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**ANTECEDENTS AND OUTCOMES OF CONSUMERS’
COUNTRY OF ORIGIN PERCEPTION IN THE
SERVICES INDUSTRY**

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THESIS APPROVAL PAGE



DECLARATION

I hereby declare that this doctoral thesis titled as "Antecedents and Outcomes of Consumers' Country of Origin Perception in The Services Industry" has been written by myself in accordance with the academic rules and ethical conduct. I also declare that all materials benefited in this thesis consist of the mentioned resources in the reference list. I verify all these with my honor.

...../12/2022

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ABSTRACT

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**Antecedents and Outcomes of Consumers' Country of Origin Perception in the
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This study aims to discover the role of negative and positive predispositions of consumers toward foreign countries and determine their effect on consumers' purchase behavior. While ethnocentrism and acculturation to global consumer culture (AGCC) were selected as negative and positive tendencies toward all foreign services, consumer animosity and consumer affinity were chosen for negative and positive consumer inclinations for specific countries. Consumer tendencies were investigated for their impact on consumers' service quality evaluations, which were expected to affect their attitudes toward and intention to buy services from foreign countries. All constructs were analyzed within two separate models for consumers' the most and the least liked countries.

The data was collected from 594 participants between November 2020 and July 2021 in Izmir. The snowball technique was adapted to collect data, which was analyzed via structural equation modeling. The results show that positive predispositions toward foreign countries prevailed over negative predispositions in the service quality evaluation. Even though consumers were evaluating the quality of a service from the least liked country, AGCC was seen to be effective. The relationship between consumer animosity and service quality was positively associated with the most liked country model. Furthermore, ethnocentrism significantly affected the service quality perceptions in the most liked country

model. Finally, the positive relationships among service quality perception, attitudes, and intention to buy were also validated.

Keywords: Country of Origin, Services Marketing, AGCC, Ethnocentrism, Consumer Animosity, Consumer Affinity, Service Quality



ÖZET

Doktora Tezi

Tüketicilerin Sahip Olduğu Ülke Menşe Algısının Öncülleri ve Sonuçlarının

Hizmet Endüstrisi Çerçevesinde İncelenmesi

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İngilizce İşletme Anabilim Dalı

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Bu çalışma, yabancı ülkelere yönelik olumlu ve olumsuz tüketici eğilimlerinin tüketicilerin satın alma davranışı üzerindeki etkisini belirlemek amacıyla gerçekleştirilmiştir. Tüketici etnosentrizmi ve küresel tüketici kültürü temelinde kültürleşme (KTKK) tüm yabancı hizmetlere yönelik tutumlar açısından ele alınırken, tüketici düşmanlığı ve tüketici sempatisi sadece belirli ülkelere karşı sahip olunan tutumlar açısından ele alınmıştır. Tüketici eğilimleri, tüketicilerin yabancı ülkelerin hizmetlerine karşı tutumlarını ve bu ülkelerden hizmet satın alma niyetlerini etkilemesi beklenen hizmet kalitesi değerlendirmeleri üzerindeki etkisi açısından incelenmiştir. Tüm değişkenler tüketicilerin en çok beğendikleri ve en az beğendikleri ülkeler için iki ayrı modelde analiz edilmiştir.

Veriler Kasım 2020 ile Temmuz 2021 tarihleri arasında İzmir'de 594 katılımcıdan toplanmıştır. Veri toplama sürecinde kartopu tekniği kullanılmış ve veriler yapısal eşitlik modellemesi kullanılarak analiz edilmiştir. Bu çalışma, hizmet kalitesi algısı için yabancı ülkelere yönelik olumlu eğilimlerin olumsuz eğilimlere baskın olduğunu göstermektedir. Tüketiciler en az sevilen ülkeden bir hizmetin kalitesini değerlendirse bile KTKK'nın etkili olduğu görülmüştür. Tüketici sempatisinin hizmet kalitesi üzerindeki etkisi her iki modelde de pozitif olarak bulunmuştur. Tüketici düşmanlığı ile hizmet kalitesi algıları arasındaki ilişkinin en çok beğenilen ülke modelinde pozitif yönde ilişkili olduğu görülmüştür. Ayrıca, sonuçlar tüketici etnosentrizminin en çok beğenilen ülke

modelinde hizmet kalitesi algılarını olumlu yönde etkilediğini ortaya koymaktadır. Son olarak, hizmet kalitesi algısı, tutum ve satın alma niyeti arasındaki pozitif ve anlamlı ilişki de doğrulanmıştır.

Anahtar kelimeler: Menşe Ülke, Hizmet Pazarlaması, KTKK, Etnosentrizm, Tüketici Sempatikliği, Tüketici Düşmanlığı, Hizmet Kalitesi



**ANTECEDENTS AND OUTCOMES OF CONSUMERS' COUNTRY OF
ORIGIN PERCEPTION IN THE SERVICES INDUSTRY**

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ABBREVIATIONS

AGCC	Acculturation to Global Consumer Culture
KTKK	Küresel Tüketici Kültürü Temelinde Kültürleşme
SERVQUAL	Service Quality
UK	United Kingdom
USA	United States of America



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INTRODUCTION

While increased international trade and globalization give businesses the opportunity to market their goods and services globally, they are also faced with a difficult issue in determining how consumers view and value goods from other countries. Academics have therefore been driven to conduct studies focused on elements that impact consumer evaluations of foreign products (e.g., Zhang, 1996: 63; Ulgado and Lee, 1998: 605; Laroche et al., 2005: 109).

The importance of the country-of-origin phenomenon has grown significantly as a result of the recognition that it can either be a source of competitive advantage or disadvantage for international businesses (Baker and Ballington, 2002: 161). However, despite the fact that the country-of-origin domain has been the subject of a vast array of research focusing on its outcomes, the number of studies on the services sector is remarkably limited in comparison to those on physical goods (e.g., Al-Sulaiti and Baker, 1997: 174; Verlegh and Steenkamp, 1999: 539).

Stereotypical knowledge about a country that stems from "made-in" information is known as the "country-of-origin effect" and it is suggested to be a result of that country's national features as well as its political, historical, and economic development (Nagashima, 1970: 68). Country image, a larger approach to the country-of-origin effect, is defined by Roth and Romeo (1992: 480) as the general impression that customers develop of a country's product depending on their earlier impressions of the focal nation's marketing and production strengths and limitations.

Consumer evaluations of foreign-origin goods and services can be shaped positively or negatively, depending on the general opinions of the consumers about the country they evaluate or the success of that country in the production of certain products (Klein et al., 1998: 96, Zhou et al., 2002: 61). In addition, the positive or negative feelings of consumers toward foreign countries in general or their sympathy or antipathy for certain countries may also affect their evaluations (Shimp and Sharma, 1987: 287, Oberecker and Diamantopoulos, 2011: 61).

This study examines the country-of-origin effect in the services marketing domain in order to enrich the international marketing literature since recent literature reviews focusing on the country-of-origin effect reveal a dearth of such studies

conducted in a services marketing context (Al-sulaiti and Baker, 1998: 171). In the domain of service marketing, there are also a few research examining the interaction between consumer tendencies toward foreign countries, country of origin, and consumer purchase behavior. Most current studies concentrating on these interactions investigate negative consumer tendencies toward foreign countries such as ethnocentrism (Good and Huddleston, 1995: 45; Ferguson et al., 2008: 435; Ahmet et al., 2013) and consumer animosity (Shoham et al., 2006: 102; Shimp et al., 2004: 84). Even though international marketing research has demonstrated a keen interest in consumers' positive tendencies toward foreign countries (Bartsch et al., 2016a: 83), there is still room for improvement in terms of the studies' integrating positive consumer tendencies and the country-of-origin effect phenomenon. Considering this gap, this study investigated the positive consumer tendencies such as consumer affinity and AGCC so as to provide novel insights about the examined interactions to the country-of-origin literature.

Drawing on social identity theory, theory of reasoned action, and acculturation theory, this thesis aims to understand how different consumer tendencies toward foreign countries affect consumers' service quality evaluations when they evaluate service providers from their most liked and least liked country-of-origins. In order to explore the role of negative and positive feelings on service quality evaluations, acculturation to global consumer culture, consumer ethnocentrism, consumer affinity, and consumer animosity were selected as different consumer dispositions toward foreign countries. Moreover, the relationship between the country service quality image and attitudes toward foreign service provider and the intention to buy from a foreign service provider were also examined.

The notions of the country of origin and country image are covered in Chapter One. Besides the detailed conceptual framework of country of origin and country image, Chapter One also provides information pertaining to studies in the literature focusing on antecedents and outcomes of country of origin and country image constructs. Chapter Two includes positive and negative consumer dispositions and information about how they are applied in the country-of-origin literature. In this chapter, detailed information was provided, particularly related to the selected consumer dispositions, namely acculturation to global consumer culture, consumer

ethnocentrism, consumer animosity, and consumer affinity. In a similar vein, Chapter Three presents detailed information pertaining to service quality dimensions and their utilization in the country-of-origin literature. Chapter Four explains the theoretical framework of the research, provides in-depth information about the applied theories, and presents hypotheses. Chapter Five explains the research questions, sampling and data collection processes, and questionnaire design, along with the information about selected scales. Finally, Chapter Six provides the outcomes of structural equation modeling and interpretation of the hypothesis depending on the yielded results.

The sixth chapter is followed by the conclusion, the section in which the results of the study are evaluated; the managerial implications, in which recommendations based on the study results are presented for businesses doing business in international markets; and the limitations and future research directions section, which includes suggestions for future studies.

CHAPTER ONE

THE COUNTRY-OF-ORIGIN EFFECT

1.1. THE COUNTRY-OF-ORIGIN EFFECT ON PRODUCTS

1.1.1. What is the country-of-origin effect?

Since the marketing thought shifted from solely product-production to building long-term relations with consumers, marketing efforts have been reflecting a desire to understand various factors influencing the decision-making process. The process of understanding the purchasing behavior of consumers has become more complex as new factors emerge that must be considered in both domestic and foreign markets due to globalization.

In their decision-making process, consumers utilize various factors to evaluate products. Products consist of a range of cues both intrinsic and extrinsic (Zeugner-Roth, 2017: 112). Intrinsic and extrinsic cues are among the factors that are integrated into the product evaluation process (Bilkey and Nes, 1982: 89). While intrinsic cues are attributes directly related to products and they can be manipulated only when the physical characteristics of the product are changed, extrinsic cues are not part of the physical product itself, such as guarantees, manufacturer's reputation, and brand name. (Olson and Jacoby, 1972: 167). Country-of-origin information can be described as one of the extrinsic cues as an intangible product attribute which is taken into consideration by consumers during their decision-making process. (Peterson and Jolibert, 1995: 884).

The country-of-origin effect has gained considerable importance and it has become one of the leading international marketing topics, with the recognition that the origin information could function as a weakness or strength that can cause multinational enterprises to be one-step ahead or lag behind of competition (Samiee, 1994: 579). The first empirical study, published in 1965 by Schooler, suggested that consumers may display biases stemming from the product origin, causing favorable and unfavorable effects on the product evaluation process (Schooler, 1965: 396).

Verlegh and Steenkamp (1999: 524) categorized the cognitive, affective, and normative mechanisms of the country-of-origin effect. According to their study, the cognitive aspect of the country or origin effect is related to cultural stereotypes based on a country's people and products. These stereotypes are utilized as signals of overall product quality. An affective mechanism includes symbolic values and emotional benefits that are gained through the purchase of a product from a specific origin. Finally, the normative mechanism is associated with social and personal norms that direct consumers in terms of their purchase behaviors. Verlegh and Steenkamp (1999: 537) suggest that the country-of-origin concept is a complicated construct that includes symbolic and emotional elements in addition to cognition, possibly making it more complex than first conceived.

According to Hong and Wyer (1989: 184), the quality signaling mechanism cannot fully account for the impact of the country of origin. The authors discovered that, similarly to other criteria such as reliability and quality, the country of origin has a symbolic and emotional importance for consumers and is crucial in influencing how consumers feel about products. An individual's origin might have an affective connotation that is established by indirect experiences such as culture, education, or well-known events, in addition to direct meetings with foreigners or experiences abroad.

Country of origin indicates the information related to where a product is produced (Zhang, 1997: 267). According to Gurhan-Canli and Maheswaran (2000: 97), perceptions of a country's origin reveal whether that nation is generally known for producing high- or low-quality goods. The production origin of goods serves as a stereotype that interferes with the decision-making process (Wall et al., 1991: 111). On the other hand, some studies support the idea that the country of the brand is the best indicator of the origin generally attributed to a product. The country of origin simply refers to a product's relationship with a place, whereas the country-of-association term more appropriately describes the country of origin (Andehn and Decosta, 2018: 886).

Even though the country-of-origin notion was referring to the "made-in" country, which identifies the country of manufacture, this concept has become a multifaceted concept as a result of international industrial activities and the ongoing

emergence of new market possibilities in developed and developing nations (Aiello et al., 2009: 324). Certain production process stages taking place in various nations have led to the creation of hybrid products, which has caused the emergence of the different country of origin subset concepts. The term of the country-of-design was developed to indicate the nation where the product was produced and designed. The country of assembly is another subset element that has been added to the country-of-origin literature over time. It refers to where the assembly is carried out during the production process (Chao, 1993: 293).

Suter et al. (2018: 49) identified country-of-origin image as a country-specific advantage for international businesses. It was stated that through a country image, firms can create distinctive assets or competencies that may lead them to have a competitive advantage in international markets. In addition, it has four sub-dimensions, such as textual and visual elements; natural resources; cultural resources; and senses.

Since the country of origin was studied for the first time in 1965, after more than five decades, studies point out that the country of origin is a valid cue utilized by consumers in their product evaluation processes even in the global era (e.g., Tse and Gorn, 1993: 71; Pharr, 2005: 41; Motsi and Park, 2020: 123). The following sections will provide an overview of the country-of-origin studies, which focus on the factors affecting the impact of the country of origin, multi and single-cue approaches, and their outcomes.

1.1.2. Factors Affecting the Country-of-Origin Effect

Some studies have shown that a consumer's reliance on the country-of-origin cue can change depending on things like the complexity of the product, the type of product, the customer's cultural background, how familiar they are with the product category, and how they feel about other countries.

Eroglu and Machleit (1989: 38) stated that the technical intricacy of a product affects whether or not consumers choose the country-of-origin cue as an indicator of quality.

Thorelli et al. (1989: 42) aimed to find the interaction between the country of origin, store image, and warranty when consumers are evaluating the products. According to the study results, store image and warranty were found to influence consumers' overall attitudes and perceptions of quality.

Schaefer (1997: 68) examined whether consumer demographics had an influence on country-of-origin effect while evaluating the overall quality, value for money, and social acceptability/trendiness. Results indicated that the magnitude of the country of origin was influenced by the consumer's age and socio-economic group. On the other hand, age was not found to have a significant effect on consumer evaluations.

Piron (2000: 317) suggested that the relative importance of the country-of-origin effect on a consumer's purchase changes depending on the product type. The findings revealed that the country-of-origin effect was stronger for luxury products than for economic products.

Cordell (1991: 127) found out that the product class and the perceived financial risk have an effect on the impact of origin information on consumers' product choice. The results showed that the country-of-origin effect for luxury goods was stronger than the effect for economic products. In addition, when consumers perceive a higher level of financial risk, this also affects their choice of products from different origins.

Zhang (1997: 267) aimed to explore the effect of consumer characteristics such as an individual's inclination to engage in laborious information processing (i.e., the need for cognition) on their product assessment. The findings demonstrated that the country-of-origin effect was particularly strong for subjects who were not predisposed to cognitively assessing product characteristics.

Consumers' cultural orientations, such as individualism and collectivism, have been found to affect their reliance on the country-of-origin effect differently when they evaluate foreign and domestic products. In addition, the study results also suggested that consumers' motivation to process information had an effect on the country-of-origin effect. While consumers were at low motivation levels, they considered the country-of-origin information. On the other hand, in the case of high motivation levels, consumers were focused on engaging with detailed processing and the reliance on the country-of-origin effect was diminished (Gurhan Canli and Maheswaran, 2000: 97).

Negative and positive consumer emotions are other crucial factors included in the country-of-origin studies. Klein and Ettensoe (1999: 19) found out that it is less likely to purchase products from specific countries if consumers harbor negative feelings against those countries due to military, diplomatic, or economic problems. Maheswaran and Chen (2006: 375) also studied the influence of anger and sad feelings toward countries on product evaluations. Oberecker and Diamantopoulos (2011: 61) explored that consumer affinity impacts positively the willingness to purchase products produced in that country.

Ethnocentrism is another factor that has been widely examined to understand its influence on consumers' product evaluation and purchase decisions for products from foreign countries. Several studies have discovered that consumers' ethnocentric tendencies moderate the relationship between country of origin and product evaluation (Brodowsky, 1998: 107; Pecotich and Rosenthal, 2001: 56; Balabanis and Diamantopoulos, 2004: 91).

In their study, Insch and McBride (2004: 263) focused on the country of origin and factors that can have an effect on it with an education and product ownership approach. They indicated that consumers' education and their situation of ownership of a product have a bearing on the strength of the country-of-origin effect.

Josiassen et al. (2008: 435) suggested that consumers emphasize the country-of-origin effect when they are unfamiliar with the given product. Cilingir and Basfirinci (2014: 301) said that the amount that people tend to rely on the country-of-origin cue changes depending on how involved they are with the product.

Ahmed and d'Astous (2008: 95) examined the antecedents and the moderators of the country-of-origin effect. The study examined the influence of level of economic development, individualism, collectivism, income, age, education, marital status, and participants' technological sophistication and innovativeness on their country-specific beliefs. The results showed that consumers' nationality and familiarity with a country's product had an impact on their country-of-origin evaluations.

Lee and Lee (2009: 146) investigated how the country of origin affects product appraisal and purchase intention by taking into account the consumers' product knowledge. It was found that the degree of customer product expertise had a different influence on how the country of origin affected product evaluation. The high level of

product knowledge was indicated to have a negative effect on the country-of-origin effect. In the case of product evaluation, consumers were found to rely less on the country of origin when they had high levels of product knowledge.

Prendergast et al. (2010: 183) examined the country-of-origin effect within the brand framework. The study results revealed that consumers' level of elaboration of the message, which is related to product attributes, alters the effect of the country of origin on consumers' product evaluation.

Sharma (2011: 300) sought to investigate the impact of ethnocentrism, materialism, and value consciousness on consumer evaluations of products with foreign origins. The results demonstrated that all psychographic variables focused on this had a moderating influence on the country-of-origin effect, which in turn has an impact on consumers' product evaluations and behavioral intentions.

Srivastava and Balaji (2018: 628) shed light on the role of consumer traits such as cosmopolitanism and the need for uniqueness in consumers' attitudes and purchase intentions toward products originating from different countries. They found that while cosmopolitanism had a positive effect on the attitudes of brands from developed markets, the need for uniqueness had a negative effect on them.

Basfirinci and Cilingir (2020: 172) pointed out the moderating effect of product involvement on the relationship between the country of origin and purchase intention. The finding revealed that when product involvement is low (high), the effect of the country-of-origin information on purchase intention is stronger (weaker).

