapa (2019), an exploratory factor analysis with VARIMAX rotation was performed. This process allows us to check which items should measure each dimension, in addition to whether these items are grouped in the same way as they were proposed by the initial author. Thus, first, it was found that the items used to measure XEN were grouped into two factors, which, according to the semantic content of the items collected in each of them, have been called "XEN/foreign admiration" with 5 items and "XEN/ domestic rejection" with 5 items. Together they explain 83% of the variability of the phenomenon, providing a satisfactory adjustment. Table III shows the results of the adequacy index of the KMO sample (Kaiser-Meyer-Olkin), as well as the Bartlett sphericity test for the corresponding analyses.

Table III. Summary of exploratory factor analysis for XEN

Variable	KMO	Bartlett's test (Chi-square value)	Significance	Dimensions
XEN	0.787	861.76	0.000	2

Source: Author's own compilation

4.2 Confirmatory Factor Analysis (CFA)

Next, confirmatory factor analysis (AFC) was performed, taking into account the individual reliability of items through Cronbach's α and their composite reliability (CR), in which case values greater than 0.7 were presented according to Thompson's criterion (2007); in this way it was possible to validate the measurement scales of this research. For the convergent validity, the extracted variance (AVE) of each variable was determined, where the results were greater than 0.5, according to the criterion of Fornell and Larcker, (1981). Results of Cronbach's α , composite reliability (CR) and extracted variance (AVE) can be seen in Table IV. In this same table there is also a descriptive summary of the results obtained in the study.

Table IV. Results (constructs reflective)

Reflective Variables/Items	Mean	St.dev.	Loading factor
F1. Consumer ethnocentrism CE ($\alpha=0.818$; CR=0.873; AVE=0.579)			
[MY COUNTRY] people should not buy foreign products, because these hurts [MY COUNTRY] business and causes unemployment	4.97	1.78	0.717*
It is not right to purchase foreign products, because these puts [MY COUNTRY] people out of jobs.	4.21	1.81	0.689*
A real [MY COUNTRY] should always buy [MY COUNTRY] products.	4.54	2.09	0.791*
I always prefer [MY COUNTRY] products over foreign products.	4.68	1.65	0.739*
We should buy services from [MY COUNTRY] companies. to prevent other countries from getting rich at our expense.	5.11	1.79	0.845*
F2. Xenocentrism XEN / foreign admiration ($\alpha=0.892$; CR=0.923; AVE=0.693)			
I recommend foreign products to my friends and families	3.71	1.79	0.800*
I tend to prefer foreign products compared to national ones	3.27	1.63	0.793*
I admire foreign products	3.67	1.67	0.796*
I like buying products of foreign origin	3.64	1.62	0.887*
I value a lot foreign products	3.61	1.58	0.885*
F3. Xenocentrism XEN /domestic rejection ($\alpha=0.844$; CR=0.889; AVE=0.616)			
I tend to reject national products	2.48	1.72	0.823*
I think foreign products are superior to national products	3.21	1.91	0.742*
Generally. I don't value products made in my country	2.93	1.94	0.797*
Sometimes I undervalue products made in my country	3.39	1.95	0.805*
Sometimes I feel embarrassed about products made in [MY COUNTRY] when I compare them with similar products made in foreign countries	2.87	1.86	0.749*
F4. National identity			
A citizen of [MY COUNTRY] possesses certain cultural attributes that people of other countries do not possess	5.79	1.61	0.778*
[MY COUNTRY] has a strong historical heritage	5.94	1.59	0.890*
Citizens of [MY COUNTRY] are proud of their nationality	5.47	1.72	0.746*
F5. Dogmatism			
I do everything in my power not to have to admit defeat	4.21	1.82	0.905*
I try to convince others to accept my political principles.	2.65	1.82	0.763*
People find it difficult to convince me that I am wrong on a point no matter how hard they try.	3.59	1.73	0.751*

I would rather get into a long discussion rather than admit that I am wrong.	2.74	1.88	0.717*
When someone opposes me on an issue. I usually find myself taking an even stronger stand than I did at first.	2.67	1.86	0.804*
F6. Perceived brand globality ($\alpha=0.876$; CR=0.898; AVE=0.781)			
To me, this is a global brand	6.71	1.54	0.908*
I think consumers overseas buy this brand	6.38	1.43	0.967*
This brand is sold all over the world	6.53	1.57	0.788*

Note: α = Cronbach's Alpha; CR= Composite reliability; AVE= Average Variance Extracted; * $p<0.01$.