1.1.3. The Country-of-Origin Effect and Multi Cue Studies

In the event that consumers have limited information about the product category or brand, they typically rely on the country of origin to infer product quality (Eroglu and Machleit, 1989: 38; Han, 1990: 32). Consumers judge foreign-made products based on preconceived notions, which are called stereotypes, they hold about the products produced in specific countries. Previous research suggested that consumers evaluate goods from developed nations favorably while assessing goods from less developed nations negatively. This situation shows that the country of origin

of a product can have a significant impact on whether a product is approved or rejected by consumers (Kaynak and Cavusgil, 1983: 152).

Even though it is a valuable extrinsic cue for consumers in terms of detecting product quality and product evaluation, in multi-cue studies its impact was found to be different than in single-cue studies when some other factors come into play. Wall et al. (1991: 111) tested the relative effect of the country-of-origin effect when it was presented with price and brand information. The results showed that the country-of-origin cue was the most important one for consumers to use when judging the quality of a product.

Liefeld and Wall (1993: 195) investigated how various independent factors, such as the country of origin, intrinsic product properties, and price influence consumers' product choice and quality ratings. Intrinsic cues refer to color, pattern, and size. The results demonstrated that when intrinsic cues were presented in most of the tested product categories, the intrinsic cue had a stronger effect than the country-of-origin effect, while the price had a minor effect.

Okechuku (1994: 13) conducted a study to examine the relative importance of several product cues, such as product origin, brand name, price, warranty, and product quality, which are used by consumers to evaluate products. The results of the study demonstrated that the country of origin of a product is one of the most attributes taken into account when evaluating it. It was frequently just as crucial as or more crucial than the price and the brand name.

Tse and Gorn (1993: 72) aimed to explore the impact of brand name and country-of-origin information on consumers' product evaluations. The results revealed that, although it had a diminished effect, the country-of-origin effect appeared to be a more persistent cue displaying an influence even after product experience. This contrasts with the effects of a global brand, which in this study appeared to fade with product experience.

Acharya and Elliott (2001: 70) looked at perceived product quality and purchase intention in relation to the country of assembly and the country of design. They found out that the origin of assembly was the most critical factor in determining product quality and selection. Although being important, the effects of the country of design, brand, and price cues had a lower impact than the country of assembly.

Ahmed et al. (2004: 114) focused on the relative importance of the country-of-origin information when other cues are presented. The findings show that the country of origin is important when consumers evaluate low-involvement products, but its influence is diminished when other extrinsic signals, such as price and brand, are provided. In these cases, the brand of the product becomes the key determinant for low-involvement products.

Leonidou et al. (2007: 811) aimed to find out the different factors influencing consumers' evaluations of products produced in different origins. The results showed that, depending on the product's origin, brand information either reduced the country-of-origin effect or increased its influence.

Chao et al. (2005: 187) examined how consumer product evaluations were influenced by the effects of celebrity, foreign brand, and country of origin. The study findings revealed that the country-of-origin effect had a significant impact on purchase intention. The results demonstrated that the non-celebrity endorsed products received higher purchase intention than the US-celebrity endorsed product. This situation was explained by the ethnocentric tendencies of consumers.

Chandrasen and Paliwoda (2009: 496) focused on the effect of the country of assembly and brand on consumers' quality assessments. The findings indicate that even though the country of assembly is an important cue, its effect diminishes when brand information is provided. It was also noted that the brand image enabled to mitigate the negative effects of the country-of-assembly when information about the brand was made available.

Godey et al. (2012: 1468) examined the relative importance of eight different factors, such as design, brand guarantee, price, country of origin, country of assembly, and country of design, which consumers can use during their decision-making processes for luxury goods. The findings of their international study showed that the country of origin of the luxury products was ranked fifth, which comes behind design, brand, and guarantee, in terms of their impact on the decision-making process.

1.1.4. The Country-of-Origin Effect and Purchase Decision

In their meta-analysis focusing on the country-of-origin effect, Verlegh and Steenkamp (1999: 538) suggested that the country-of-origin effect is a significant phenomenon that consumers can use in their product assessment. Although it was acknowledged as an important cue, it was discovered that the country of origin is more influential for perceived quality than for attitudes and likelihood of purchase.

Iyer and Kalita (1997: 15) examined the effects of country of brand origin and country of manufacture on consumers' assessments of the product's perceived value and quality as well as their willingness to purchase it. The findings revealed that both the country of origin and the country of brand were key determinants of product quality and willingness to buy.

In their study, which has the goal of exploring the country-of-origin effect on product evaluation and purchase intention, Lee and Lee (2009: 145) indicated that even though the country of origin had an impact on both consumers' purchase intention and product evaluation, its effect diminished when consumers had high levels of product knowledge.

Piron (2000: 317) approached the country-of-origin effect within conspicuous consumption, and they aimed to find out how the effect of the country-of-origin effect occurs for these types of products when consumers consider buying them. The study findings revealed that even though the country-of-origin information increased the rankings of luxury product attributes, it remained as a weak factor influencing the decision-making process.

Liu and Johnson (2005: 93) aim to find out whether country of origin information influences consumers' brand judgements. The study's findings demonstrated that when consumers were given country-of-origin cues, country-related prejudices were immediately triggered. Moreover, it was also found out that country stereotypes are able to influence consumers' brand judgements.

In their study, Aichner et al. (2017: 57) examined the effect of country-of-origin on willingness to buy products with foreign branding strategies. They have selected products that utilize different brand origins, which means they want to associate themselves with origins different than their actual "made in" origins. The

results showed that consumers rarely know the actual product origin, and the perceived origin positively influenced consumers' willingness to buy. Additionally, it was found that consumers' willingness to buy and pay fall significantly when they become aware of a company's use of a foreign branding strategy.

Nasution and Rossanty (2018: 199) investigated the country-of-origin effect on a consumer's purchase behavior for halal-labeled products. The findings revealed that the country of origin had an impact on purchasing behavior. The halal label and purchasing behavior were positively and significantly impacted by the country of origin's role as a moderator variable. The halal label's influence on consumer behavior was lessened by the unfavorable value of the country of origin.

Shirvani et al. (2020: 373) focused on the impact of country of origin on customer purchase intention while taking into account the mediating function of brand equity. The findings demonstrated that the country-of-origin had an impact on the brand equity dimensions. In addition, the brand equity dimensions also significantly influenced consumers' purchase likelihood.

Götze and Brunner (2020: 304) aimed to explore the role of the country-of-origin effect in the sustainable product market. The results showed that sustainability and product origin were associated with each other, and these were the essential drivers of consumers' purchase behavior.

1.1.5. The Country-of-Origin Effect and Quality Evaluation

Information about the country of origin is one of the product cues that signal its quality (Eroglu and Machleit, 1989: 28). This cue was also recognized as a potential asset that could provide the firm with a competitive advantage, particularly if it is link to high technical standards and innovation (Baker and Ballington, 2002: 160). In their study focusing on understanding whether the country of origin provides a competitive advantage, Agrawal and Kamakura (1999: 265) revealed that even though consumers' quality perceptions of products differed depending on their origin, the origin did not exert any adverse or positive effect on the product prices.

As well as the studies confirming the country-of-origin effect as a surrogate indicator of quality perception, Ettenson et al. (1988: 95) suggest that the impact of

country-of-origin is limited on purchase decisions, even if it has a significant effect on attitudes. In a similar vein, Johansson et al. (1985: 393) also found that the country-of-origin information had an effect on various product attributes, yet it did not seem to be very prominent, or it did not seem to express a persistent favorable or negative stereotyping regarding to the country of origin.

Acharya and Elliot (2001: 70) investigated the role of the country of origin in consumers' quality evaluation of products having trans-national production processes. In this study, the country-of-origin concept was divided into two distinctive subsets, such as country of assembly and country of design. While the country of assembly referred to the origin of manufacturing and packaging, the country of design referred to the place of the first idea developed. The results indicated that the country of assembly was the most important element in terms of what consumers used for quality evaluation.

Hui and Zhou (2002: 110) studied the country-of-origin effect on consumers' quality evaluations. This study also examined the country-of-origin effect on consumers' purchase intentions. The results showed that while the country-of-origin effect had a significant direct impact on consumers' overall product quality perceptions, its influence on purchase intention was indirect, which was with the moderation of the perceived value.

In their study, Chao et al. (2005: 186) pointed out that the country of origin was an essential factor affecting consumers' quality evaluations. The results revealed that the country of origin is positively related to consumers' quality ratings.

Yelkur et al. (2006: 34) investigated to provide an understanding of whether country-of-origin effects consumers' quality perceptions. The research results indicated that country-of-origin information is an important signal that consumers use for their quality perceptions and purchase decisions.

Veale and Quester (2009: 142) aimed to find out the relative importance of extrinsic and intrinsic cues during consumers' evaluation of product quality. The study was focused on wine, and the country of origin and price were utilized as extrinsic cues, while acidity was selected as an intrinsic cue. The findings showed that extrinsic cues were more crucial in terms of reliance for quality assessment than were intrinsic cues.

Carter and Maher (2014: 31) examined the effect of a country image on a consumer's product quality evaluations and attitudes toward foreign products, which in turn influence their willingness to buy foreign products. The results showed that while the country image had an impact on product quality evaluation and attitudes, its effect on willingness to buy was insignificant.

Kalicharan (2014: 900) focused on the effect of country of origin on consumers' quality evaluations of products from emerging and developed countries. In order to provide an insight into this matter, a literature review was conducted. The review revealed that due to the markets' competitiveness and technical developments in developed countries, consumers assumed that products manufactured in these countries would have better quality.

1.2. THE COUNTRY IMAGE

1.2.1. What is country image?

A person's overall descriptive, inferential, and informational perceptions about a given country are addressed as their country image (Martin and Eroglu 1993: 193). Country image is associated with a consumer's perception of and attitude towards a country, its citizens, and its products (Lu et al., 2016: 825). Consumers may have some stereotypes pertaining to a country. These stereotypes stem from consumers' beliefs about certain characteristics of the focal country. Nagashima (1970: 68) explained that a stereotypical image of a country is formed by its national characteristics, economic or political background, history, and traditions, which are assigned to the products produced in that specific country.

According to Josiassen and Assaf (2013: 158), customers' impressions of specific countries are defined as their country image. Roth and Romeo (1992: 480) also approached to the country of origin as the country image and their product characteristics. So, in their study country image was explained as perceptions of customers pertaining to shortcomings or strengths of a country in terms of production and marketing. The concept of a country image is multifaceted and encompasses factors other than those pertaining to a country's export goods. Consumers' judgments

of the quality of products can be favorably influenced by how that country's products are perceived (Gorostidi-Martinez et al., 2017: 590).

Some studies have stated that a country image is related either to halo or summary construct. These structures shed light on how researchers can understand how attitudes towards a product are formed. According to the halo construct, customers depend less on the product's place of origin when they are familiar with the product category. In summary construct, the product origin influences the beliefs about product attributes, which in turn affects the attitudes. On the other hand, in the case of summary construct beliefs about product attributes influence product origin, which leads to attitudes toward a product (Nebenzahl et al., 1997: 32).

Han (1989) conducted a study in order to understand which structure appears in which situation. The study suggested that while consumers do not have prior information about a specific country's products, their beliefs are formed via country image, leading to product evaluation. On the other hand, when consumers are familiar with the country's products, their beliefs about product attributes indirectly influence product evaluation through the country's image.

Laroche et al. (2005: 98) also proposed a country image model, which has three dimensions, such as country beliefs, people affect, and desired interaction. While country-belief describes consumers' beliefs pertaining to the country's industrial and technological development, the term people-affect describes how customers feel about the citizens of a nation. In addition, the idea of intended interaction captures customers' eagerness to forge strong economic relationships with the target country.

Roth and Diamantopoulos (2009: 727) suggest that the country image has three main dimensions: general country image, product country image, and product image. The first category, which is general country image, focuses on consumer evaluations based on the characteristics of the product intertwined with the economic, political, and historical background of the country. This category, general country image, refers to the body of people's beliefs and impressions pertaining to places (Kotler and Gertner, 2002: 251). The second and third categories differ from each other depending on their focal point, which is the country for the former and the product for the latter. The second category, namely product-country-image (PCI), focuses on the influence of countries as production origins and the impact of these on consumer evaluations of

products from that specific origin. In this category, country image and product image are acknowledged as separate yet interrelated factors. Consumer perceptions of foreign nations and the goods produced in those origins stand for the second category which is called as country image (Li et al., 1998: 116). Finally, the third category, called as product image, particularly focuses on the image of products produced in a given country. This last category takes into consideration consumers' evaluation of products from specific countries and its reflection on other product categories.

The concept of a country image expresses an individual's subjective attitude toward a country and its government, which includes both particular beliefs and general emotions in the functional, normative, aesthetic, and sympathetic aspects (Buhmann and Ingenhoff, 2015: 113).

The country-induced predispositions model was introduced to the literature by Kock et al. (2019: 46). They developed a model that had cognitive performance-related and affective performance-unrelated components. While the cognitive component included country imagery and country image, the affective component had a holistic country affect, which is made of animosity and affinity. The results showed that taking into consideration both cognitive and affective factors enable researchers to comprehensively understand the effects of the country-of-origin cue on consumer behavior.

1.2.2. Macro and Micro Level of Country Image

The country's image is very closely connected with the country-of-origin concept. Even though preliminary studies have started to investigate the effect of made-in information on consumer evaluations, over time the image notion has been modified, scrutinized, and measured to meet specific research objectives in different investigations, dividing the relevant literature into distinct streams (Leonidou et al., 2022: 744).

The fact that the developed stereotypes by consumers about specific production origins can manipulate their product evaluation (Jin et al., 2015: 389) leads researchers to understand this interaction and examine the micro-country image. The country image can be separated into two different classifications. While micro-country image

refers to consumers' overall perception of a country's products, macro-country image indicates the general perception of a country (Garcia de los Salmones et al., 2022: 137).

Hooley et al. (1988: 67) also suggested that images of the country of origin exist on two levels. When a country is mentioned at a macro level, a broad impression may be communicated. However, at a micro level, a more specialized image will be generated. At the macro level, the economic, political, and cultural contexts of the nation of origin are focused on in terms of their influence on consumers' decision-making processes. On the other hand, the micro-level image of the country of origin is related to product class stereotypes.

The macro country image was defined by Martin and Eroglu (1993: 193) as the sum of all descriptive, inferential, and informational opinions an individual has about a focal origin. According to Roth and Romeo (1992: 480), a country's micro-image is the overall impression that consumers have of its products based on their earlier impressions of the country's marketing and manufacturing shortcomings and strengths.

Buhmann and Ingenhoff (2015: 113) explained the macro country image as an attitude toward a nation, specifically an attitude toward the nation's territory, history, customs, domestic economy, public culture, norms, and values, as well as its political system. In their proposed model, a country image included three cognitive dimensions. The first dimension, called "functional image," referred to beliefs about a country's technological capabilities, political and economic performance; the second dimension, called "normative image," was associated with beliefs about a country's principles and fundamental values; and the last one, called "aesthetic image," was linked to the beauty or allure of a country based on its culture and nature.

Even though micro and macro country image seem to be two distinct concepts. Garcia de los Salmones et al. (2022: 146) suggested that there is an interaction between micro and macro country image. The results demonstrated that dimensions of macro country image such as politics, technology, society, and culture had an influence on micro country image.

There are several scales measuring the country image in the literature. Scales that consider a country image as a summary construct measure the characteristics of the products from the country. These types of scales are based on micro image that are

related to the image of products from a foreign country, and they aim to detect the image of the country in this way. On the other hand, scales consider the country image as a halo measure, a macro-level characteristic of the country. Some scales combine these two approaches. One of the widely used scales embracing macro-level country image belongs to Martin and Eroglu (1993: 200). They focused on a focal country's political condition, economic condition, and technological development situation to determine country image. In their scale, Lala et al. (2008: 53) embraced a foreign country's economic condition, its conflict with the customers' own country, political structure, vocational training, work culture, environment, and labor to detect a macro-level country image.

On the other hand, in his seminal study, Nagashima (1970: 71) aimed to determine the country image effect by asking questions related to price and value, service and engineering, reputation, design and style. A scale developed by Roth and Romeo (1992: 480) treated country image also with micro-level image and took into account the production specific country characteristics. Their micro-level country image scale involved innovativeness, which means utilization of new technology and engineering. Design was another facet, including appearance, style, colors, and variety. In addition, another sub dimension was prestige, which refers to exclusivity, status, and brand name reputation. Finally, the last dimension was workmanship, considering reliability, durability, and production quality. Moreover, another well-known scale was created by Agarwal and Sikri (1996: 28). The scale of Agarwal and Sikri (1996: 28), which was built on similar foundations to the scale of Roth and Romeo (1992: 480), was the price dimension added version of the scale of Roth and Romeo (1992: 480). Moreover, Han and Terpstra (1988: 242) in their micro-level country image scale focused on technological advancement, prestige, service, workmanship, and economy.

In their paper, Parameswaran and Pisharodi (2002: 264) combined both approaches and included macro and micro-level country images. On this scale, the general country (macro country image) was measured with country-related criteria related to friendliness and likeability, creativeness, education, hardworking, achieving high standards, standard of living, technical skills, political views, economic similarity, and participation in international affairs. Furthermore, the specific product

attributes were measured via high-quality, workmanship, exterior design, durability, service, features, and value for money.

1.2.3. Antecedents of the Country Image

The literature shows that attempts to understand the origins of country-of-origin judgments either concentrate on endogenous or exogenous causes. In order to explain variation in the country-of-origin ratings, studies of endogenous sources place an emphasis on quantifiable characteristics within consumers, such as values or psychographic aspects. For instance, materialism, ethnocentrism, product familiarity, brand familiarity, and demographics. On the other hand, studies of exogenous sources (outside consumers) place a focus on the target country's structural characteristics to explain variations in the country-of-origin ratings, such as focal countries' development level, industrialization level, cultural values, and political situation (Pharr, 2005: 41; Heslop et al., 2008: 362).

Nagashima (1970: 68) suggests that a country image stems from factors such as national characteristics, economic and political background, its history, and traditions. The ongoing positive or negative relationship or the incident between the two countries also creates a basis for the country image (Bar Tal, 1997: 494). According to Bar Tal (1997: 496), a country image perception can be obtained via direct contact or a medium such as TV, radio, magazines, schoolbooks etc. A country image, in general, represents existing stereotypes about a country's origin. These stereotypes may refer to either real or illusionary associations with the focal country.

O'Shaughnessy and O'Shaughnessy (2000: 57) suggested that stereotypes have a role in shaping the country image. The term stereotype refers to a prejudiced perception of a group or class of people that is unaffected by contradictory information. It was indicated that stereotypes can be either favorable, negative, or neutral and influence the overall country image.

Studies in the literature show that an individual's fluency in the language of the focal country influences the country image in a way that language fluency increases the objective evaluation as a result of an individual's ability to access additional

information from the focal country. In addition, demographics, and cultural orientation all play a role in consumers' country image perceptions (Balabanis et al., 2002: 602).

Balabanis et al. (2002: 604) focused on how human values influenced the country image. The study examined the effects of consumers' personal values related to their cultural background, demographics, fluency of the focal origin's language, universalism, security, and physical contact with the country. The study's findings demonstrated that human values are a greater predictor of a country's image than other variables.

Laroche et al. (2005: 109) examined the specific antecedents and outcomes of the country image construct. It was posited that country-beliefs, people-affect, and desired-interactions were the antecedents of the country image. In addition, it was suggested that country image had an influence on product beliefs and product evaluation. Country beliefs represent consumers' perceptions of unique country traits, such as its degree of industrial and technological development. Moreover, people affect reflected the affective response to the country's people. The study results validated that country beliefs, people affect, and desired interaction are the antecedents of country image.

Lopez et al. (2011: 1629) aimed to find out the role of corporate image in shaping a country image. Drawing on the results of previous studies in the literature it was stated that corporate image stands as an antecedent of country image. In addition, the findings also demonstrated that the effect of corporate image on country image can be moderated by country familiarity, corporate familiarity, brand image fit, and corporate brand category-country brand image fit, international visibility, and market visibility.

Andehn et al. (2016: 321) investigated the interaction between general country image, product-country image, and category-country image. The results indicated that basic country image, which refers to consumers' good or bad attitudes toward a country, was the antecedent of product image and product category image.

Bushra and Zafar (2017: 536) conducted a study that focused on cosmopolitanism, materialism, consumer ethnocentrism, and value consciousness as antecedents of country image and aimed to understand the role of country image in willingness to buy foreign and domestic products. The findings revealed that while all

the designated antecedents had an impact on foreign product image, only value consciousness and cosmopolitanism had a positive influence on domestic product image. In addition, willingness to buy was found to be positively affected by foreign product country image.

Motsi and Park (2020: 123) aimed to provide an understanding of how country stereotypes, which were referred to as perceived competence and perceived warmth. The results showed that national stereotypes were determinants of a country image.

In their meta-analysis of antecedents and outcomes of country image, Leonidou et al. (2022: 771) found out that foreign brand familiarity, foreign product familiarity, foreign country familiarity, consumer ethnocentrism, consumer patriotism, consumer animosity, and consumer demographics were antecedents of country image. In addition, while consumers' negative tendencies toward foreign products such as ethnocentrism, patriotism, and animosity negatively influence the country image, brand familiarity, product familiarity, and country familiarity positively affect the country image. Among other demographic factors, only education and income were found to have a significant positive impact on the country image.

Izmir et al. (2022: 215) investigated the antecedents of country image and its influence on consumers' behavioral intentions. Psychic distance between home and the focal foreign country, consumer ethnocentrism, consumer xenocentrism, and cosmopolitanism were approached as antecedents of the country image. It was also posited that a country image influenced the consumers' behavioral intentions. The results showed that the domestic country image was viewed negatively when the psychic distance to a highly developed nation is high. However, consumers in less developed nations evaluated the country image more positively when their psychic distance from a highly developed country was high. In the case of consumer ethnocentrism, the findings demonstrated that ethnocentrism was more influential for the home country image than the foreign country image. It was also found out that when consumers' levels of xenocentrism rose, their perceptions of foreign country image ascended, while their perceptions of their home country image fell. In addition, cosmopolitanism was found to affect only how a foreign country image was formed. As it was posited, the study results revealed that a country image was strongly linked with consumers' behavioral intentions.

1.2.4. Outcomes of the Country Image

In their study focusing on uni-national and bi-national products, Amonini et al. (1998: 23) examined the relative impact of micro and macro-country image on consumers' quality evaluations. Besides the significant effect of both country image concepts on consumer evaluations, the results demonstrated that micro-country image has a stronger effect on quality evaluations than macro-country image.

In their study focusing on consumers' quality perceptions of products produced in different foreign origins, Kaynak et al. (2000: 1238) discovered that consumers had a favorable quality perception for products from western countries, while they had negative quality perceptions for products from developing countries around Bangladesh, where the study was conducted.

The study results of Hsieh et al. (2004: 265) indicated that while consumer perceptions of corporate image and country image had a significant impact on their brand purchase behavior. It was also shown that the influence of certain product-image appeals was moderated by sociodemographic factors and national cultural traits.

Pappu et al. (2007: 735) found out that micro and macro-country image had an impact on consumer-based brand equity. In addition, the findings showed that the brand equity evaluations, which were linked with country image, varied between different product categories. Similarly, Yasin et al. (2007: 45) also found the positive effect of a country image on brand equity.

Ayyildiz and Cengiz (2007: 52) posited that there is a positive impact of a country image on consumer loyalty behavior. The findings of the study indicated the direct and indirect effects of a country image on perceived quality, perceived value, customer satisfaction, customer loyalty, and word of mouth.

Wang and Yang (2008: 469) aimed to find out the effect of the country image on consumers' purchase intentions. The result highlighted that a country image has a positive impact on consumers' purchase intention. Moreover, the finding also demonstrated that country image played a role as a moderator between brand personality and purchase intention. It was suggested that a positive country image could increase the favorable influence of brand personality on purchase intention,

whereas a negative country image could greatly reduce the positive impact of brand personality on purchase intention.

Lala et al. (2008: 63) focused on the different facets of country image and their impact on quality and purchase intention. In this study, a focal country's economic condition, its conflict with the customers' own country, political structure, vocational training, work culture, environment, and labor created the country image. The findings showed that a country image has an effect on quality evaluations, which in turn influences the purchase intention.

Chowdhury and Ahmet (2009: 499) conducted a study to provide insights into how general country image influences consumer evaluations. This study adopted the partitioned country of origin concepts with the aim of discovering their specific effects on the quality evaluations. The findings indicated that countries' established reputation for technological innovation or other talents and abilities connected to product development and production might be transferred to and associated with new products from their country.

Demirbag et al. (2010: 157) examined the interaction between the country image and product evaluation for products from emerging countries. In this study, country image referred to a country's overall image related to the quality level of products produced in that given country. The findings revealed that a country image influenced consumers' purchase decisions. Furthermore, materialism was discovered to moderate the relationship between country image and purchase decision.

Diamantopoulos et al. (2011: 519) examined the impact of the country image on consumers' purchase behavior. They also aimed to find the potential influence of brand image on this relationship between country image and purchase behavior. The results showed that country image has an influence not directly but through the brand image on purchase intention.

Hamzaoui-Essoussi et al. (2011: 977) investigated the effect of general associations with a country and country image in a specific product category on brand image and brand quality. The results showed that macro country image, such as the economic and political situation of a country, level of industrialization, and cultural values, had a positive impact on both brand quality and brand image. In the case of

micro country image, the limited effect varied depending on the selected product category.

Souiden et al. (2011: 362) examined the relative importance of country image along with the country-of-origin effect on product image, consumer uncertainty, and aspiration. The findings indicated that compared to country-of-origin, a country's image was a more effective tool for minimizing consumers' uncertainty and raising their desire to buy high-tech products.

Koschate-Fischer et al. (2012: 33) conducted research in order to understand whether and how the country image and consumers' willingness to pay interact. The results showed that consumers were more inclined to pay more for branded goods with a positive country image than for goods with a negative country image.

Vijaranakorn and Shannon (2017: 103) explored the country image for luxury products. The study suggested that a country image acted as a brand and influenced their evaluations. The findings demonstrated that a country image affected consumers' perceived value and their purchase intentions.

Foroudi et al. (2018: 471) examined the country image as a component of brand equity along with brand association, perceived quality, brand awareness, brand fondness, and brand image. The findings showed that a country image had an impact on brand loyalty and purchase intention.

Jin et al. (2018: 1678) investigated the relative importance of micro and macro country image on consumers' purchase intention and how the effect of these different aspects of country image changes depending on the product category. The results demonstrated that while macro and micro country image had an equally important impact on purchase intention for symbolic goods, in the case of functional goods, micro country image had a greater role in purchase intention.

Woo et al. (2017: 942) examined the effect of country image on consumer beliefs about a well-known product category and a less-known product category. The results showed that country image had a positive effect on consumer beliefs on both product categories. In addition, the findings also showed that this positive effect led to positive purchase intention.

Almoussa et al. (2019: 676) investigated the effect of macro-country image on consumers' purchase intentions and how this relationship was moderated by micro-

country image. The results indicated that the influence of macro country image on purchase intention was mediated by micro country image. In addition, this interaction varied depending on the product category and country.

Leonidou et al. (2022: 771) found that a country image had a positive influence on foreign product evaluation, foreign product attitude, and intentions to buy foreign products.

Garcia de los Salmones et al. (2022: 146) found out that country image is a strong determinant of consumer brand preferences. Innovation, prestige, and design associated with a country image were the main factors that created this impact.

1.3. THE COUNTRY-OF-ORIGIN EFFECT IN THE SERVICE INDUSTRY

The influence of origin cue on product attributes has also drawn researchers' attention to investigate its impact on intangible products. Even though there are a great variety of studies in this domain, the number of studies conducted in the services field pales in comparison to those carried out on tangible products.

A literature review was conducted in order to have a clear understanding of the country-of-origin effect in service settings. The literature review reveals two main categorizations in country of origin studies, such as comparisons between domestic and foreign-owned services (Harrison-Walker, 1995: 54; Pecotich et al., 1996: 218; Bruning, 1997: 63; Manrai et al., 1998: 601; Pinkaeo and Speece, 2001: 71; Supphellen and Rittenburg, 2001: 914; Speece and Pinkaeo, 2002: 63; Zhou et al., 2002: 61; Roggeveen et al., 2007: 405; Michaelis et al., 2008: 410; Zeugner-Roth et al., 2008: 586; Berentzen et al., 2008: 397; Ferguson et al., 2008: 433; Ahmed et al., 2010: 43; Hu and Wang, 2010: 202; Alamro and Rowley, 2011: 482; Kan et al., 2014: 114; Maruyama and Wu, 2014: 466; Poddar et al., 2015: 127; Bandyopadhyay, 2016: 254; Livanis et al., 2016: 61; Garcia-Gallego and Chamorro Mera, 2017: 213); and comparison of differently originated foreign services (Ofir and Lehmann, 1986: 106; Bourke, 2000: 117; Ahmed et al., 2002: 287; Cheng et al., 2008: 423; Thelen et al., 2010: 200; Bose and Ponnamm, 2011: 101; Morrish and Lee, 2011: 520; Cheng et al., 2014: 4; Basha et al., 2015: 186; Chee et al., 2016: 93; Ramkumar and Jin, 2019: 190).

In two studies, the local customers evaluated just one specific foreign country instead of multiple origins (Nijssen and Herk, 2009: 99; Josiassen and Assaf, 2013: 161).

The literature review revealed that different service domains were selected to conduct country of origin studies, such as education (Bourke, 2000: 117; Pinkaeo and Speece, 2001: 71; Speece and Pinkaeo, 2002: 63; Ferguson et al., 2008: 435; Morrish and Lee, 2011: 520; Basha et al., 2015: 186; Chee et al., 2016: 93), e-tailing / retailing (Pecotich et al., 1996: 217; Supphellen and Rittenburg, 2001: 914; Cheng et al., 2008: 423; Kan et al., 2014: 114; Maruyama and Wu, 2014: 466; Ramkumar and Jin, 2019: 190), airline services (Bruning, 1997: 64; Zeugner-Roth et al., 2008: 586; Berentzen et al., 2008: 397; Ahmed et al., 2010: 43; Josiassen and Assaf, 2013: 165; Cheng et al., 2014: 4), insurance (Speece and Pinkaeo, 2002: 64; Lin and Chen, 2006: 255; Michaelis et al., 2008: 410; Livanis et al., 2016: 62), financial services (Manrai et al., 1998: 601; Berentzen et al., 2008: 397; Nijssen and Herk, 2009: 99; Garcia-Gallego and Chamorro Mera, 2017: 213), call center services (Roggeveen et al., 2007: 405), hotel services (Ofir and Lehmann, 1986: 106; Zhou et al., 2002: 61; Bandyopadhyay, 2016: 254), telecommunication services (Michaelis et al., 2008: 410; Alamro and Rowley, 2011: 482), medical services (Harrison-Walker, 1995: 51), restaurant services (Zeugner-Roth et al., 2008: 586), and entertainment services (Bose and Ponnampalasa, 2011: 101).

1.3.1. Comparison Between Domestic Services and Foreign Owned Services

Harrison Walker (1995: 54) aimed to find out whether the nationality of the service provider creates a prejudice during the process of service provider selection and how additional information about the service provider leads that process when it is available. Participants were provided American, Indian, Japanese, and Spanish doctor ads, including information related to board certification, available days, and offered services. It was seen that the origin of the service provider affected the service provider selection in a negative way when the customer's and the service provider's origins did not match. It was also reported that the relationship between service providers' origin and customers' choice of provider is moderated by additional

information. Harrison Walker (1995: 54) stated that the disadvantages of national stereotypes may be avoided by presenting detailed information about the service provider.

Bruning (1997: 67) did research to find out if national loyalty and an airline's origin are of important effect on service provider selection. In this study, participants were asked to indicate their preferences among airlines from Mexico, Canada, and the USA, considering price, type of aircraft, number of stops, and country of origin of the carrier. After price, the origin of the carrier was found to be the second important factor consumers take into account in the decision process. The national (Canadian) airline was the most preferred one among others, and this situation was explained by a person's loyalty to her/his country in a purchase decision.

Manrai et al. (1998: 606) pointed out the role of the economic development of a country in the product evaluation process. Several tangible products and banking services from 21 different countries with dissimilar development levels, namely highly developed, developing, newly industrialized, and newly marketized, were included in this study. The results demonstrated that product evaluations were affected by the economic development of the country where the product or service originated. Luxury goods, which also involve banking services, enjoy the greatest benefit by being from a highly developed country.

Pinkaeo and Speece (2001: 77) included different origin information, such as country of brand origin, country of design origin, and the origin of the instructor, into their study in an effort to investigate how different origin dimensions create an effect on students' overall expectations from international business education. Developed countries generated the highest expectations for quality, pride of ownership, reliability, and price, followed by newly industrialized and developing countries. Even though Thailand is located among developing countries, ethnocentrism caused Thai students to rate their business education highly, which was similar to developing countries.

Supphellen and Rittenburg (2001: 920) analyzed how the power of ethnocentrism alters evaluations of attributes when a foreign brand is known as superior in comparison to domestic brands. The asymmetric effect of ethnocentrism on evaluations leads consumers to emphasize more the positive aspects of domestic brands when the foreign brand's superiority is accepted. Consumers favor subjective

experience attributes more than search attributes, which are objective and easy to observe. This manner of evaluation enables consumers to establish the process on a reasonable ground.

Speece and Pinkao (2002: 64) chose education and life insurance services to contribute to the literature of the country-of-origin effect in the services field. Participants, who were students, ranked 14 countries by taking their development level into consideration. The result showed that services from developed countries had the highest ranking for expected quality, pride, and reliability. Expectations brought the high price expectations, which means services from developed countries are expected to have higher prices in comparison to those from developing and newly industrializing countries, except Thailand. In spite of Thailand was placed among newly industrialized countries by consumers, it is a developing country. Even though Thailand was ranked among newly industrialized countries, the perceived price level was below that of other industrialized countries. This discrepancy was explained by ethnocentrism, which caused an impartial evaluation of home country services.

The research by Lin and Chen (2006: 260) was designed to find out how consumer purchase decisions are affected by country image, product knowledge, and product involvement. Taiwanese, Chinese, and American insurance and catering services operating in Taiwan were included in the study. It was explored that when a consumer's product involvement level is high, the origin of the service provider has a stronger effect on both information search intention and purchase intention.

Roggeveen et al. (2007: 407) conducted two studies so as to empirically test how the location of the call center and the reputation of the firm affect consumers' expectations. Both studies were conducted in the USA. In the first study, participants were equipped with information about the call center location and firm reputation. Based on this information, they were asked to rate their satisfaction expectations. It was found that when the firm's reputation level was low, post-sale service expectations, such as satisfaction, were low in the case of a call center location that was economically and culturally different from the participant's country. When it comes to well-known companies, the call center location did not alter the service expectations. In the second study, problem solving was included in the experiment. It was revealed that when the firm's reputation was low, participants believed that the

possibility of problem solving was relatively high, in the event the call center was located in the USA, when compared to foreign locations. It was also expected that well-known firms would give better training to their employees.

Michaelis et al. (2008: 413) attempted to explore the influence of the origin of the service provider and the corporate reputation of the firm on initial trust. National and German telecommunication and insurance companies that have activities in Poland were focused on. Telecommunication service was chosen as a low-risk service and insurance as high-risk. It was found that a positive country of origin produced a greater level of trust only when it was a highly risky service.

Zeugner-Roth et al. (2008: 594) sought to analyze the relationship between country brand equity, country origin image, and product preferences. Tangible products such as jeans and sports shoes were included in the study, along with air transportation and restaurant services. Country brand equity can be described as the extra value for the product when it is associated with a country. It was reported that country image had an effect on product preferences via its effect on country brand equity, which consists of country brand loyalty, perceived country brand equity, and country awareness.

Berentzen et al. (2008: 402) made an effort to find out how the importance assigned to a country of origin by a consumer differs when they are provided with additional quality cues. Rating, interest rate, period of investment, and origin of the bank were presented as additional information, while the age of the airplane, price, and distance from the airport to the place of residence were given for low-cost airline services. In the absence of any additional information, the country of origin occurred as the second most influential cue for purchase intention for banking services. However, the significance was lessened when participants were furnished with additional information. When it comes down to airline service, country of origin effect had relatively less importance by comparison with banking services. For airline services, the presentation of additional information caused higher country of origin importance, which was explained by consumers' tendencies to rely on informational cues for purchase decisions when it was a risky service.

The goal of Ferguson et al. (2008: 435) was to investigate the country-of-origin impact on evaluation services in West African countries. As a first step, a qualitative

study was conducted with several stakeholders who were high school students, employers, parents of students, and educators. Situational and personal characteristics were examined in order to find out their influence on educational service evaluation. In the next step, Ghana and Ivory Coast were chosen for the second study, which pointed out that stakeholders with strong motivations (e.g., parents and educators) in evaluation services are less inclined to depend on country-of-origin attributes. For students, the likelihood of relying on country-of-origin attributes was high. In addition to these, it was seen that the evaluation processes of individuals with low ability to process information regarding high education, who were students and employers, were determined with country-of-origin attributes more than other stakeholders. Results also revealed that ethnocentric and collectivist individuals preferred local services instead of foreign ones.

Ahmed et al. (2010: 50) explored the probable influence of the country-of-origin effect and patriotism on Lebanese consumers' perceptions and purchase intentions for domestic and foreign airlines operating in Lebanon. One domestic (Middle East Airlines) and five foreign airlines (Jordanian Airlines, Syrian Airlines, Emirates Airlines, Qatar Airways, and Kuwait Airways) were selected for the study, and participants rated these airlines in terms of quality, price, and flight service. The results showed that participants with high patriotism picked domestic airlines as their first preference, while those with low patriotism selected Emirates. Study results confirmed that participants' evaluations of airlines were influenced by the characteristics of the airline's home country, such as its strengths and richness.

Hu and Wang (2010: 206) compared e-retailers on eBay USA in an attempt to determine whether there is a discrepancy between prices of products and services due to the retailer's origin. Two products and two services, which were sold by retailers from different countries, such as Australia, Canada, the UK, and the USA, were selected for the study. For online game strategies and mobile unlocking services, it was seen that sellers with different origins than the USA had significantly lower prices, while retailers from the USA benefitted from price premiums.