Source: Author's own compilation

On the other hand, because the variable Brand Image was classified as a formative variable or Mode B, its evaluation was carried out at the level of the indicators, reviewing the possible multicollinearity by the factor of inflation of the variance (VIF) and the assessment of the magnitude of their weights and their significance (Götz, 2010; Kock, 2015). Results can be seen in Table V.

Table V. Results (constructs formative)

Formative Variables/Items F7. Brand Image	Mean	St.dev.	Weights	VIF	t	p-value
The interior of the café chain is appropriate for its category	5.14	1.92	0.258	1.731	6.234	0.000
The location of café chain is suitable	5.18	1.87	0.297	2.657	7.145	0.000
I can clearly distinguish the establishments of this café chain	5.66	1.73	-0.316	2.549	2.876	0.042
I tend to pay attention to this café chain's advertising	3.29	2.15	0.275	1.480	8.319	0.000
I tend to pay attention to the information they send me	2.94	2.08	0.249	1.855	9.001	0.000
This café chain's renowned for its good social behavior	4.27	1.71	0.213	2.323	7.593	0.000
This café chain's image fits my personality	3.07	2.08	0.586	2.444	4.063	0.000

Source: Author's own compilation.

To perform the discriminant validity, the criterion of Fornell and Larcker (1981) was considered, in which the square root of AVE, of each of the variables is greater than the correlations with the rest of the variables. On the other hand, regarding the criterion of Heterotrait-Heteromethod-HT and Monorrasgo-Heteromethod-MT (HTMT), (Henseler *et al.*, 2015), the results obtained have values <0.9 , which allow confirming the discriminant validity of the measurement model, of all Mode A or reflective variables. These results can be seen in Table VI

Table VI. Discriminant validity

	F1	F2	F3	F4	F5	F6	F7
F1	0.758	0.343	0.118	0.240	0.369	0.133	NA
F2	0.273	0.800	0.210	0.633	0.097	0.335	NA
F3	0.121	0.017	0.684	0.269	0.215	0.446	NA
F4	0.227	0.528	0.027	0.879	0.093	0.284	NA
F5	0.324	0.072	0.137	0.077	0.834	0.512	NA
F6	0.097	0.269	0.233	0.257	0.441	0.783	NA
F7	0.134	0.034	0.139	0.113	0.340	0.309	NA

Note: On the diagonal: square root of the AVE values. Below the diagonal: correlations. Above the diagonal: HTMT values

Second-order XEN variable was then analyzed using Cronbach's α coefficient given its reflective nature. The analysis of standardized total loads and the analysis of extracted variance (AVE) present values established in the previous literature, which confirms the convergent validity of the construct. Table VII shows the standardized loads, which are >0.7 and statistically significant for all dimensions.

Table VII. Reflective second-order construct

		Loadings dimension	α	CR	AVE
XEN	Foreign admiration	0.912*	0.720	0.834	0.717
	Domestic rejection	0.777*			

Note: α = Cronbach's Alpha; CR= Composite reliability; AVE= Average Variance Extracted; * $p<0.01$.

Source: Author's own compilation

4.3 Structural model and hypotheses testing

After validating the measuring instrument in the processes detailed above, the structural model was estimated using the PLS-SEM technique (Partial Least Squares) and the bootstrapping procedure with 5000 subsamples (Henseler, 2017).

In addition, the explanatory power of the structural model presented in this research was also verified through the coefficients of determination R^2 , which allow indicating the amount of variance of endogenous variables. Thus, for each relation or path between constructs, the desirable values should be above 0.3 having a minimum value of 0.2 (Chin, 1998). As can be seen in Table VIII, all paths exceed the minimum value established.

On the other hand, an evaluation of the structural model regarding its predictive capacity was made through the Stone-Geisser Q^2 test (Geisser, 1974; Stone, 1974): Q^2 values greater than 0 mean that the model has predictive relevance (Chin, 1998; Hair *et al.*, 2021).

As can be seen in Table VIII, all the Q^2 obtained are positive and are also greater than 0, which confirms the predictive relevance. In this way, the model presents an adequate level, both explanatory and predictive. As shown in Table VIII, the coefficients and direction of the hypothesized trajectories have been significant in all cases, except in H4 that predicted CE has a negative effect on Brand image.

Table VIII. Structural model results.