Alamro and Rowley (2011: 482) tested the effects of brand awareness, brand image, and consumer attributes on brand preference in a telecommunication services setting. Brand image was divided into two categories: service value and provider

attributes which includes country of origin information. The results highlight the fact that country of origin had a limited effect on brand preference when advertising had the greatest influence.

The main aim of Kan et al. (2014: 120) was to explore the country-of-origin effect on store evaluations and purchase intentions. The study was conducted in China and Spain by using one local and one foreign retail store (French). Analyses confirmed that store evaluations and purchase intentions were influenced by the country image in both countries.

Maruyama and Wu (2014: 471) focused on the importance of retailer origin and the importance of supporting domestic retailers during the retailer preference process. Results indicated that the perceived importance of the origin did not have a role in the retailer selection process, but on the other hand, it was found that the perceived importance of supporting domestic retailers had an influence on consumers' retailer choices.

Bandyopadhyay (2016: 258) conducted his study in China, including services from hotels and restaurants, in an effort to investigate the impact of extrinsic cues such as price and country-of-origin information on all dimensions of service quality. The origin and price information of domestic and foreign (USA) hotels and restaurants were provided to the participants, and they were asked to evaluate the service quality. The results displayed that foreign hotels and restaurants received higher rankings for service quality dimensions, which verifies the influence of the country of origin on service quality. In the case of price, high price levels created high levels of quality perceptions for local restaurants and hotels, but there was not a substantial difference between American low or high price hotels/restaurants in terms of quality.

Livanis et al. (2016: 74) analyzed the service provider selection for offshore and offshore-outsourcing services and the role of the country-of-origin effect in this process. In this study, participants were given different scenarios relating to service providers with different cultural and economic backgrounds. After being furnished with information, participants were asked to indicate their preference for origin of outsourcing if they were the manager. Results exhibited that, while no Muslim countries were taken into account, developed countries were favored over developing countries as offshore outsourcing destinations. On the other hand, in the case of a

comparison of developing countries for outsourcing destinations, Muslim countries were preferred rather than non-Muslim countries. The study accentuates the utilization of the development level of a country and cultural proximity information as an indicator of supplier quality in different instances.

Garcia-Gallego and Chamorro Mera (2017: 218) looked into the importance of brand origin during the selection of financial institutions compared to other attributes. Three different origins were selected: regional, national, and foreign. Besides the origin cue, participants were equipped with other attributes to evaluate, such as treatment by employees, office location, online banking features, and social activities like sponsorships. The results suggested that the origin attribute had the greatest impact on preferences in comparison to others. In addition, regional origin was the most favored origin.

1.3.2. Comparison of Differently Originated Foreign Services

Ofir and Lehmann (1986: 107) examined the effect of a country origin on consumers' beliefs about foreign ski resorts' attributions. Consumers from the USA evaluated resorts from Switzerland, France, and Austria in terms of being modern, exciting, entertaining, challenging, friendly, honest, sophisticated, romantic, picturesque, and expensive. The results demonstrated that when customers have a low level of information about a service provider, their evaluation is influenced by the image of the product category from a specific country (Ofir and Lehmann, 1986: 107).

Bourke (2000: 124) examined the country-of-origin topic for educational services. Students from Ireland and Malaysia were asked to indicate what factors they consider while choosing a country to study medicine. It was asserted that students attach greater importance to the host nation than to the institution. The reputation of a country came to light as one of the main variables that students utilized during the selection process. The United Kingdom, Australia, the USA, and New Zealand were acknowledged for providing high quality education.

Ahmed et al. (2002: 293) carried out their study to investigate what role the country-of-origin effect and brand play in quality perceptions, consumer attitudes, and purchase intention for cruise services. In addition, it was also aimed to find out which

factor has a stronger influence on consumer evaluations. It was confirmed that the country of origin of the service provider is of stronger effect on quality evaluations and consumer attitudes toward services than brand, whereas brand has a powerful effect on purchase intentions. It was presented that a positive country origin may make up for the negative effect of a weak brand name, but a strong brand may not be able to reduce the negative impact of an unfavorable country origin.

Cheng et al. (2008: 425) intend to examine how e-tailer brand equity, country of e-tailer, and guarantee quality affect the perceived quality of the foreign e-tailer, which also influences the consumer's perceived purchase risk from international e-tailers. Service quality perceptions were more likely to derive greater benefits from being registered in a country with better country images. This situation also helped to diminish the perceived risk of online shopping.

The aim of Thelen et al. (2010: 207) was to analyze if there is a difference between countries in terms of consumers' perception of service quality. The study tested whether the perceptions of the service quality of offshore service providers vary if they are from different countries. It was found out that services from Canada were rated as high quality, while India received the lowest rankings for service quality. It was stated that the geographic nearness of the country of offshore services does not influence the service quality of consumer perceptions.

Bose and Ponnampalnam (2011: 103) focused on different forms of entertainment from different origins to be able to see if the origin cue has an impact on willingness to consume. The results indicated that the USA was the most preferred origin for all forms of entertainment. In this case, one may say that the entertainment preferences of Indian consumers were influenced by the country-of-origin effect.

Morrish and Lee (2011: 522) aim to reveal what the factors students and their parents in China take into consideration while choosing an international education institution. Students and their parents were interviewed with a view to detecting which factors were concentrated on in the process of study destination selection. As a result of interviews, it was seen that both country-based and institutional factors influenced the process. Participants created a connection between the institution's quality and the host country's size, economic power, and development level.

Cheng et al. (2014: 8) conducted research to understand the impact of a country image on airline service evaluations when origin information was the only provided extrinsic cue. Taiwan, South Korea, and China were selected. Economic development, political environment, technological environment, and people were determined in attempt to examine if these facets of a given country create a bias on quality perceptions. Results showed that a country image alone plays a critical role in the assessment process of the service quality when there is no additional cue. Additionally, it was suggested that less developed countries suffered from biases towards their services.

Basha et al. (2015: 193) attempted to comprehend how students' risk perceptions are influenced by the country of origin and delivery mode of a university. The study consisted of two parts. In the qualitative part, students expressed several risks they take into consideration when they choose an international university. Performance, financial and social risk came to light as a result of the qualitative part. In the quantitative part, students were asked to evaluate 18 different universities with different origins, different modes of delivery and different university attributes so as to see in total which attributes had the highest impact in all three risk groups. It was seen that delivery mode and the country of origin had an impact on all risk groups, especially social risk. Social risk occurs with the impressions of other people. In addition to these, Malaysia had the highest social risk, while the UK had the lowest.

Chee et al. (2016: 95) designed a study in order to test the influence of university location on university reputation, university image, perceived quality, and brand equity. The United Kingdom was picked as a developed country, while India was picked as a developing country. It was found that university location affected all four dependent variables. Developed countries' home and international branch campuses were rated higher than developing countries' home and international branch campuses in terms of image, reputation, perceived quality, and brand equity.

Ramkumar and Jin (2019: 195) examined the antecedents of international online shopping intentions, namely trust, transaction utility, and product uniqueness, and the moderation of the e-tailers' country image. The study was conducted in the USA with two different origins: the United Kingdom and China. The only meaningful result was the particular importance of trust in international online shopping,

regardless of the country image. In addition to these, transaction utility was found to have an effect on consumers' initial international online shopping intentions only in the case of retailers from the United Kingdom.

1.3.3. Antecedents of the Country-Of-Origin Effect in the Service Industry

In their study focusing on understanding the role of ethnocentrism on consumers' attitudes toward using foreign services, De Ruyter et al. (1998: 196) found out that cultural openness to foreign cultures, patriotism, conservatism, and collectivism/individualism were the antecedents of ethnocentrism.

Speece and Pinkaeo (2002: 71) investigated the influence of origin information on consumers' service quality evaluations and price level expectations. The study results reported that the ethnocentric tendencies of consumers exerted an effect that led to unobjective evaluations. In addition, Supphellen and Rittenburg (2001: 920) also highlighted the similar effect of ethnocentrism on consumer attitudes toward domestic and foreign services.

Shimp et al. (2004: 84) approached consumer animosity differently than negative feelings toward specific foreign countries. This study focused on regional animosity within the borders of a country. The study findings revealed that consumers' evaluative judgments of services were influenced by regional animosity.

Shoham et al. (2006: 102) carried out their research in order to understand the role of animosity in consumers' quality judgements and willingness to buy for services from foreign origins. It was suggested that dogmatism, nationalism, and internationalism are the antecedents of consumer animosity, which was assumed to have a direct effect on quality judgements and willingness to buy. The results showed that while dogmatism and nationalism were positively related to animosity, internationalism was negatively associated with it. In addition, the results showed the significant negative effect of consumer animosity on consumers' quality evaluations and willingness to buy services from specific foreign origins.

In their qualitative study, Ferguson et al. (2008: 435) examined how situational and individual characteristics influence the application of country-of-origin information when consumers evaluate educational services. The findings revealed that

situational personal characteristics such as motivation and ability to process information, and individual characteristics such as ethnocentrism and cultural orientation, impacted the utilization of country-of-origin information.

Ahmed et al. (2010: 50) approached patriotism as an antecedent of consumers' quality evaluations pertaining to foreign and domestic airlines. The research findings showed that consumer evaluations of domestic and foreign airlines were influenced by their level of patriotism. In addition, their level of patriotism was investigated to determine whether demographic characteristics were linked to patriotism. However, there was no significant relationship.

Ahmed et al. (2013: 556) investigated the effects of religiosity, consumer animosity, and consumer ethnocentrism on their product judgement and purchase decisions for foreign restaurant services. In this study, consumer animosity was found to have an impact on purchase intention, and consumer ethnocentrism was found to have an influence on product judgements.

Garcia-Gallego and Chamorro Mera (2017: 218) investigated the importance of the origin in customer preferences towards businesses providing financial services. The researchers identified familiarity with financial products, level of ethnocentrism, gender, education level, and income level as the antecedents of the origin effect. The results showed that, except for age, the other variables did not have a significant effect.

Sapic et al. (2019: 1721) aimed to understand how specific personal traits affect customers' thoughts and behavior toward both their own nation and other nations. In this study, personal traits included variety-seeking, desire for unique products, cosmopolitanism, and personal innovativeness. According to the findings, whereas cosmopolitanism and personal innovativeness have a favorable influence on behavioral intentions for foreign services, a need for uniqueness has a negative influence on behavioral intentions for domestic services.

Ostrovskiy et al. (2021: 545) examined the role of country-of-origin information on consumer attitudes toward foreign services and willingness to buy foreign services. In addition, the research also investigated the influence of consumer animosity and consumer conservatism when consumers evaluate services of foreign origins. The results validated the negative effect of consumer conservatism and animosity on consumer evaluation and decision-making processes for foreign services.

1.3.4. Outcomes of the Country-Of-Origin Effect in the Service Industry

Service quality perception is one of the most examined outcomes in the literature. Studies have shown that consumers' service quality perceptions vary depending on the origin of the service provider (Zhou et al., 2002: 61; Hyllegard et al., 2005; Bandyopadhyay, 2016: 258; Schuckert et al., 2019: 534). Research in the literature demonstrated that services from developing countries were associated with lower quality in comparison to those from developed countries (Pecotich et al., 1996: 222). The development level of the service provider's origin was found to have an influence on consumers' quality evaluations for various services such as financial services, educational services, insurance services, and offshore services (Manrai et al., 1998: 606; Pinkaeo and Speece, 2001: 71; Speece and Pinkaeo, 2002: 64; Chee et al., 2016: 95; Thelen et al., 2010: 207; Lu et al., 2020: 250). Furthermore, some research approached service quality perceptions from the standpoint of the country's image and showed how the country image affected consumers' quality perceptions (Cheng et al., 2008: 425; Cheng et al., 2014: 8; Hauff and Nilsson, 2017: 361).

The study of Pecotich et al. (1996: 222) was the first in the literature to specifically address and validate the impact of the country of origin on purchasing intentions in the services sector. Studies suggested that consumers' decisions to engage in particular forms of entertainment were influenced by the country-of-origin effect. (Bose and Ponnamp, 2011: 103; Vendrell-Herrero et al., 2018: 180). In the case of university selection, consumers' purchasing intentions were revealed to be significantly influenced by the perceived institution image rather than the perceived country image. (Nghiem-Phu and Nguyen, 2020: 37). In addition to studies showing how consumers' purchase intentions vary depending on the origin of service providers (Ostrovskiy et al., 2021: 545; Sapic et al., 2019: 1721; Li and Xie, 2021: 1802), a review of the literature revealed that the country-of-origin effect is significant when consumer product involvement is higher, and consumption is socially visible. (Lin and Chen, 2006: 260; Josiassen and Asaf, 2013: 167).

Harrison-Walker (1995: 54) selected the medical services to examine how the origin of the medical professional had an impact on consumers' service provider selection. The results showed that national stereotypes about the service providers'

origins affected the consumers' decisions in the selection process. Besides medical services, origin information of the service provider was also found to influence consumers' selection processes for service providers in international education and financial services (Morrish and Lee, 2011: 520; Bourke, 2000: 124; Ferguson et al., 2008: 435; Garcia-Gallego and Chamorro Mera, 2017: 218).

The country of origin was also examined for branding in the service marketing field. Zeugner-Roth et al. (2008: 594) indicated that the country brand equity construct, which embraces the country-of-origin information as a component, had a positive impact on consumers' service provider preferences. On the other hand, Alamro and Rowley (2011: 482) pointed out that the country of origin had a minimal effect on consumers' preference for the service providers' brand.

In their study, which focused on general (macro) country image, Ofir and Lehmann (1986: 107) found out that customers' evaluation of foreign accommodation services varies depending on their origin. American consumers' evaluation of specific attributes was influenced by the origin of the ski resort, which was the selected service for the study. Consumer price perceptions were found to vary depending on the origin of the service provider (Hu and Wang, 2010: 206).

Studies conducted in the field of educational services demonstrated that developed countries received more positive evaluations about reliability and price level expectations (Pecotich et al., 1996: 222; Pinkaeo and Speece, 2001: 78; Speece and Pinkaeo, 2002: 71) than developing countries. In a similar vein, the development level of a country was found to affect the reputation and image of the service providers (Chee et al., 2016: 95). Furthermore, due to the association between ethnic stereotypes and particular occupations, consumers' perceptions of the service provider's ability and willingness to pay more were also influenced by the service providers' ethnic origin. (Gill et al., 2017: 536).

The literature has conflicting results on how the country of origin affects trust level. Although the positive country-of-origin impact was discovered as a cue that increased confidence in a high-risk service setting (Michaelis et al., 2008: 413), it was also reported that the service provider's country of origin had an influence on trust (Walsh et al., 2012: 961).

Shanahan and Hyman (2007: 111) focused on the link between the country of origin of the service provider and the consumers' satisfaction level. It was revealed that the location of the service provider, whether in a developed or developing nation, affects initial expectations, which in turn affects satisfaction levels. According to certain studies, consumer satisfaction is closely related to how positively they feel about foreign businesses. (Nijssen and Herk, 2009: 102). Additionally, Gill et al. (2017: 536) showed that there was a significant relationship between the service provider's performance and ethnic group. On the other hand, some studies in the literature emphasize that there is no connection between lower performance and the location of the service provider (Walsh et al., 2012: 962). In addition, it was discovered that the association between the origin of the service provider and the satisfaction level was moderated by the competency of the service provider and the presence of service recovery (Poddar et al., 2015: 131).

Pinkaeo and Speece (2001: 77) found out that greater degrees of pride in purchasing were caused by service providers from industrialized nations. Poddar et al. (2015: 133) demonstrated that the origin of the service provider had an impact on complaint intention, recommendation behavior, satisfaction with interaction, and future business intention, all of which may change depending on the competence of the service provider, whereas the location of the service provider had no impact on word-of-mouth communication (Walsh et al., 2012: 962). Consumer loyalty was found to be enforced by perceptions of a foreign service industry (Nijssen and Herk, 2009: 102). Additionally, when consumers from the minority group were serviced by service providers from the ethnic majority, the quality of their relationship with the service provider was better (Azab and Clark, 2017: 64).

CHAPTER TWO

POSITIVE AND NEGATIVE CONSUMER DISPOSITIONS

2.1. POSITIVE AND NEGATIVE CONSUMER DISPOSITIONS IN THE COUNTRY-OF-ORIGIN LITERATURE

The interest in consumers' dispositions has gained more attention as researchers aim to thoroughly understand consumer choices for local and international goods or brands in marketplaces that are becoming more and more globalized (Bartsch et al., 2016a: 82). These consumer dispositions can be approached with in-group and out-group categorization. Consumers with an in-group disposition are individuals who favor goods and brands made in their own country in an effort to build their sense of national identity. On the other hand, out-group disposition refers to consumers' tendency to connect with foreign countries in terms of consumption (Salomao et al., 2022: 1).

Consumer dispositions toward foreign or domestic products also differ among themselves in terms of the scope of the focused country. Consumers may avoid buying foreign products in general (e.g., ethnocentrism, nationalism, etc.), or they may specifically deny buying products from specific origins (e.g., animosity, xenocentrism, etc.). A similar mechanism comes into play in the case of positive dispositions. Consumers may become more likely to prefer foreign or global products in general (e.g., cosmopolitanism, global consumption orientation, etc.) or products from particular origins (e.g., consumer affinity) (Bartsch et al., 2016a: 90).

In the literature, there are a large number of studies examining the effects of consumer dispositions on their quality evaluations and purchase intentions. In the realm of international marketing, consumer cosmopolitanism and consumer ethnocentrism have both been widely examined (Han and Won, 2018: 53). Consumer cosmopolitanism is defined by Riefler et al. (2012: 287) as the level of openness a consumer displays toward products from foreign country origins and recognizes the richness introduced to their domestic market through the accessibility of goods and services from various origins. Moreover, it was also stated that cosmopolitan consumers have a favorable attitude toward purchasing goods made in countries other

than their own. According to Hannerz (1990: 241), one of the key characteristics of cosmopolitan people that distinguishes them from certain tourists and expatriates is their connection with people from, traditions, and lifestyles of the focal foreign origin.

In their study, considering cosmopolitanism and consumer ethnocentrism as antecedents of country image, Jin et al. (2015: 389) found that cosmopolitanism and product country image were positively related, with this relationship being even stronger among consumers from developing countries. In addition, cosmopolitanism was positively related to foreign country product image for both consumers from developing countries and consumers from developed countries.

Sousa et al. (2018: 181) examined cosmopolitanism and ethnocentrism to understand their influence on consumers' purchasing behavior and intentions to visit foreign countries. The results of the study showed that cosmopolitan customers have a stronger tendency to purchase foreign goods and travel abroad. However, ethnocentrism seemed to discourage people from traveling to other countries.

From a brand image perspective, Srivastava et al. (2021) found that cosmopolitanism has a favorable impact on consumer attitudes toward foreign brands, which in turn positively affects consumers' purchase intentions toward foreign brands and negatively affects their purchase intentions toward domestic products.

Cosmopolitanism has been found to influence consumer attitudes and purchase intentions (Cleveland et al., 2009: 138; Riefler et al., 2012: 298; Makrides et al., 2021: 1163; Han et al., 2021: 660); product evaluation (Zeugner-Roth et al., 2015: 43; Wilkins et al., 2019: 1324; D'Astous et al., 2021: 18); behavioral intentions for foreign services (Sapic et al., 2019: 1721).

The country-of-origin literature presents various studies examining the effects of consumer ethnocentrism and consumer animosity in the same research. Consumer ethnocentrism describes customers' inclinations toward domestic goods or opposition toward imported goods. Consumer ethnocentrism gives people a sense of belonging and an attachment to their home country, which influences their shopping behavior (Sharma et al., 1995: 27). On the other hand, consumer animosity is the reflection of one's unfavorable feelings about a certain country that are caused by military, political, or economic events (Klein et al., 1998: 90).

Souiden et al. (2018: 827) examined the interaction between animosity and ethnocentrism, as well as their impact on product evaluation and willingness to buy. It was found that consumer ethnocentrism is related to consumer animosity. In addition, while both consumer ethnocentrism and consumer animosity had an influence on willingness to buy, only consumer animosity affected quality perceptions. Similarly, Jimenez and San Martin (2010: 40) also indicated that animosity and ethnocentrism are linked to each other. It was noted that consumer animosity toward foreign countries increased ethnocentrism, but it was also highlighted that there is only a weak association between the two constructs.

The study by Li et al. (2012: 2266) investigated the relative importance of consumer ethnocentrism and consumer animosity for quality perceptions, which are expected to influence purchase intention. The findings suggested that consumer ethnocentrism had a positive impact on consumer behavior when buying domestic products and a negative impact when buying foreign goods. In the case of animosity, the finding showed that consumer animosity had a beneficial impact on consumer behavior when making decisions to buy domestic items and a negative impact when making decisions to buy foreign products. In addition, there was a significant effect of ethnocentrism and animosity on consumers' quality perceptions.

The country-of-origin literature includes studies that highlight the impact of ethnocentrism on product quality (Prince et al., 2019: 434; Ma et al., 2020: 381; Yen, 2018: 916); purchase intention (Furnols et al., 2011: 448; Papadopoulos et al., 2017: 75; Han and Guo, 2018: 333; Xin and Seo, 2019: 455); and attitudes toward foreign products (Zarkada-Fraser and Fraser, 2002: 281; Thomas et al., 2020: 326). In addition, the literature also has studies focusing on the influence of animosity on consumers' quality perceptions (Huang et al., 2010: 923; Gineikiene and Diamantopoulos, 2017: 1000; Antonetti et al., 2019: 749); intention to buy (Funk et al., 2010: 643; Maher and Mady, 2010: 643; Heinberg 2017: 526; Wang et al., 2022: 7); product receptivity (De Nisco et al., 2016: 65) and product choice (Russell and Russell, 2006: 324).

Positive feelings and attachment to a specific country demonstrate consumer affinity. Affinity is seen as a significant predictor of consumer behavior that stresses the role of positive feelings in influencing it (Oberecker and Diamantopoulos, 2011:

60). In the country-of-origin literature, studies reported that consumer affinity has an impact on perceived risk (Halim et al., 2017: 20); willingness to buy (Bernard and Zarrouk-Karoui, 2014: 64); product judgements (Ercis and Celik, 2019: 9; Fazli-Salehi et al., 2021: 742).

The country-of-origin literature has limited studies in terms of other consumer tendencies such as patriotism, nationalism, worldmindness, and xenocentrism. Rybina et al. (2010: 101) found that patriotism has an influence on consumer preferences for domestic products. Similarly, Han (1994: 107) examined the role of patriotism in consumer attitudes. The study findings demonstrated that consumer patriotism has a significant effect on consumer attitudes toward brands. In their study, Rawwas et al. (1996: 33) revealed that consumer nationalism and worldmindness are related to consumers' quality perceptions. Al-Sulaiti and Fontenot (2020: 13) found that patriotism is associated with consumer preference of domestic service providers and their quality perceptions for services. Moreover, Balabanis and Diamantopoulos (2016: 67) indicated that consumer xenocentrism has a significant influence on consumers' intentions to buy foreign products and consumers' preference for domestic or foreign brands. In a similar vein, the study by Diamantopoulos et al. (2019: 51) focuses on the effect of consumer xenocentrism on a country image, which is also expected to influence consumers' purchase intention. The results showed that consumer xenocentrism was negatively related to product country image while it was positively related to foreign product country image. In addition, in their study, it was also found that through its impact on the product country image and brand attitude, xenocentrism influences purchase intentions for domestic (foreign) brands in a negative (positive) way.

Table 1: Definition of Negative and Positive Consumer Dispositions

Construct	Source	Definition
Cosmopolitanism	Cleveland and Laroche (2007: 252)	A particular collection of characteristics shared by some people, such as an aptitude for understanding other cultures and a desire to interact with them.
	Riefler et al. (2012: 287)	The level of openness a consumer displays toward products from foreign country origins and recognizes the richness introduced to their domestic market through the accessibility of goods and services from various origins. It also reflects a favorable attitude toward purchasing goods made in countries other than the consumers' own.
Consumer ethnocentrism	Shimp and Sharma (1987: 280)	The opinions of domestic customers on whether it is acceptable or even ethical to purchase goods from overseas countries.
	Durvasula et al. (1997: 75)	A propensity for an individual to be strict in their embrace of cultural similarity and rejection of cultural difference and to be ethnically focused
Consumer animosity	Klein et al. (1998: 90)	The longstanding antipathy toward a particular country brought on by prior or current military, political, or economic occurrences.
	Jung et al. (2002: 526)	A negative attitude toward national out-groups that includes sentiments and beliefs.
Consumer affinity	Oberecker et al. (2008: 26)	A sentiment of liking and connectedness toward a particular foreign origin that has emerged as the consumer's in-group, due to consumers' firsthand encounter and/or normative exposure.
Consumer nationalism	Rawwas et al. (1996: 33)	A constant consumer support for a nation-state.
	Castello and Mihelj (2018: 563)	A bundle of ideologies and behaviors that assign national value to products and services.
Patriotism	Balabanis et al. (2001: 160)	Powerful connections and allegiances to one's own country without animosity for other countries.
Xenocentrism	Kent and Burnight (1951: 256)	Predilection for a country origin that is different from their own and an individual who evaluates and weighs everything in relation to it rather than their own.
	Mueller and Broderick (2016: 74)	A way of looking at things in which everything is measured and ranked in accordance with a group other than one's own.
Worldmindness	Sampson and Smith (1957: 99)	A strongly world-minded person who sees mankind as their primary reference group.

Source: Prepared by the author

2.1.1. Acculturation to Global Consumer Culture

Consumer acculturation can be specified as a subgroup of acculturation (Cleveland and Laroche, 2007: 251), which is born of globalization. In the process of consumer acculturation, individuals' attitudes, beliefs, and purchasing behaviors undergo a change as a result of being exposed to a foreign culture (Luedicke, 2011: 224).

Due to globalization, global consumer segments have emerged, which are composed of individuals who have similar interpretations of particular goods or services (Alden et al., 1999: 76), irrelevant to their country of residence (Domzal and Kernan, 1993: 17). Consumer acculturation focuses on the process of how individuals adapt to the consumption behaviors of their exposed culture (Cleveland and Bartsch, 2019: 561).

Cleveland and Laroche (2007: 252) noted that acculturation to global consumer culture takes into account how people obtain the abilities, information, and actions that define a developing and deterritorialized global consumer culture. They also introduced seven determinants of it as follows:

1. Cosmopolitanism

In Ancient Greek, cosmopolitanism refers to a world-citizen (Riefler and Diamantopoulos, 2009: 408), and it describes individuals who seek to stand out by being open to assimilating elements of various cultures. (Prince et al., 2019: 430). Cosmopolitans are eager to experience different cultures (Cleveland and Laroche, 2007: 252). According to Hannerz (1990: 249), it is more likely to consume international media, books, and films for cosmopolitan individuals. People can have cosmopolitan tendencies without having to leave their countries. Cleveland et al. (2009: 119) state that cosmopolitans are more inclined to embrace goods from foreign cultures and places. Saran and Kalliny (2012: 283) indicate that cosmopolitanism leads individuals to engage in buying foreign products and services.

2. Exposure to marketing activities of multinational companies

The range of corporations' marketing activities steadily goes beyond their national borders (Cleveland et al., 2015: 544). In accordance with this, this dimension is

related the degree to which a person has been subjected to advertising campaigns of international businesses. (Cleveland et al., 2007: 252).

3. Exposure to/use of the English language

The level of contact to and utilization of the English language for communication is referred to as English language usage. (Lysonski and Durvasula, 2013: 497).

4. Social interactions

The impact of social engagement with foreigners, vacations, and migration on a person's own culture is the primary concern of this dimension. (Cleveland and Laroche, 2007: 252).

5. Global / Foreign mass media exposure

The broad access to television and other forms of media has facilitated the process of developing similar consumption patterns among consumers worldwide. This dimension is related to the individual's exposure to international mass media (Cleveland and Laroche, 2007: 252).

6. Openness to emulate global consumer culture

This dimension extends the border of global consumption beyond cosmopolitanism. Openness to emulate global consumer culture is related to individuals' desire to own consumption symbols from other countries (Cleveland and Laroche, 2007: 252).

7. Self- identification with global consumer culture

This dimension serves as an indicator of how much of a member of the global consumer culture consumers perceive themselves to be. (Durvasula and Lysonski, 2016: 61).

As it influences consumers' behaviors in various domains, acculturation to global consumer culture also has an impact on consumer purchase decisions. Individuals with a higher level of acculturation to global consumer culture were found to engage in highly impulsive buying (Czarnecka and Schivinski, 2019: 30). In a study that examines acculturation to global consumer culture in a religious country (Kuwait), it was revealed that acculturation to global consumer culture influences consumers' perception of luxury values (Al-Issa and Dens, 2021). Other studies have demonstrated that the level of acculturation is positively related to global consumption orientation (Putri, 2021: 118), and also that identification with the global community has an

impact on buying global brands (Bartsch et al., 2016b: 3632). Cosmopolitanism, as one of the dimensions of acculturation to global consumer culture, has been found to influence consumers' behavioral intentions for foreign services (Sapic et al., 2019: 1721).

2.1.2. Consumer Ethnocentrism

Consumer ethnocentrism is a concept that refers to consumers' preferences for local goods or unfavorable attitudes toward products from other countries. Consumer ethnocentrism enables people to feel attached to their in-group (home country) and have a sense of belonging, which shapes their purchase behavior (Sharma et al., 1995: 27). Ethnocentric consumers assume that purchasing foreign products is unpatriotic; it weakens the local economy and causes job losses. Thus, people having high ethnocentric values are more likely to prefer local products (Good and Huddleston, 1995: 45). While during their decision-making process ethnocentric consumers focus on potential damage and loss of jobs due to importation of foreign goods, non-ethnocentric consumers depend on cues such as price, quality, and other features in their evaluation process (Shimp and Sharma, 1987: 286).

In his literature review, Shankarmahesh (2006: 161) revealed the antecedents of consumer ethnocentrism, namely socio-psychological, economic, political, and demographic. In addition, the literature review results showed that consumer ethnocentrism has an impact on purchase intention, attitude toward foreign products, willingness to buy domestic products, and willingness to buy foreign products. Consumer ethnocentrism was also examined for its effect on quality perception toward domestic and foreign brands, and the results pointed out that while ethnocentrism positively affects the quality evaluation process of domestic brands, it negatively affects the quality perceptions of foreign brands (Tong and Li, 2013: 501).

The matter of unfavorable attitudes toward foreign products has been found to be diminished when the product's origin is culturally similar to the consumers' own country (Watson and Wright, 2000: 1157). Ma et al. (2020: 381) focused on the consumer ethnocentrism concept from a developing country perspective since consumers from developing countries are inclined to favor foreign products. The

results demonstrated that the negative effect of ethnocentrism on product quality and purchase intention dwindles when consumers, who were defined as global ethnocentric, are open to changes and value distinctiveness. Similarly, but from the opposite perspective, a high level of ethnocentrism was found to impair the positive effect of perceived brand globalness on brand quality and purchase intention (Vuong and Giao, 2020: 63).

Ethnocentrism was also investigated for its consequences in the service marketing field. Ethnocentrism has been found to impact consumers' retailer selection and it has been highlighted that high-ethnocentric consumers prefer state-owned retailers (Good and Huddleston, 1995: 45). De Ruyter et al. (1998: 196) studied the relationship between ethnocentrism and attitudes toward using foreign service, in addition to the interrelation of ethnocentrism and social-psychological and demographic factors. The results showed that the perceived necessity of a foreign service moderated the effect of ethnocentrism on attitudes toward foreign services or service providers.

Supphellen and Rittenburg (2001: 920) investigated the ethnocentrism effect on attitudes toward foreign and domestic service brands in the event that consumers believe foreign products are superior to domestic ones. It was indicated that while ethnocentrism had a positive effect on attitudes toward domestic brands, it did not influence attitudes toward foreign brands. Speece and Pinkaeo (2002: 71) revealed that consumers with ethnocentric tendencies evaluate the quality of domestic services, which were determined via general quality, pride of buying, and reliability, higher than foreign ones.

In a study including West African countries, ethnocentrism was found to influence the educational service provider selection process (Ferguson et al., 2008: 435). Nijssen and Herk (2009: 102) focused on cross-border service purchases, and they pointed out that ethnocentrism has an impact on satisfaction, satisfaction, and perception of gained economic benefit from foreign services. Another study examined the effect of ethnocentrism and concluded that ethnocentrism influences consumers' purchase behavior depending on its impact on consumer judgments about foreign services (Ahmed et al., 2013: 556). In their study, Kashif et al. (2015: 2355)

confirmed that ethnocentric tendencies interact negatively with consumers' quality perceptions toward foreign services.

2.1.3. Consumer Affinity

Oberecker et al. (2008: 26) explained affinity as feelings of praise, sympathy, and connectedness toward a specific country of origin due to a firsthand encounter and/or normative exposure, which may influence the consumer's judgment when it comes to purchasing products from the affinity country. Consumer affinity differs from xenophilia and internationalism since it does not involve hate for an individual's own sociological group or general positive feelings toward all foreign countries. It specifically focuses on one's positive feelings toward a specific country (Oberecker et al., 2008: 26).

In their seminal study, Oberecker and Diamantopoulos (2011: 61), the underlying conceptual dimensions of consumer affinity were discovered and examined. The authors also conveyed information about its behavioral consequences. Attachment and sympathy were determined as the sources of consumer affinity. In addition, in this study, consumer affinity was found to positively affect consumers' willingness to buy a product from a country in which they have affinity while it negatively affects their risk perceptions.

After Oberecker and Diamantopoulos (2011: 61) provided the consumer affinity measurement scale to the literature, Wongtada et al. (2012: 157) carried out another study to examine the dimensions of consumer affinity. In their study, in contrast to Oberecker et al. (2008: 49)'s primary focus on emotions, Wongtada et al. (2012: 157) presented a three-dimensional consumer affinity model that included one's attitudes toward a nation's people, business achievement, and educational system. Furthermore, Nes et al. (2014: 776) also conducted another study with the aim of contributing to the consumer affinity construct. The study suggested that affinity is driven by evaluation of events concerning the culture and landscape, the people, the music, and entertainment, and/or the politics of the affinity target country.

Consumers' willingness to buy a foreign product and the price that they are willing to pay for a product that is from a country where consumers have positive

emotions have been shown to be influenced by consumer affinity (Bernard and Zarrouk-Karoui, 2014: 64). In their study based on emotional attachment theory, Guo et al. (2018: 692) revealed that consumer affinity affects consumers' intention to buy foreign products through the positive effect of consumer affinity on product trust.

A recent study which conducted a systematic review, consisting of 69 conceptual and empirical articles, provided insights into various theories applied in consumer affinity studies, mostly social identity theory, its macro and micro drivers and outcomes (Serrano-Arcos et al., 2022: 1263).

2.1.4. Consumer Animosity

Not all the "made-in" information creates a positive impact on consumers' product evaluation and decision-making processes. The construct of consumer animosity reflects one's negative feelings toward a specific country that stem from military, political, or economic events (Klein et al., 1998: 90). Even though animosity seems like a similar concept to ethnocentrism since both are related to the rejection of buying foreign products, they have a very distinctive difference. While the former is related to general negative tendencies toward purchasing foreign products, the latter one reflects hostile feelings toward a particular country, which leads consumers to avoid purchasing products imported from that country, not all foreign products (Klein and Ettensoe, 1999: 6).

Hoon Ang et al. (2004: 192) introduced the four-dimension consumer animosity. According to the study, animosity can be categorized as stable, situational, personal, or national. Stable animosity refers to an unpleasant historical background between countries as a result of previous economic or military problems. On the other hand, situational animosity comes from negative feelings concerning specific circumstances, such as the economic crisis. Hoon Ang et al. (2004: 192) also presented national (macro) and personal (micro) levels of animosity. While at the personal level, the animosity occurs due to a person's own negative experiences with a specific country or people from that country, at the national level the animosity stems from general negative relationships between one's domestic country and a foreign country.

In parallel with Hoon Ang et al. (2004: 192)'s animosity model, Leong et al. (2008: 1001) examined the stable and situational animosity on willingness to buy through the effects of affective evaluations and cognitive judgements. The result demonstrated the adverse effect of animosity on willingness to buy as well as the superior impact of affective evaluation on purchase behavior vis-à-vis cognitive judgement.

Having hostile feelings toward a country was found to bring about an unwillingness to buy products from that specific country. The reason for the animosity may also derive from divergence in shared personal values and religion (Riefler and Diamantopoulos, 2007: 109). Economic problems in the consumers' own country and normative influences have been found to be important antecedents of consumer animosity, which in turn negatively influences consumers' product quality judgements and their intention to purchase products from an origin that they harbor hostile feelings toward (Huang et al., 2010: 923). Animosity toward a foreign country was also found to be negatively associated with product receptivity, which refers to local consumers' readiness to accept products from a specific foreign origin (De Nisco et al., 2020).

In the service marketing setting, Ahmed et al. (2013: 556) tested consumer animosity for fast food restaurants and suggested that religiosity is positively related to consumer animosity, which in turn negatively effects the consumers' purchase actions and increases boycotting behavior. Another study also focused on fast food restaurants found out that consumer animosity influences consumers' perceived service quality of brands and this interaction leads to purchase intention (Kashif et al., 2015: 2355). In addition, Ostrovskiy et al. (2021: 545) posit that animosity has a negative impact on the evaluation of foreign services, attitude toward foreign services, and willingness to buy.

CHAPTER THREE

SERVICE QUALITY

3.1. GENERAL DEFINITION AND DIMENSIONS OF SERVICE QUALITY

A service is defined as any action that one party might offer to another that is primarily intangible and does not lead to the possession of something. Quality is acknowledged as a strategic asset for improving operational effectiveness and corporate performance (Ramya et al., 2019: 38). Service quality is one of the essential requirements for success for companies. Obtaining deep insights into consumers' needs and expectations is the key element of delivering quality service (Berry et al., 1990: 30).

In their review study, focusing on service quality models, Seth et al. (2005: 915) presented the different service quality models in the marketing literature. The first service quality model was developed by Grönroos (1984: 40). His model of service quality includes three sub dimensions, such as technical quality, functional quality, and image. The second one was presented by Parasuraman et al. (1985: 44), namely the "Five Gaps" framework. This framework posits that there are five situations, which are indicated as gaps, that have an influence on consumer service quality perceptions. The first gap refers to the lack of understanding between consumer expectations and management perceptions of those expectations; the second gap is associated with the discrepancy between management perceptions of consumer expectations and the firm's service quality specifications; the third gap is related to the difference between service quality specifications and the actual service delivery; the fourth gap considers the inconsistency between actual service and external communications pertaining to the service; and finally, the fifth gap focuses on the magnitude and the direction of the gap between expected and perceived service.