Hypothesis	β	t	p value	Contrast
H1: XEN-> CE	-0.250	5.256	0.000	Accepted
H2 National identity-> CE	0.190	4.011	0.000	Accepted
H3: Dogmatism-> CE	0.169	2.130	0.031	Accepted
H4: CE-> Brand image	-0.038	0.908	0.364	Not Accepted
H5: XEN-> Brand image	0.370	5.555	0.000	Accepted

Note: R^2 (CE) = 0.493; R^2 (Brand Image) = 0.342; Q^2 (CE) = 0.167; Q^2 (Brand Image) = 0.148, Source: Author's own compilation.

4.3 Moderating effect of culture and Perceived brand globalness

In addition and according to the hypotheses, we proceeded to identify if there are statistically significant differences in the relationship "CE -Brand image" and "XEN-Brand image" with respect to the culture of the participants, and also regarding Perceived brand globalness.

For this, and taking into account that we used SmartPLS for the model of structural equations, before performing the MGA analysis between the subgroups, "Colombians and Spaniards", and "consumers perceive the brand as global and Consumers who do not perceive the brand as global" we apply the three-step MICOM (Measurement Invariance of Composite Models) procedure, which allows us to analyze the invariance of the composite models (Henseler *et al.*, 2016). MICOM is a three-step process involving: 1) configural invariance, 2) compositional invariance; and 3) equal means and variances. According to the MICOM procedure, we establish the total measurement invariance, which is a prerequisite to be able to compare and interpret the differences between the two subgroups using MGA through the results of PLS-SEM (Henseler *et al.*, 2016). (Table IX).

Table IX: Results of Invariance Measurement Testing Using Permutation

Constructs	Conf. Invar.	Compositional Invariance		Partial Measur. Invar. Estab.	Equal Mean Assessment		Equal variance assessment		Full Measur. Invar. Estab.
		C=1	5%		Diff.	Confidence Interval	Diff.	Confidence Interval	
CE	Yes	0.959	0.920	Yes	0.147	[-0.285;0.279]	0.032	[-0.441; 0.572]	Yes
XEN	Yes	0.932	0.965	Yes	0.026	[-0.309; 0.281]	0.305	[-0.290; 0.376]	Yes
Brand Imagen	Yes	1.000	1.000	Yes	0.189	[-0.297; 0.305]	0.284	[-0.368; 0.473]	Yes

Source: Author's own compilation.

After this, a multigroup analysis (MGA) was made. This method, significant differences are presented with a p-value of the differences between the coefficients less than 0.05 or more than 0.95 at a level of 5% significance between the coefficients between the two groups (Henseler *et al.*, 2009).

The total sample was divided of (n=778) was divided into two groups according to the nationality of the consumers surveyed, obtaining a sample of (n=327) of Spaniards and a sample of

(n=451) of Colombians. On the causal relations between the CET and XEN with the brand image, we proceeded to estimate the model of structural equations by bootstrapping.

Table X shows the results obtained in the multigroup analysis, where it can be evidenced that only one of the relationships proposed was significant with a p-value less than 0.01.

Table X. Results of Multigroup Analysis of culture

Hypothesis	β Colombia	β Spain	Path coefficient Differ. (Col-Spa)	p value Henseler's MGA	Contrast
H6a: CE - Brand image of a foreign brand	-0.007	-0.067	0.060	0.539	Not Accepted
H6b: XEN - Brand image of a foreign brand	0.735	0.186	0.549	0.000	Accepted

Source: Author's own compilation.

Another multi-group analysis was carried out to verify the test the moderating effect of perceived brand globalness on the CE and the brand image of a foreign brand link. For this, the total sample (n=778) was divided into two groups, on the one hand, those consumers who perceive Starbucks as a global brand (n=723) and those who do not perceive it as a global brand (n=55). The model of structural equations was estimated by bootstrapping. Table XI shows the results obtained in the multigroup analysis, where the two relationships proposed were significant with a p-value less than 0.01.

Table XI. Results of Multigroup Analysis of Perceived brand globalness

Hypothesis	β Global brand	β Not Global brand	Path coefficient Differ. (Global-Not Global)	p value Henseler's MGA	Contrast
H7a: CE – Brand image of a foreign brand	-0.207	-0.428	0.221	0.012	Accepted
H7b: XEN- Brand image of a foreign brand	0.722	0.123	0.599	0.000	Accepted

Source: Author's own compilation

5. Discussion

5.1. Theoretical implications

Global brands have been characterized by breaking cultural, social and economic borders, and in this way, reach different countries of the world with their products and services. With this in mind, this research has sought to contribute to the study of CE and XEN in addition to its relationship with a global and foreign brand. The brand studied was Starbucks due to its positioning as a global brand in the hedonic services sector. The results obtained confirm a significant and negative relationship between XEN and CE (β : -0.250; p-Value 0.000). Although the previous studies by Prince *et al.*, (2016) did not have a significant relationship between these two variables, this research obtained a significant and negative result between both variables, which is why we can confirm hypothesis 1 (H1) and say that XEN has a direct and negative effect on CE.