Table 2 describes the ten factors presented by Parasuraman et al. (1985: 47) that affect service quality. This model included reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding and knowing the customer and tangibles.

Table 2: Ten Features of Service Quality

Reliability
<ul style="list-style-type: none">• Permanence in performance and dependability are both aspects of reliability.• It indicates that the business keeps its word and provides the service correctly the first time. In addition, it involves appropriately charging, maintaining accurate records, and delivering the service on time.
Responsiveness
<ul style="list-style-type: none">• Employee responsiveness refers to their preparedness or eagerness to provide service. It also emphasizes prompt service.
Competence
<ul style="list-style-type: none">• This aspect relates to having the skills and knowledge required to complete the task• It entails the knowledge and abilities of the operational support staff, the contact person's expertise, and the organization's capacity for research.
Access
<ul style="list-style-type: none">• Access signifies contactability and ease of approach.• It denotes that the service is easily reached by phone, that there is a short wait time for assistance, that business hours are convenient, and that the service location is situated conveniently.
Courtesy
<ul style="list-style-type: none">• Respect, thoughtfulness, and kindness on the part of the service provider are all aspects of courtesy.• It requires that the appearance of staff members be tidy and clean.
Communication
<ul style="list-style-type: none">• Providing information to clients in a language they can understand and listening to them are regarded as aspects of communication.• It also includes providing a thorough description of the service, stating the prices involved, indicating the trade-offs between service and cost, and assuring the client that any problems would be fixed.
Credibility
<ul style="list-style-type: none">• Trustworthiness, believability, and honesty are all components of credibility.• It also entails putting the interests of the client first.
Security
<ul style="list-style-type: none">• Security states for freedom from risk, danger, or uncertainty.• It includes confidentiality, financial security, and physical safety.
Understanding / Knowing the Customer
<ul style="list-style-type: none">• The endeavor to comprehend the client's needs is part of understanding and knowing the consumer. It entails getting to know the specific requirements of the customers, providing them with individualized service, and recognizing loyal consumers.
Tangibles
<ul style="list-style-type: none">• The tangibles are the visible signs of the services, such as the facility, the appearance of the staff, the tools or equipment used to perform the services, the outward manifestation of the services, and other customers present at the service facility.

Source: Parasuraman et al. (1985: 47)

In their seminal book, Ziethaml et al. (1990: 19) described service quality the degree of divergence between customer expectations and their perception. In this study aiming to create an instrument to determine consumers' service quality perceptions, namely SERVQUAL, statistical analysis showed that some dimensions were highly correlated with each other and refinement was required. Thus, Ziethaml et al. (1990: 21) demonstrated a five-dimension model, including dimensions that represent all the attributes of service quality. While tangibility, reliability, and responsiveness remain the same in this model, competence, courtesy, credibility, and security were grouped under the label of assurance, and access, communication, and understanding of consumers were grouped under the label of empathy.

3.1.1. Tangibles

The term of tangibles describes the external look of physical structures, machinery, communication tools, and technology. All of these give clients' insight about the company's level of customer service. The tangibility factor is crucial for businesses, and they must make significant investments in setting up physical premises in order to provide cues about their service quality (Ramya et al., 2019: 40).

Van Der Wal et al. (2002: 333) utilized the SERVQUAL in order to determine consumers' service quality perceptions for telecommunication services in South Africa. The results showed that while tangibles were the least important factor for consumers, responsiveness was the most important element of service quality evaluation. Similarly, in their study focusing on students' quality evaluations for higher education, Chopra et al. (2014: 66) found that tangibles had the relatively lowest importance for students among other service quality dimensions, whereas reliability had the highest ranking in terms of assigned importance for service quality.

Shafiq et al. (2019: 68) examined the impact of each service quality dimension on consumer satisfaction for accommodation services. The findings indicated that tangibility had the highest impact on consumer satisfaction, which was followed by assurance, whereas responsiveness did not have a significant influence on satisfaction.

Bebko (2000: 18) investigated services depending on their tangibility levels. The study, including services with different levels of tangibility such as film

developing, dog grooming, mail order of clothing, telephone services, carpet installation, pizza shop, bookstore, and medical examination, found out that as the offerings and the process of a service get more intangible, so do consumers' expectations of quality. In particular, customers had higher expectations for reliability, assurance, responsiveness, and empathy.

Munusamy et al. (2010: 402) aimed to provide insights on consumers' service quality evaluations in the banking services sector. In their study, all service quality dimensions were analyzed in order to determine their particular impact on customer loyalty. The finding showed that only tangibles had a positive and significant effect on consumer loyalty in a banking services setting, while assurance, empathy, reliability, and responsiveness did not yield any significant results.

Gopi et al. (2020: 3220) conducted a study in order to shed light on the interaction between service quality dimensions, customer satisfaction, and customer loyalty. The research revealed that among the five aspects of service quality, tangibles, reliability, and assurance had a positive relationship with customer satisfaction. In contrast, neither responsiveness nor empathy have a strong relationship with consumer happiness. The study results also reported that customer loyalty and customer satisfaction were also associated with each other.

3.1.2. Reliability

The capacity to deliver the offered service consistently and accurately is referred to reliability. It is related to the capacity of a business to stick to its commitments on delivery, service levels, and pricing. Customers like to do business with companies that fulfill their commitments. This situation plays a significant role in how the consumer perceives the quality of the services. Therefore, service providers must be conscious of what customers demand in terms of reliability. (Ramya et al., 2019: 40).

In their study, Headley and Miller (1993: 38) found that perceived service quality and behavioral intentions were linked to each other. The results showed that high levels of perceived service quality led to repurchase and complimenting, while lower levels of perceived quality were associated with complaining, switching, and

nonuse of services. It was also pointed out that reliability was the most important dimension to influence consumers' behavioral intentions.

Thompson and Kaminski (1993: 57) examined the link between service quality and customer loyalty for medical services. The study results demonstrated that loyalty to a physician was linked to courtesy, genuine interest, eagerness to assist, and individualized attention, which refers to empathy and reliability concerned with aspects like trust, knowledge, and confidence.

Kilbourne et al. (2004: 529) conducted a study aiming to find out the relative importance of service quality dimensions while consumers evaluate health care services. According to the findings, reliability was found to be the most significant factor having an impact on consumers' quality evaluations of health care services in the USA.

In their study, Tripathi and Siddiqui (2020: 5141) focused on service quality and the perceived importance of each dimension for healthcare services. The results showed that reliability was ranked as having the most importance, followed by assurance, responsiveness, tangibility, and empathy. This shows that, from the standpoint of the consumer, constant and correct service delivery is crucial when it comes to healthcare services. Consistency, correctness, and punctuality (in service delivery) are given so much weight since these services are vital in nature.

3.1.3. Responsiveness

Responsiveness is associated with a service provider's dedication to helping. Being responsive is being ready to assist consumers and offer fast service. This factor concentrates on the manner in which client requests, inquiries, complaints are handled. It also emphasizes the workers' punctuality, availability, and commitment to their jobs. It can be determined based on how long consumers must wait for assistance, clarification, etc. (Ramya et al., 2019: 40).

Lam (1997: 152) applied SERVQUAL to measure the perceived service quality levels of consumers for health care services in Hong Kong, and SERVQUAL was found to be a valid tool to measure service quality. The study results indicated that

responsiveness and reliability were the key dimensions on which consumers rely when evaluating health care services.

Al-Neyadi et al. (2018: 100) conducted a study in order to understand the consumers' perception of the quality of service provided by healthcare services in the United Arab Emirates. The results revealed that consumer evaluation of public and private health care services did not vary in terms of the assigned importance to the service quality dimension. While responsiveness was perceived as the least important factor for health services, the assurance dimension was selected as the most influential factor for service quality evaluation.

Wang et al. (2020: 464) intend to examine how employees' mindfulness affects the quality of the services they offer during a customer interaction. It was found that the state of mindfulness of the employee influenced the quality of the provided service. The results also showed that mindfulness, in particular, improved service quality in the areas of responsiveness, reliability, assurance, and empathy.

Kanyama et al. (2022: 14) focused on the accommodation services during the COVID-19 pandemic. Each sub-dimension of the service quality was analyzed to determine its impact on customer loyalty. The study findings demonstrated that the main significant predictors of customer loyalty were responsiveness, assurance, and empathy. On the other hand, even though all attributes of service quality and customer loyalty were substantially correlated, the result also showed that tangibles and reliability did not significantly influence customer loyalty.

3.1.4. Assurance

Assurance can be expressed as an employee's informational background and kindness, as well as the firm's and its workers' capacity to foster client confidence and trust. (Ziethaml et al., 1990: 26). This dimension concentrates on the employee's accuracy, politeness, job knowledge and expertise, and security provided by the company. This component is quite significant, particularly for credence services that give clients uncertainty regarding their capacity to assess outcomes (Ramya et al., 2019).

In their cross-cultural study including consumers from the USA and South Korea, Lee and Ulgado (1997:) focused on consumers' quality evaluations for fast-food restaurants. The results indicated that the quality expectations varied depending on the consumers' origins. It was found that while assurance has critical importance for consumers from the USA, reliability and empathy were the main factors for consumers from South Korea to evaluate the service quality of fast-food restaurants.

The research conducted by Gumussoy and Koseoglu (2016: 525) examined how consumer satisfaction and loyalty in the hotel industry are affected by service quality, perceived value, and perceived price fairness. The findings showed that both customer satisfaction and perceived value impact customer loyalty. Perceived value was found to exert a stronger effect on customer loyalty than consumer satisfaction. It was also noted that while all the service quality dimensions had an influence on perceived value, only assurance, reliability, and empathy had a significant impact on customer satisfaction.

Yilmaz et al. (2018: 436) aimed to investigate the SERVQUAL service characteristics and the connection between customer satisfaction and loyalty in banking services. According to the study's findings, customer satisfaction was found to be increased by assurance, reliability and tangibles.

3.1.5. Empathy

Empathy reflects the service provider's ability to perform specialized care (Berry et al., 1990: 29). It is described as the personalized service offered to customers. Through personalized or tailored services, this dimension tries to express the idea that each consumer is particularly special and unique to the business. Here, the service providers must be aware of the demands, desires, and preferences of the clients (Ramya et al., 2019).

Hasan et al. (2008: 168) conducted a study in order to examine the relationship between service quality perceptions and consumer satisfaction. According to study findings, while tangibility, reliability, and responsiveness were not found to have an influence on consumer satisfaction, empathy and reliability had a significant impact on consumer satisfaction.

Izogo and Ogba (2015: 260) examined the SERVQUAL scale's dimensional structure in non-Western service environments and the effects of service quality dimensions on customer satisfaction and loyalty. The study results demonstrated that empathy and reliability dimensions are two of the most influential factors influencing customer satisfaction and loyalty in the automobile repair services sector.

Davis et al. (2017: 367) sought to develop an understanding of the major factors influencing the evaluations of healthcare services by immigrants. The acculturation level of the immigrants has been found to affect the interaction between the origin of the consumer group and the service quality expectations. The results indicated service quality expectations were susceptible to the origin of the consumer group (immigrant or native consumer). In comparison to their native counterparts, immigrant respondents expressed lower service expectations and higher service perceptions. The findings also showed that compared to high-acculturated immigrants, low-acculturated immigrants had considerably lower service expectation scores in the categories of empathy, reliability, and tangibles.

In their study focusing on accommodation services, Ali et al. (2021: 23) investigated the service quality dimensions in terms of their impact on consumer loyalty. The finding revealed that the empathy dimension, followed by assurance, was of key importance for consumer loyalty.

3.2. SERVICE QUALITY IN THE COUNTRY-OF-ORIGIN LITERATURE

Studies focusing on the country-of-origin effect in the services marketing domain have shown that consumer service quality perceptions are influenced by the service provider's origin. Pecotich et al. (1996: 222) focused on banking and airline services from Australia, Indonesia, Japan, and the USA in an effort to examine how country of origin effects have an impact on consumer's perceptions of service quality, price, and purchase intentions. Differences among countries depending on service quality level were confirmed. Quality ratings were poorer when the service was linked to a less developed country. It was also indicated that the country-of-origin effect had a greater effect when it is associated with a strong brand.

Zhou et al. (2002: 61) aimed to find out whether there is a stereotypical effect, which may stem from the hotel's country of origin, on quality perception and attitudes toward foreign hotels in China. Corporate identity information was also provided to participants to use along with the origin cue. The study revealed that the corporate identity information led consumers to develop favorable attitudes toward hotel services, while only the reliability dimension of service quality derived benefit from that information. In addition to these, the effect of corporate identity information on consumer attitudes was found to be superior when the hotel was linked to a less favored country.

The development level of the service provider has been found to affect the service quality dimension of service providers from various service industries, such as financial services (Manrai et al., 1998: 606); accommodation and restaurants services (Bandyopadhyay, 2016: 254); educational services (Pinkao and Speece, 2001: 71; Speece and Pinkao, 2002: 64; Chee et al., 2016: 93); insurance services (Speece and Pinkao, 2002: 64); and offshore services (Thelen et al., 2010: 207).

As an alternative to the country-of-origin effect, some studies address the consumer's service quality perceptions from the country-image perspective and present the effect of country image on quality perceptions for e-retailing (Cheng et al., 2008: 425), airlines (Cheng et al., 2014: 8), and financial services (Hauff and Nilsson, 2017: 361).

Bandyopadhyay (2016: 258) investigated the influence of the country of origin on different service quality dimensions. In the study conducted in China, consumers evaluated different accommodation and restaurant services originating from both China and foreign countries. The findings showed that foreign-owned hotels and restaurants received higher quality ratings compared to their domestic alternatives. It was also noted that higher prices created an increasing effect on the positive impact of the country of origin on service quality.

In their study, Pinkao and Speece (2001: 73) focused on student evaluations of domestic and international educational services. The country-of-origin concept was separated into three different sub-concepts to have a better understanding of the examined relationships. These sub-dimensions included country of brand, which referred to the origin of the university; designed country, which indicates where the

curriculum is designed; and country of service provider, which defined the origin of the instructor. The results revealed that expected quality levels were associated with the services from developed countries for all the sub-dimensions. Students tended to link services from developed countries with high quality, high reliability, and higher levels of pride in buying them.

Speece and Pinkaeo (2002: 71) analyze service quality expectations for life insurance and international university programs. Similarly, to their previous study, the country of origin was separated into sub-concepts. The country of brand, country of design (curriculum), and nationality of service provider (instructor) were the country-of-origin dimensions that were employed in this study. Thai customers had higher quality expectations for Thai brands, designs, and service providers than they should have, given where Thailand was on the economic development level list, which was created by participants. This situation was explained by the ethnocentric tendencies of Thai consumers.

Thelen et al. (2010: 207) aimed to investigate whether consumers display a preference for the place of service origin, identify the service quality criteria that are most essential when using offshore services. This research confirmed the existence of a country-of-origin hierarchy and the influence of origin information on consumers' expected level of service quality.

Hauf and Nilson (2017: 361) examined the influence of the country of origin on consumers' investment behavior. In this study, the financial quality of complicated investment products was considered as the main decision-making factor. Financial quality was measured via perceived investment risk and expected financial return. The study findings reported that the country of origin influenced investors' assessments of the financial parameters of mutual funds, both in terms of perceived risk and possible return, which referred to financial quality.

Studies focusing on shedding light on the role of the country of origin on service quality were demonstrated in Table 3. The Table 3 involves the aim of the studies, information related to data analysis, how service quality was measured and outcomes of the studies pertaining to the focused interaction.

Table 3: Studies Focusing on the Service Quality in The Country-Of-Origin Literature

Study	Aim	Data Analysis	Measurement	Outcome
Manrai et al. (1998: 606)	Exploring the effect of the development level of the country origin on the overall evaluation, including the quality.	63 participants (students) ANOVA	The product evaluation scale (Jaffe and Nebenzahl, 1984: 464) involving quality evaluation was used.	Economic development level of country-of-origin influences quality evaluation.
Pinkao and Speece (2001: 73)	Investigating the development level of the service provider on quality perceptions.	240 participants (students) Regression Analysis	Questions related to quality were chosen from the country-of-origin scale by Parameswaran and Pisharodi (1994: 47).	International services from developed countries are associated with higher expected quality.
Zhou et al. (2002: 61)	Detecting the effect of country-specific stereotypes on pre-experience service quality perceptions.	96 participants (students) MANOVA	SERVQUAL (Parasuraman et al., 1988: 38)	Country-specific stereotypes influence consumer opinions about hotel services.
Speece and Pinkao (2002: 71)	Analyzing the influence of the country of origin on service quality expectations	600 participants Regression Analysis	Quality expectations were measured using the country-of-origin scale from Parameswaran and Pisharodi (1994: 47)	Ethnocentrism affects consumers' quality expectations for services from countries with different development levels.
Cheng et al. (2008: 425)	Investigating the effect of country of e-retailer on perceived service quality.	272 participants SEM	Service quality was measured using a seven-item scale adapted from Yang and Jun's (2002: 27) study.	Brand equity, country of e-retailer, and guarantee quality exert an effect on perceived service quality.

Table 3: Studies Focusing on the Service Quality in the Country-Of-Origin Literature

Study	Aim	Data Analysis	Measurement	Outcome
Thelen et al. (2010: 207)	Discovering the service quality criteria that are most essential when evaluating offshore services.	150 participants Post – Hoc Analysis	SERVQUAL (Parasuraman et al., 1988: 38)	The origin information influences consumers' expected level of service quality.
Cheng et al. (2014: 8)	Exploring whether country image influences consumers' quality evaluation.	203 participants SEM	The SERVQUAL, which was modified for airline services, was used in this study (Sultan and Simpson, 2000: 212)	The country image has a positive impact on consumers' evaluation of foreign services.
Bandyopadhyay (2016: 258)	Examining the country-of-origin effect on service quality perceptions.	122 participants ANOVA	SERVQUAL (Parasuraman et al., 1988: 38)	The country of origin affects service quality perceptions.
Hauf and Nilson (2017: 361)	Exploring the influence of country-of-origin on consumers' investment behavior.	205 participants ANOVA	Financial quality was measured by the scale from Hoffmann et al. (2013: 64)	The country of origin was found to influence investors' assessments of the financial parameters.

Source: Prepared by the author

CHAPTER FOUR

THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

4.1. SOCIAL IDENTITY THEORY

The fundamental components of the social identity theory were constructed between the 1970s and the 1980s (Abrams and Hogg, 2010: 180). In order to understand intergroup behavior, Tajfel and his colleagues carried out several experiments, which are called as minimal group studies. In these experiments, participants, who did not have any prior connection with each other, were assigned to two different groups and were asked to allocate points both to their members and other group members. As a result, Tajfel and his colleagues realized that participants tended to give higher points to their own group members than out-group members to gain a higher total group point. The efforts to explain this interaction between participants and in-group behavior were the initial steps in formulating the social identity theory (Hornsey, 2008: 205). The findings of the Tajfel's minimal group studies shed light on the difference between personal and social identity as well as how social identity leads people to behave in a particular way, especially distinguishing the in-group more positively from the out-group (Abrams and Hogg, 2010: 180).