This research also confirmed that national identity is significantly and positively related to CE (β : 0.190; p-Value 0.000), allowing us to accept Hypothesis 2 (H2), in the same way as previous studies of Vida *et al.*, (2008); Nguyen-Hau, *et al.*, (2013); Zeugner-Roth *et al.*, (2015). In this way, we can indicate that feelings of love and a sense of belonging to the country of origin are reflected as an antecedent of CE, also reflected in their preference for domestic products and services over foreign goods.

In the same way, this research was able to confirm Hypothesis 3 (H3) on the significant and positive relationship between dogmatism and CE (β : 0.169; p-Value 0.031), confirming the studies of Shankarmahesh, (2006); Al Ganideh, (2017). In this way, we can see how dogmatic people, being so closed in their ideas, will be more in agreement with their own country's opinions than foreign countries' opinions. In this way, they will prefer domestic products over foreign products.

However, this research could not confirm the significant and negative relationship between CE and the image of foreign and global brands, (β : -0.038; p-Value 0.364), unlike previous studies of Reardon *et al.*, (2005) and Chan *et al.*, (2010). In this research the relationship was negative, but did not come out significant, so Hypothesis 4 (H4) should be rejected.

Considering the opposite results in hypothesis 4 (H4), for this research the studies of Ma *et al.*, (2020) have been taken into account to explain this situation, in which the existence of two distinct groups of ethnocentric consumers should be considered: local ethnocentric consumers vs global ethnocentric consumers.

Local ethnocentric consumers are those consumers who are characterized by a strong need for association, also have very strong values of benevolence, tradition, conformity and safety. Similarly, they have a strong belief about the immoral behavior that is generated when buying foreign products.

On the other hand, global ethnocentric consumers, who also consider it moral to buy domestic products, have no problem buying foreign products. These global ethnocentric consumers tend to be hedonistic and pursue goals that will empower them. In this way they often have a greater need for distinction over a need for partnership (Ma *et al.*, 2020). On the other hand, the studies of Karoui and Khemakhem (2019); Areiza-Padilla *et al.*, (2020); show that global foreign brands generate a conspicuous consumption, which helps to diminish the ethnocentric feelings of the consumer.

It is also important to take into account the use of intercultural segmentation proposed by Hernani-Merino *et al.*, (2020). This type of segmentation allows global brand managers to make marketing strategy decisions, in which they can decide on the standardization or customization of a specific strategy, to apply in different countries where they operate. This is because this type of segmentation allows identifying groups of global consumers who share similar characteristics, based on their degree of belonging to the global consumption culture (Hernani-Merino *et al.*, 2020).

On the other hand, this research confirms the positive and significant relationship between consumer xenocentrism and foreign brand image (β : 0.370; p-Value 0.000), in line with previous studies by Balabanis and Diamantopoulos, (2016), Rojas-Méndez and Chapa, (2019), which confirms

the Hypothesis 5 (H5). In this way, it can be seen that when people tend to prefer foreign cultures, they also tend to prefer products, brands, or services from those foreign countries.

As for the analysis of the moderating effect of the cultural context, the results obtained confirm the existence of significant differences between Colombia and Spain, but only in one of the relations proposed. Taking this into account, only hypothesis 6b (H6b) was confirmed, which was significant and positive, with higher values of coefficients for the Colombian case.

In this relationship, it is evident that Culture manages to moderate the relationship between XEN - Brand image of a foreign brand, generating a stronger effect in developing countries such as Colombia than in developed countries such as Spain. To explain this, we must bear in mind that XEN usually generates a sense of admiration towards the culture of other countries, especially if this culture comes from a more developed country. For this reason, this feeling is more common in people living in developing economies, managing to explain in this way, stronger relationship in the Colombian consumer. It is important to mention that, in these developing countries, the consumption of certain foreign brands generates conspicuous consumption, since they are brands perceived by local consumers as more expensive, more modern and of higher quality than local brands (Rojas Méndez and Chapa 2020, Mueller *et al.*, 2020, Areiza-Padilla and Manzi-Puertas 2021).

However, hypothesis 6a (H6a) was rejected as not significant. For this reason, it cannot be said that the national culture moderates the relationship CET-brand image of a foreign brand. To explain this rejection we rely on previous studies by Casado-Aranda *et al.*, (2020) on the CE in Spain (developed country), and previous studies by Areiza-Padilla and Manzi-Puertas, (2021), on the CE in Colombia (developing country) where it can be shown that although ethnocentrism tends to have a negative image about foreign brands regardless of cultural issues, also has a positive impact on conspicuous consumption of global brands that practice sustainability in developing countries

Finally, this investigation showed that Perceived brand globality has an impact on both CE and XEN. Based on the above, and with respect to the studies of Akram *et al.*, (2011) and Vuong *et al.*, (2020), where they consider that ethnocentrism moderates global brand perception, this research was able to verify that inversely, moderation between the global brand perception and the CE and XEN can also be presented, thus demonstrating the H7a and H7b hypotheses. In this way, it is possible to confirm that global brands, directly influence these relationships and the consumer behavior, mitigating the relationship between CET and the brand image and accentuating the relationship between XEN and the image of those same brands. Because these brands have a global presence and are sold simultaneously in several countries of the world, they are perceived as brands with greater superiority, quality and modernity compared to local brands.

5.2 Managerial Implications

This research has sought to contribute to the few analyses that exist on the relationship between CE and XEN, but with respect to a global and foreign brand. This is because most studies have concentrated on foreign brands, but without the connotation of being a global brand, which has different characteristics from generic brands, and therefore these characteristics influence the local consumer differently.

In this way, this study presents findings that are of great value to global and foreign brand managers because it allows them to better know their consumers in different countries of the world, allowing them to develop strategies according to the level of CE and XEN of their consumers from both developed and developing countries.

Based on the studies of Ma *et al.*, (2020); for this research it is considered the coexistence of the two types of ethnocentric consumers: local and global ethnocentric consumers.

Even though the two groups of ethnocentric consumers have favoritism towards domestic products, they will have different levels of rejection for foreign products. The global ethnocentric consumers will be easier to persuade through global brands and will therefore be able to overcome the barrier of ethnocentrism more quickly. This is due to the social distinction that global brands generate, and therefore through the good brand image they have in the local consumer.

That said, and based on the studies of Karoui and Khemakhem (2019) and Areiza-Padilla *et al.*, (2021), we can see how ethnocentric consumers tend to reduce their feelings of rejection towards foreign brands, in cases where such a brand, is also considered a global brand. This situation arises due to the prior positioning of these brands in the mind of the local consumer, in which they are perceived as important brands in the world. Moreover, and taking into account the nature of XEN, it can be indicated that the global brand allows it to satisfy xenocentric consumers, their admiration towards foreign cultures, through the consumption of products from these countries that are admired by the local consumer. In this way, it can be evident how global brands through their brand image, manage to break the emotional barriers of ethnocentric consumers, decreasing the rejection of that ethnocentric feeling towards them.

This is particularly true in developing countries, where the brand image of this global brand generates a greater social status for its consumers, so these global brands do highlight XEN's feelings while diminishing CE's feelings. In the specific case of Colombia, we can see how the Starbucks brand generates a conspicuous consumption for consumers in this country, through a product with a sense of value well above the average of other cafes in Colombia, approximately 7 times more, which is a coffee shop in a popular sector. Similarly, its stores are located in exclusive sectors of the city, so they are not considered massive cafes, unlike what usually happens with Starbucks in the United States. In this way, we can see how global brands that generate conspicuous consumption tend to have a positive acceptance in emerging markets (Areiza-Padilla *et al.*, 2021).

On the other hand, to break down the cultural barriers of each country, global brands can carry out processes of emotional and symbolic connection of their foreign brand, fostering certain patriotic feelings of the local country. In the specific case of Starbucks in Colombia, this chain has the strategy of selling 100% liquid coffee from Colombia, which is why Colombian consumers at Starbucks are not consuming foreign coffee, but domestic coffee. On the other hand, they are responsible for spreading through various communication channels, which is a socially responsible company, where they take care of the Colombian environment and where they help coffee growers in this country to have a better quality of life. They do this through different training processes in agricultural issues to improve their production practices, but also paying a higher value than their competitor, the National Federation of Coffee Growers, for the coffee bags to Colombian coffee growers. That is to say, thanks to Starbucks, the Colombian coffee farmers who sell to Starbucks have greater economic and social benefits (Areiza-Padilla *et al.*, 2021).