According to social identity theory, self-identity consists of two aspects. The first one is the personal identity that involves specific personal attributes, and the second one is the social identity that derives from an individual's membership in a social group (Turner, 1982: 18). A group is defined as being socially or psychologically united with the purpose of addressing a need, achieving a goal, or receiving approval for one's beliefs and ideals. (Tajfel, 1982: 2). In social identity theory, a group consists of two or more people who share the same social identity (Abrams and Hogg, 2010: 182). Social identity is used as a self-reference that demonstrates the individual's identification in social terms. It indicates the individual's similarity to or difference from and his/her position as better or worse than the members of other groups (Tajfel and Turner, 2004: 283).

During the experiments, Tajfel et al. (1971: 158) found that even though there was no conflict of interest or prior hostility between participants, results showed a

behavioral pattern that presented in-group favoritism and out-group discrimination. This situation is explained by social categorization. Social categorization enables the segmentation and classification of the social environment. Due to social categorization, participants also see themselves as members of a discrete group, rather than only perceiving themselves as similar to or different from other individuals (Tajfel and Turner, 2004: 282).

The categorization process has crucial importance in social identity theory. Tajfel (1979: 185) stated that individuals categorize people into groups in an attempt to ease the process of understanding the world and social interactions. These social categorizations define a person's place in society. Tajfel (1985: 14) posits that when people are apt to categorize others, a cognitive bias arises that creates two different forms of stereotyping. The first one is about exaggerating the in-group similarities, and the second one is related to magnifying the contrast between in-group and out-group. By doing so, individuals boost their positive social identity (Tajfel and Turner, 2004: 60).

Social identity derives from the comparison between the in-group and out-group. The primary stimulus here is an individual's motivation to create a positive distinctiveness to achieve a positive social identity. In the process of the comparison of the groups, in-group members are positively separated from the out-group members. In-group members tend to overrate the in-group members while underrating the out-group members (Trepte, 2017: 4). The underlying reason for the comparison between the in-group and out-group is to gain positive self-evaluation, which is created via in-group favoritism (Hogg and Abrams, 1999: 10). Tajfel and Turner (2004: 281) indicated that the existence of the out-group is sufficient to trigger intergroup competitiveness that includes out-group discrimination and in-group favoritism.

In their study, Lantz and Loeb (1996: 377) examine the effects of the country-of-origin effect and price on American and Canadian customers' product preferences. They assumed that participants with a lower level of national social identity would tend to prefer products based on criteria other than their origin. The results revealed that participants who had a higher level of national identity were more likely to make their preferences depending on the product's origin than other attributes. This situation

was explained by social identity theory, which indicates the concept of in-group favoritism.

Supphellen and Rittenburg (2001: 920) conducted a study so as to see how in-group favoritism functions in the case of a superior out-group. It was assumed that ethnocentric consumers would overrate domestic brands to diminish the gap between the two groups but correspond to the general opinion (norm) about foreign brands. The results showed that high ethnocentric customers' attitude scores for the domestic brand were higher compared to low ethnocentric people, while foreign brands' scores were higher than the domestic alternative.

Verlegh (2007: 369) analyzed ethnocentrism and national identity as a source of in-group bias. It was noted that in-group bias is an instrument to satisfy a need for maintaining a positive self-identity and enhancing self-esteem. The results showed that ethnocentrism and national identity are two constructs that are the drivers of home country bias (in-group), which influences consumers' quality perceptions of domestic and foreign products, as well as their willingness to buy these products.

Zeugner-Roth et al. (2015: 43) tested the relative influence of different consumer tendencies toward domestic and foreign products on consumers' product judgments and purchase intentions. Drawing on the social identity theory, ethnocentrism, cosmopolitanism, and national identity are considered as features of in-group and out-group biases. The study results revealed that these sociopsychological consumer traits are crucial predictors of consumer behavior.

Fischer and Zeugner-Roth (2017: 201) aimed to test the joint impact of product ethnicity, consumer ethnocentrism, and national identity on product preferences. They included countries in their study with high and low reputation for a product category, which was called product ethnicity in the study, in order to detect its moderation in the relationship between national identity and consumer product preferences. It was found that in the case of high product ethnicity for a foreign product, a bias occurs for the domestic alternative due to the comparison between in and out-group yielding an unfavorable result. As it was explained in social identity theory, individuals make an effort to protect their self-identity. In connection with this, when the out-group creates a threat to their positive self-identity, a biased evaluation is presented for the in-group.

Diamantopoulos et al. (2019: 51) investigated consumer xenocentrism and its effect on purchase intentions of domestic and foreign products. In this study, xenocentrism was defined as in-group derogation and out-group favoritism, in accordance with social identity theory. The results suggest that consumers with high levels of xenocentrism are inclined to overvalue the images of foreign countries, leading to higher and more positive purchase intentions for foreign brands.

4.2. THEORY OF REASONED ACTION

The theory of reasoned action defines behavior by establishing the significant determinants of behavior, identifying the source of these determinants, and describing the relationship between them (Yzer, 2013: 120). The purpose of the theory of reasoned action is to explain the causal relationship between attitudes and voluntary behaviors. This theory suggests that an individual's intention is the strongest predictor of voluntary behavior, and intentions are formed via an individual's attitude toward performing that behavior (Hale et al., 2002: 260). Behavioral intentions are the signals of an individual's readiness to act (Fishbein and Ajzen, 2011: 39). Ajzen (1985: 181) noted that the driving elements that impact an action are thought to be represented by intentions, which are signs of how much effort someone is prepared to put forth to carry out the behavior. The theory of reasoned Action posits that behavioral intention is the function of two variables. These variables, which are called attitudes (personal factors) and normative beliefs (social factors), are assumed to be the antecedents of behavior.

An attitude represents an individual's evaluative response to an object, action, or event on a scale with two ends that involve favorable and unfavorable feelings. Attitudes are dispositional responses in a positive or negative way to an object. People establish positive attitudes toward objects that they perceive as "good," and they dislike objects if they are associated with "bad" things. Fishbein and Ajzen (1975: 216). It is crucial to know that attitude toward the act refers to the individual's intention to perform a particular act instead of the individual's intention toward the object itself (Ajzen and Fishbein, 1973: 42). The other determinant of behavior is normative belief, which is also known as the subjective norm, and it signifies the effect of the social

environment on the behavior. Normative belief refers to how likely it is that an individual would meet the expectations of important persons (for them) when engaging in a specific conduct. (Ajzen and Fishbein, 1973: 43). Normative beliefs stand for real or imaginative pressure that an individual feels for her/his behavior to correspond to others' expectations (Hale et al., 2002: 260).

Beliefs about an object are the determinants of attributes, and they can be formed by direct observation, interaction with the object, and information provided from an external source (Fishbein and Ajzen, 1975: 132). Beliefs are defined as a collection of dependent variables that reflect the individual's perception that a particular thing, person, quality, or attribute exists. (Fishbein and Ajzen, 1972: 494).

Kan et al. (2014: 120) applied the theory of reasoned action to their study with a view to exploring hypermarket patronage behavior and the effect of the retailer's country image in a cross-cultural setting. It was found that the customer's intentions to purchase from a given store are influenced by their attitudes toward those stores, and their beliefs about the retailer's origin affect their attitudes.

Cheng et al. (2014: 8) based their study on the theory of reasoned action in an attempt to analyze whether a country image influences consumers' service quality perceptions. The authors included airline services with three different origins, namely China, South Korea, and Taiwan. It was presumed that consumers utilize the knowledge they have related to several countries, regarding their attributes, in forming beliefs toward those countries. These beliefs would lead them to harbor feelings. Results demonstrated that a country image played an essential role in the evaluation of service quality.

Brodowsky et al. (2018: 263) conducted their study to examine the influence of brand origin and country of manufacturing on purchase intention. As it was suggested in the theory of reasoned action that the formation of behavior has a specific path, study results indicated that attitudes toward the brand and the manufacturing country are the crucial predictors of behavioral intentions.

4.3. ACCULTURATION THEORY

Culture is the major determinant that shapes consumer attitudes, behaviors, and lifestyles. In the past, one might have assumed that the cultural characteristics of a nation stayed within its borders. However, in this era of globalization, a phenomenon has arisen: the homogenization of cultures (Cleveland and Laroche, 2007: 249).

Acculturation means psychological alterations in behavior characteristics, norms, and values that people experience when encountering another culture (Padilla and Perez, 2003: 37). Acculturation indicates a process including both cultural and psychological changes that stems from contact between two or more cultural groups and their members. Cultural level changes involve transformations in social structure, institutions, and cultural norms, whereas changes in individuals' behaviors happen at the psychological level (Berry, 2017: 16). Some scholars embraced acculturation within a unidimensional approach, while others had a bidimensional approach. This separation depends on the level of assimilation or adaptation when the individual is exposed to a new culture (Steenkamp, 2019: 4).

Given that globalization is determined as a possible source of foreign cultures' influence on home culture, it is not surprising that this topic attracted scholars' interest in utilizing acculturation theories in consumer research in order to shed light on how external forces influence local consumers' behaviors via affecting their domestic culture. Despite the fact that all previous statements are still utilized as a basis for acculturation studies, more contemporary approaches have also started to occur in current studies (Berry and Sam, 2016: 4). One of these recent dimensions of acculturation is remote acculturation, which is not confined to first-hand contact. It is stated that due to the proliferation of tele media, culture may cross national boundaries without existing intercultural contact (Berry, 2017: 16). Cleveland et al. (2016: 1092) posit individuals come across cultural out-groups more and more and cultural influences breach the national borders.

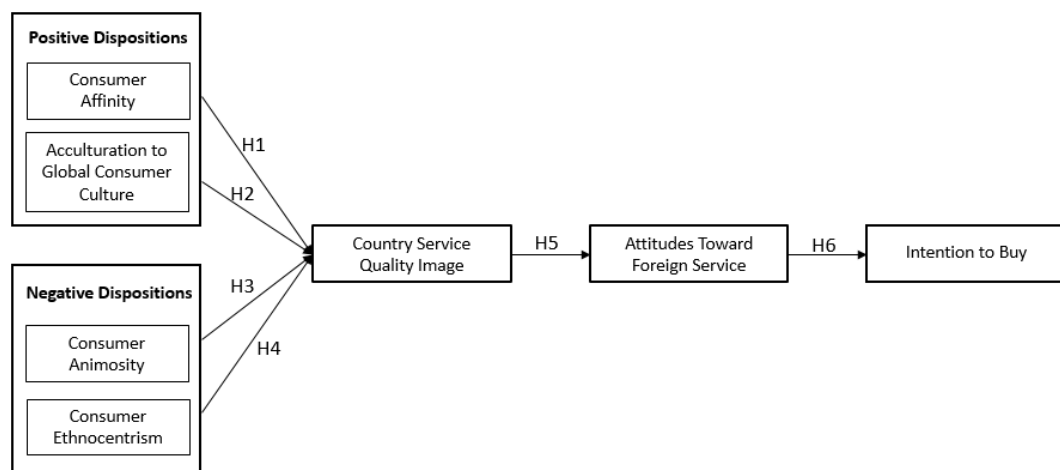
4.4. CONCEPTUAL MODEL AND HYPOTHESIS DEVELOPMENT

The conceptual model of the study focuses on the impact of different consumer tendencies toward foreign country on their perceptions of service quality image from foreign country, which in turn influences their attitudes toward and intentions to buy from those service providers from the given foreign origin.

By focusing on positive and negative consumer attitudes like acculturation to global consumer culture, consumer ethnocentrism, consumer affinity, and consumer animosity, this research hopes to shed light on how these attitudes might interact with consumers' reliance on origin information when evaluating a service.

While acculturation to global consumer culture and consumer ethnocentrism were selected to reflect consumers' general positive and negative tendencies toward all foreign services, consumer affinity and consumer animosity were chosen to reflect positive and negative consumer inclinations for individual countries. All these constructs were analyzed to discover their particular effects on consumers' service quality perceptions for services with foreign origins. Moreover, the influence of service quality on attitudes toward foreign service providers and its effect on the intention to buy from foreign service providers were also examined.

Figure 1. Conceptual Model



Source: Prepared by the author

Acculturation to global consumer culture (AGCC) represents a cultural formation that includes globally shared consumption-related meanings and consumption activities, and consumer acculturation can be specified as a subgroup of acculturation (Cleveland and Laroche, 2007: 251). Cosmopolitanism, exposure to marketing activities of multinational companies, exposure to/use of the English language, social interaction with foreigners, foreign mass media exposure, and a desire to emulate global consumer culture are all indicated as drivers of acculturation to global consumer culture.

Individuals with a higher level of AGCC were found to be more likely to engage in impulsive buying (Czarnecka and Schivinski, 2019: 30). A study examining the AGCC construct found that the AGCC influences luxury value perceptions of globalized religious consumers (Al-Issa and Dens, 2021). In another study, the level of acculturation was found to be positively related to global consumption orientation (Putri, 2021: 118). In addition, identification with the global community influences buying global brands (Bartsch et al., 2016b: 3632). Cosmopolitanism, as one of the dimensions of AGCC, has been found to impact consumers' behavioral intentions for foreign services (Sapic et al., 2019: 1721).

In the country-of-origin literature, studies investigating the impact of AGCC on consumer behaviors have received limited attention. Despite limited research, consumer acculturation to global consumer culture has been shown to influence consumer decision-making processes. In this study, it is assumed, as it was in previous studies (Bartsch et al., 2016b: 3632; Sapic et al., 2019: 1721; Putri, 2021: 118), that the more people interact with the global consumer culture, the more positive feelings they will have toward services of foreign origins. Therefore, in light of the acculturation theory (Berry, 1997: 293), it is posited that higher levels of acculturation to global consumer culture will lead to higher levels of country service quality image.

- H1: The higher the level of global consumer culture, the higher the country service quality image.

Consumer affinity refers to a positive feeling toward a specific country, and this affective attachment to a particular country was found to play an important role in leading consumer behaviors (Oberecker and Diamantopoulos, 2011: 61) in terms of purchase intention, which derives from a higher level of trust placed in the particular

country (Guo et al., 2018: 692); and the amount of price that consumers are willing to pay for products from those countries (Bernard and Zarrouk-Karoui, 2014: 64). Drawing on the social identity theory (Turner et al., 1979: 191), it is postulated that in-group bias for the country, to which consumers are positively attached and for which they have sympathy, causes higher levels of foreign country service quality image.

- H2: The higher the level of consumer affinity, the higher the country service quality image.

Consumer animosity indicates negative feelings toward a particular country due to military, political, or economic events (Klein et al., 1998: 90). Having hostile feelings toward a country was found to bring about unwillingness to buy products from that specific country (Riefler and Diamantopoulos, 2007: 103); in addition, consumer animosity correlates with preference for domestic products (De Nisco et al., 2016: 65) as well as boycotting of foreign services (Ahmed et al., 2013: 556). Based on the social identity theory, it is assumed that consumers high in consumer animosity will have low levels of country service quality image.

- H3: The higher the level of consumer animosity, the lower the country service quality image.

Consumer ethnocentrism is a term used to describe consumers' preferences for local products or their negative attitudes toward foreign products (Sharma et al., 1995: 26). Ethnocentric consumers think that buying foreign products is unpatriotic; it damages the local economy and causes or job losses. Therefore, highly ethnocentric individuals are more likely to prefer local products (Good and Huddleston, 1995: 45). Due to the home-country bias, ethnocentric consumers were found to overrate the quality of domestic products (Supphellen and Rittenburg, 2001: 920; Verlegh, 2007: 369). Based on the social identity theory (Turner et al., 1979: 191), which posits that a cognitive bias derives from the need to enhance positive social identity through in-group favoritism, in this study it is assumed that high ethnocentric individuals will have lower levels of foreign country service quality perception.

- H4: The higher the level of ethnocentrism, the lower the country service quality image.

Depending on the conceptual model, positive and negative consumer tendencies toward foreign countries are acknowledged as factors that affect a country service quality image. The literature shows that service quality plays a role in consumers' purchase decisions. Brodowski et al. (2018: 263) showed that consumers' attitudes toward purchasing a product with a made-in-country cue had a direct impact on their intentions to buy it. In their study, Han et al. (2019: 1600) also indicated that consumers' quality perceptions positively influence their attitudes toward brands.

In accordance with the theory of reasoned action (Fishbein and Ajzen, 1975: 510), a positive service quality image of a country is expected to exert a positive influence on consumer attitudes toward service providers from the given origin.

- H5: The more positive the service quality country image, the more positive the attitude toward the foreign country service.

Moreover, in this study, it is also suggested that positive attitudes toward foreign service providers will have a positive influence on consumers' purchase intentions to buy services from a given foreign origin. Bartsch et al. (2016b: 3632) found that consumers' positive attitudes toward global consumer culture led to a higher level of global brand ownership. Han et al. (2019: 1600) also found out that consumers' positive attitudes toward brands exert a positive effect on their purchase intention. In addition, in their study examining the role of country image in purchase intention for imported products, Xin et al. (2020: 458) revealed that consumer attitude toward foreign products affected intentions to buy foreign products.

Drawing on the theory of reasoned action (Fishbein and Ajzen, 1975), it is postulated that the positive attitude toward the foreign country service will influence consumers' intention to purchase the foreign country service.

- H6: The more positive the attitude toward the foreign country service, the higher the intention to purchase the foreign country service.

CHAPTER FIVE

METHODOLOGY

5.1. RESEARCH OBJECTIVES

The main goal of this study is to present and test a conceptual model in an endeavor to inspect:

- The influence of positive customer tendencies toward foreign countries (i.e., global consumer culture and consumer affinity) on country service quality image
- The influence of negative consumer tendencies toward foreign countries (i.e., ethnocentrism and consumer animosity) on country service quality image,
- The influence of country service quality image on consumer attitudes toward foreign country services
- The influence of foreign country service attitudes on consumers' intention to purchase foreign country services

5.2. RESEARCH QUESTIONS

In accordance with the research objectives, the research questions are formulated in this study as:

- How influential are the positive and negative tendencies toward foreign countries on consumer perceptions of country service quality image?
- How influential are consumer perceptions of the country service quality images on attitudes toward foreign services? and
- How influential are the attitudes toward services on intentions to purchase foreign services?

5.3. SAMPLING AND DATA COLLECTION

One of the main methods for causal research designs is surveys. Surveys are administered in order to get an insight into a specific phenomenon (Malhotra, 2010:

179). Surveys are executed by asking questions to a relevant sample of individuals in order to shed light on what people believe, what they enjoy, or prefer.

Survey methods can be conducted in several modes: telephone interviewing, personal interviewing, mail interviewing, or electronic interviewing. Besides that, surveying techniques can also be categorized as interactive and non-interactive methods. For interactive survey methods, an interaction occurs between the participant and the interviewer in a face-to-face manner. The researcher asks questions and takes notes of the participants' answers. On the other hand, the non-interactive survey approach includes self-administered questions without the researcher's interference (Zikmund and Babin, 2010: 155).