In this way, with these strategies they manage to increase the good brand image, where on the one hand it has the weight of being a global brand, but also a brand interested in Colombian society.

On the other hand, we can see how xenocentric feelings tend to be stronger in developing countries, since considering the studies of Kent and Burnight (1951); Balabanis, and Diamantopoulos, (2016); Rojas-Méndez and Chapa (2020), it is evident that, in these countries, consumers often perceive that they have a lower quality of life than they could have in a developed country. In this way, a desire to belong in some way to this developed country is generated, which could be achieved symbolically, through the consumption of products or services originating in that developed country. Hence, this goes in line with the concept of the image of global brands, which are perceived to be of better quality and more modern than local brands.

5.3 Limitations and future lines of research

Below, we present the limitations that this research had, which could become future lines of research, regarding the consumption of foreign and global brands, in local markets.

The first limitation stems from the convenience sample used in this investigation. It is important to carry out further research in other hedonic services, such as tourism. Similarly, it is considered that it would be interesting to replicate this study among other countries, but from the same continent, and similar economies among them.

On the other hand, the data collected for this research was obtained in a quarantine period because of covid-19. Due to the severity of the pandemic and the economic and social problems that arose after its appearance, several authors such as McIvor *et al.*, (2020), and Leal *et al.*, (2020) consider that some countries are opting to enhance the historical legacies of extreme nationalism, populism and the lack of international solidarity, as a measure of national unity in the face of the health and economic crisis that has produced the virus.

This would encourage the consumption of national brands as a mechanism for economic reactivation. These situations would directly harm the consumption of foreign and global brands; for this reason, the need arises to carry out more studies based on the new type of consumption that exists after COVID-19.

Based on the previous studies of Velez-Ocampo and Gonzalez-Perez (2019), for this study it is considered crucial to have a positive corporate reputation, as one of the factors that allow the expansion of a brand abroad. In this way, the lack of this recognition by consumers, turns out to be one of the obstacles to growth abroad. For this reason, we believe that more studies should continue on the relationship between corporate reputation and the internationalization of a brand, which can help global brands in their internationalization strategies, taking into account the feelings generated by XEN and CE.

On the other hand, we propose to deepen the study of xenocentrism due to the little literature that exists on this concept; in order to identify which factors influence this variable. Although some authors, such as Cleveland and Balakrishnan (2019), consider that the need for autonomy, competence, and kinship could be antecedents of xenocentrism, in their study, they could only show that two of the three antecedents proposed yielded a significant result. Moreover, its sample focused only on North America (the United States and Canada), so the results of a similar study in Europe and Latin America are not known.

On the other hand, other authors such as Prince *et al.*, (2016), consider that variables such as low self-esteem, feelings of rejection and domestic hostility could be antecedents of xenocentrism; However, these hypotheses have not been countered quantitatively and are only academic assumptions.

However, the scarce literature on XEN is based on for-profit products or services, however, it is even more scarce to find literature on XEN applied in the educational sector at the university level. Previous studies El-Kassar *et al.*, (2022) show how the universities of the 21st century have been adapting to attract both students and the best researchers, not only nationally, but also internationally. This shows a projection of universities as global brands, and not only as local brands. Similarly, the studies by Areiza-Padilla and Galindo-Becerra (2022) show how COVID-19 has generated a positive change in the way online education is perceived. In this way, currently virtual classes generate satisfaction in students and an intention to continue using these digital tools in the future. These digital tools allow universities to become more global. Based on the previous studies of El-Kassar *et al.*, (2022) and Areiza-Padilla and Galindo-Becerra (2022), for this research it is considered that more studies should be carried out that analyze CET and XEN but from the university context, which determine their relationship with regard to image, satisfaction, loyalty and quality perceived by both national and foreign students.

Moreover, taking into account that this research was based on the coffee industry, it is proposed to replicate a study similar to that of Cruz *et al.*, (2020), and in this way to analyze how small Latin American family businesses that produce coffee can be internationalized. In this way you could identify some strategies that these coffee families could use, to be able to cope with the feelings of XEN and CET towards their product.

Finally, we propose to carry out an analysis of CE and XEN, taking into account their income level and the value of foreign products that are purchased. This is because it has been shown that there may be differences between high-income consumers and low-income consumers in their perception of foreign products and the price they pay for these products. Thus, the effects of ethnocentrism are not uniform according to the value and the category of the product acquired, (Balabanis and Siamagka, 2017).

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