The sampling of this research is made up of participants who satisfied the requirement of having prior experience of airline transportation. Primarily, the data for this study was intended to be collected using mall intercept method at İzmir Adnan Menderes Airport; however, due to the COVID-19 pandemic, the airport authorities canceled the permission for the data collection. As a result of this problem, it was necessary to adapt to current circumstances quickly. Several approaches were taken in terms of reaching the relevant sampling. Firstly, e-mails were sent to airlines to ask for their support, but these efforts to have consumer contact were unsuccessful. Secondly, an e-mail was sent to Qualtrics to collect data via a professional market research services company, but no reply was received. Thirdly, travel agencies were reached out and asked to provide customer connections in order to send questionnaires by e-mail, but unfortunately, this attempt also did not yield useful results. Consequently, in an attempt to avoid sampling error and meet with the appropriate sampling group, the bus stop for the people who are waiting for specific transportation that carries passengers to the airport was selected as the data collection location. In this moment of crisis, this particular location is expected to provide accurate key informants for the sample who have the prior information to evaluate airline services.

At the bus stop, participants were asked whether they would like to participate in the study; if the answer was positive, then a note paper was presented to them with the web page information that enables them to fill in the questionnaire. A hand sanitizer was also given as a gift to those who were accepted to participate. Participants were informed about the purpose of the study and the questionnaire structure to ensure

there were no misunderstandings about the questions and to prevent participants from giving incorrect answers inadvertently. There was minimum interaction with the participant. The only researcher-led dialogue was the briefing to avoid any biases arising from the interviewer or the respondents who may aim to create a favorable image, which is called social desirability bias. This method embraces the benefits of both interactive and non-interactive survey methods. Participants will have a chance to get informed about the questionnaire and the process, but they will have the opportunity to do it alone without the researcher's presence.

Despite the determined attempt to collect data from real-time airline customers, it was unable to reach the desired number due to a diminished number of passengers who prefer public transportation. Only 28 questionnaires were collected at the bus stop. After that, the data collection was continued with the snowball technique. An online questionnaire was administered on Google Forms and distributed to the people who had satisfied the participation requirement. In addition, the created online survey was posted on Facebook pages. Donation of food to stray animals was created as an incentive to attend this study. The data was collected between November 2020 and July 2021. The questionnaire was collected from 640 participants. However, due to unanswered questions or considering Turkey as an answer to the liked or disliked country, 594 questionnaires were included in the analysis.

5.4. QUESTIONNAIRE DESIGN

As a first step, the relevant studies focused on negative or positive consumer tendencies toward foreign products or services were reviewed in order to gain insights about the constructs and the scales that measured those constructs. In this review, great care was exercised not to overlook any study that used the same or adopted versions of specific scales for these constructs. One country (foreign), cross-cultural, and national studies were analyzed in terms of their application of the scale and its validity and consistency levels. In conclusion, the most appropriate scales that represent the constructs in this study were included in the questionnaire, considering the comprehensiveness of the scales and the length of the questionnaire.

The research instrument was a structured self-administered survey (appendix 1 and appendix 2), which included four sections. In the first section, the participants were asked to provide answers to questions that were related to global consumer culture and ethnocentrism. For global consumer culture questions, the Acculturation to Global Consumer Culture (AGCC) scale (Durvasula and Lysonski, 2016: 62) was applied. The AGCC scale is comprised of six different dimensions, namely: tendency for cosmopolitanism; exposure to marketing activities of multinational corporations; exposure to/use of the English language; social interaction; global/foreign mass media exposure; openness to and desire to emulate global consumer culture; identification with global consumer culture. The AGCC scale was followed by the Consumer Ethnocentrism scale. In order to avoid respondent fatigue, a shorter version of the ethnocentrism scale was selected (Oberecker and Diamantopoulos, 2011: 56). The Ethnocentrism and AGCC scales included a seven-point Likert scale, anchored by 1 = "strongly disagree" and 7 = "strongly agree".

In the second section, participants indicated the countries that they liked the most and least and answered the questions about consumer animosity and consumer affinity. The consumer animosity scale from Han (2017: 370) was applied, while the scale from Oberecker and Diamantopoulos (2011: 56) was used to measure consumer affinity. Unlike the general application in studies measuring consumers' negative and positive tendencies toward foreign countries, in this study, instead of presenting a predetermined country name, participants provided the country names that they liked the most or the least. This is important since predetermined countries may not necessarily match the real order in consumers' minds. Therefore, giving a country freedom to express their most or least liked countries helps avoid the overestimation of the animosity effect on purchase decisions. In this section, respondents were also requested to express their perceptions regarding the service quality image of the airline from that specific country, as indicated. Service quality perceptions for the airline were measured using Sultan and Simpson's (2000: 212) 22-item scale. In this section, attitudes toward the airline companies from a given country were measured by the scale from Diamantopoulos et al. (2020: 494), and intentions to buy services from a service provider from the indicated country were measured by the scale from Oberecker and Diamantopoulos (2011: 57). Consumer animosity, consumer affinity

and service quality perceptions, attitudes toward foreign airline companies, and intentions to buy from that airline were measured with a seven-point Likert scale, anchored by 1 = "strongly disagree" and 7 = "strongly agree".

In the third section, participants responded to the same questions as in the second section, but this time they stated their preferences for the country that they liked the most. In the second and third sections, the focus of the questions related to an airline's service quality image is to determine general service quality perceptions of a country rather than examine service quality perceptions of an airline brand.

The fourth and last section consisted of demographic questions aimed at obtaining information regarding age, gender, income level, education, and the frequency of domestic and international flights per year.

In order to avoid common method bias in the section where respondents give answers related to the disliked country, the order of the constructs was altered. In addition to that, protecting the respondent's anonymity has paramount importance to avoid common method bias. In the data collection process, no personal information was required.

A draft version of the questionnaire was prepared, drawing from the literature review. Initially, the questionnaire was designed in English and then translated into Turkish. After that, the questionnaire was sent to five academics who have extensive knowledge in the marketing field to assess the content validity of the scales, which means checking them in terms of completeness, appropriateness, and accuracy. According to fruitful feedback from academics, the questionnaire was updated, and some wordings that may cause ambiguity were revised. Afterwards, a pilot study was conducted with 15 students from Dokuz Eylul University in an effort to enhance the quality of the scale. The pilot study results did not generate any particular problems, and thus, the questionnaire design process was completed.

CHAPTER SIX

ANALYSIS AND RESULT

6.1. DEMOGRAPHIC PROFILE

Demographic features of the sample are demonstrated in Table 1, which includes gender, age, education level, and frequency of domestic and international flights per year.

Most of the participants were between 26 and 35 years old (34.7%), which was followed by 18–25 (30.8%). The numbers of female and male participants were the same. It is essential to avoid having a heavy dependence on one of the gender groups to not have poor representativeness. Most of the participants indicated that they have a middle-level income (72.6%). In order to avoid biased or false responses pertaining to income level, instead of asking for an exact income level, participants were asked to provide a level of income. In the case of education level, most of the participants were found to have completed their bachelor's degree (64.3%).

Table 4 also exhibits the frequency of participant usage of airline transportation. While most of the participants have domestic flights between 1 and 3 times per year (41.1%), they have a lower frequency in terms of international flights, which is less than once per year (77.1%).

Table 4: Demographic Features of the Sample

Age	Frequency	Percent
18-25	183	30.8
26-35	206	34.7
36-45	129	21.7
46-55	55	9.3
56-65	21	3.5
Total	594	100

Gender	Frequency	Percent
Female	297	50
Male	297	50
Total	594	100

Income	Frequency	Percent
Low	110	18.5
Middle	431	72.6
High	53	8.9
Total	594	100

Education	Frequency	Percent
Primary school	12	2
High school	112	20.5
Bachelor's degree	382	64.3
Master's Degree	67	11.3
PhD degree	11	1.9
Total	594	100

Domestic Flights (Per year)	Frequency	Percent
Less than once	183	30.8
1-3 times	244	41.1
4-6 times	102	17.2
7-9 times	28	4.7
10-12 times	22	3.7
More than 12 times	15	2.5
Total	594	100

International Flights (Per year)	Frequency	Percent
Less than once	465	77.1
1-3 times	97	16.3
4-6 times	18	3
7-9 times	8	1.3
10-12 times	3	0.5
More than 12 times	3	0.5
Total	594	100

6.2. THE MOST AND THE LEAST LIKED COUNTRIES

In this study, instead of giving a predetermined country name to the participants to evaluate their service quality perceptions, attitudes, and intentions, participants were free to present their most and least liked countries. Therefore, this study also paves the way for having an insight into the particular countries in which participants harbour positive or negative feelings. The top five countries in each section are demonstrated in Table 5 and Table 6.

The results show that participants gather around some specific countries with a higher frequency in the case of disliked countries. On the other hand, the country selection for the most liked countries does not reflect a dramatic separation as it does for disliked countries. Germany and Israel were the most frequently mentioned countries, with the former being expressed as the most favorite country and the latter being described as the least favorite one. While Germany was followed by Italy and Azerbaijan, Israel was followed by the USA and China. It is seen that the USA appears on both lists. This shows the conflicting consumer dispositions toward the USA.

Without discounting the existence of additional factors, the political issues between Turkey and Israel and the USA may be the primary cause of negative feelings toward these countries. In addition to that, the reason why Germany is the most liked country may stem from its level of economic and technological development, while the reason for Azerbaijan may be due to cultural proximity.

Table 5: The Most Liked Countries

The Most Liked Countries	Frequency
Germany	85
Italy	67
Azerbaijan	59
United States of America (USA)	45
England	31

Table 6: The Least Liked Countries

The Least Liked Countries	Frequency
Israel	221
United States of America (USA)	114
China	51
Saudi Arabia	34
France	24

6.3. MEASUREMENT MODEL

Construct reliability provides information which is utilized to assess whether variables in the study are consistent with what they intend to measure (Straub et al., 2004). If the results are consistent when a measure is applied to the same individuals at another time, then that measure is reliable (Zikmund and Babin, 2010: 248).

Construct Reliability is assessed using Cronbach's Alpha and Composite Reliability. The Cronbach Alpha for each construct in the study was found to be over the required limit of 0.70 (Prince et al., 2019: 433). Composite reliability (CR) values ranged from 0.804 to 0.961 for the least liked country model and from 0.810 to 0.962 for the most liked country model, which are above the benchmark (Hair et al., 2010: 124). Hence, construct reliability was established for each construct in the study (Table 7 and Table 8).

While reliability is associated with the precision of a measure, validity is related to its accuracy. Validity represents how successfully the items forming a construct in the instrument represent the construct. It is assessed via convergent validity and discriminant validity (Zikmund and Babin, 2010: 250). The degree of correlation between two measurements of the same idea is determined by convergent validity (Hair et al., 2010: 125). It is crucial to have unity between items measuring the same construct. On the other hand, discriminant validity indicates the uniqueness of a measurement tool. The items measuring a specific construct should not be highly correlated with other items measuring another construct (Zikmund and Babin, 2010: 251).

Convergent validity of scale items was estimated using Average Variance Extracted (AVE) (Fornell and Larcker, 1981: 48). According to Bagozzi and Yi (1988: 80), an AVE greater than 0.50 provides empirical proof of convergent validity. In this study, the AVE values for both models were above the threshold value of 0.50. Therefore, the scales used for the present study have convergent validity (Table 4 and Table 5).

Table 7: Loadings, Reliability and Convergent Validity for the Least Liked Country Model

	Construct & Items	Loadings	α	CR	AVE	Mean	S.D.
Acculturation to Global Consumer Culture	Cosmopolitanism		.823	.844	.646	6.01	1.01
	Cos1	.896					
	Cos2	.832					
	Cos3	.660					
	Exposure to marketing activities		.853	.859	.671	4.97	1.48
	Exm1	.807					
	Exm2	.901					
	Exm3	.737					
	Exposure to English language		.869	.877	.706	2.82	1.57
	Elu1	.843					
	Elu2	.922					
	Elu3	.746					
	Social interaction		.806	.816	.591	4.60	1.75
	Sin1	.777					
	Sin2	.877					
	Sin3	.654					
	Global mass media exposure		.805	.811	.600	4.79	1.62
	Gmm1	.741					
	Gmm2	.761					
	Gmm3	.799					
	Openness to global consumer culture		.859	.868	.681	3.01	1.61
	Ope1	.720					
	Ope2	.955					
	Ope3	.800					
	Identification with global consumer culture		.875	.881	.714	3.38	1.71
	Idt1	.892					
	Idt2	.913					
	Idt3	.718					
Ethnocentrism	Consumer ethnocentrism		.909	.913	.725	6.1	1.01
	Ces2	.813					
	Ces3	.855					
	Ces4	.849					

	Ces5	.864					
Consumer Animosity	Perceived threat		.861	.862	.689	4.5	1.93
	Threat1	.787					
	Threat2	.844					
	Threat3	.835					
	Unethical politics		.903	.823	.841	5.76	1.67
	Politics1	.909					
	Politics2	.906					
	General animosity		.798	.804	.789	5.45	1.80
Consumer Affinity	General1	.799					
	General2	.838					
	Sympathy		.915	.917	.728	2.14	1.49
	Sympathy1	.899					
	Sympathy2	.941					
	Sympathy3	.933					
	Attachment		.910	.910	.788	1.87	1.32
	Attachment1	.912					
Service Quality	Attachment2	.897					
	Attachment3	.856					
	Attachment4	.886					
	Tangibles		.946	.940	.807	3.83	1.79
	Tan1	.953					
	Tan2	.959					
	Tan3	.915					
	Tan4	.881					
	Reliability		.949	.954	.868	3.68	1.64
	Rel1	.931					
	Rel2	.923					
	Rel3	.936					
	Rel4	.937					
	Responsiveness		.944	.937	.831	3.72	1.64
	Rsp1	.955					
	Rsp2	.955					
	Rsp3	.936					
	Assurance		.958	.961	.950	3.89	1.73
	Asr1	.947					
	Asr2	.949					
	Asr3	.945					
	Asr4	.929					
	Empathy		.960	.957	.825	3.74	1.65
	Emp1	.919					
	Emp2	.908					
	Emp3	.888					
	Emp4	.928					
	Emp5	.878					
	Attitude toward service provider		.918	.918	.854	2.86	1.68
	Att1	.921					
	Att3	.922					
	Intention to buy		.910	.910	.785	3.27	1.84
	Int1	.884					
	Int2	.875					
	Int3	.921					

Table 8: Loadings, Reliability and Convergent Validity for the Most Liked Country Model

	Construct & Items	Loadings	α	CR	AVE	Mean	S.D.
Acculturation to Global Consumer Culture	Cosmopolitanism		.823	.844	.646	6.01	1.01
	Cos1	.895					
	Cos2	.832					
	Cos3	.662					
	Exposure to marketing activities		.853	.859	.671	4.97	1.48
	Exm1	.806					
	Exm2	.901					
	Exm3	.738					
	Exposure to English language		.869	.877	.706	2.82	1.57
	Elu1	.844					
	Elu2	.922					
	Elu3	.745					
	Social interaction		.806	.810	.591	4.60	1.75
	Sin1	.774					
	Sin2	.880					
	Sin3	.653					
	Global mass media exposure		.805	.818	.600	4.79	1.62
	Gmm1	.749					
	Gmm2	.755					
	Gmm3	.799					
	Openness to global consumer culture		.859	.864	.681	3.01	1.61
	Ope1	.725					
	Ope2	.944					
	Ope3	.808					
Ethnocentrism	Identification with global consumer culture		.875	.881	.714	3.38	1.71
	Idt1	.895					
	Idt2	.909					
	Idt3	.717					
	Consumer Ethnocentrism		.909	.913	.725	6.1	1.01
	Ces2	.814					
	Ces3	.856					
	Ces4	.847					
Consumer Animosity	Perceived threat		.836	.869	.757	2.79	1.66
	Threat1	.825					
	Threat2	.675					
	Threat3	.884					
	Unethical politics		.874	.914	.776	2.91	1.74
	Politics1	.880					
	Politics2	.882					
	General animosity		.825	.829	.789	1.95	1.53
	General1	.951					
	General2	.743					

Consumer Affinity	Sympathy		.909	.918	.848	6.45	0.88
	Sympathy1	.832					
	Sympathy2	.891					
	Sympathy3	.910					
	Attachment		.806	.918	.685	5.86	1.12
	Attachment1	.827					
	Attachment2	.884					
	Attachment3	.517					
	Attachment4	.772					
Service Quality	Tangibles		.939	.943	.847	5.96	1.19
	Tan1	.957					
	Tan2	.922					
	Tan3	.914					
	Tan4	.887					
	Reliability		.936	.960	.839	5.93	1.11
	Rel1	.915					
	Rel2	.909					
	Rel3	.925					
	Rel4	.914					
	Responsiveness		.904	.947	.839	5.91	1.12
	Rsp1	.922					
	Rsp2	.918					
	Rsp3	.907					
	Assurance		.927	.962	.820	6.01	1.11
	Asr1	.900					
	Asr2	.906					
	Asr3	.909					
	Asr4	.909					
	Empathy		.932	.959	.787	5.81	1.14
	Emp1	.901					
	Emp2	.867					
	Emp3	.888					
	Emp4	.900					
	Emp5	.879					
	Attitude toward service provider		.886	.921	.854	5.87	1.24
	Att1	.878					
	Att3	.906					
	Intention to buy		.877	.916	.787	6.09	1.15
	Int1	.875					
	Int2	.885					
	Int3	.771					

Discriminant validity in the study was assessed using the Fornell and Larcker Criterion. According to the Fornell and Larcker criterion, discriminant validity is established when the square root of AVE for a construct is greater than its correlation with other constructs in the study. The result of the discriminant validity is presented in Table 6 (for the most liked country model) and Table 7 (for the least liked country model), and it approves the discriminant validity.

The bold numbers placed diagonally on tables 9 and 10 represent the square root of AVE. According to this criterion, the square root of the AVE by a construct must be greater than the correlation between the construct and any other construct.

Tables 6 and 7 show that each bold number is the greatest among the numbers placed horizontally and vertically. Once this condition is satisfied, discriminant validity is established.

Table 9: Discriminant Validity with Fornell-Larcker Criterion for the Most Liked Country Model

	CR	AVE	cos	extm	ebu	sin	gmm	ope	idt	ces	an1	an2	an4	aff1	aff2	tan	rel	rsp	asr	emp	att	int
cos	0.842	0.644	0.802																			
extm	0.857	0.669	0.208	0.818																		
ebu	0.877	0.706	0.233	0.174	0.840																	
sin	0.816	0.600	0.494	0.124	0.58	0.775																
gmm	0.811	0.589	0.262	0.221	0.445	0.424	0.768															
ope	0.869	0.690	0.043	0.126	0.288	0.215	0.268	0.831														
idt	0.881	0.714	0.176	0.254	0.313	0.303	0.346	0.383	0.845													
ces	0.909	0.715	0.007	0.034	-0.150	-0.165	-0.154	0.153	-0.044	0.846												
an1	0.840	0.640	0.054	0.091	0.166	0.062	0.041	0.198	0.22	0.066	0.8											
an2	0.874	0.776	0.063	0.064	0.166	0.119	0.019	0.305	0.177	0.091	0.774	0.881										
an4	0.841	0.728	0.032	0.082	0.111	0.025	0.034	0.231	0.188	0.130	0.711	0.692	0.853									
aff1	0.910	0.848	0.259	0.062	0.061	0.172	0.137	-0.080	0.010	-0.129	-0.284	-0.32	-0.435	0.920								
aff2	0.863	0.685	0.256	0.034	0.141	0.223	0.218	-0.026	0.086	-0.044	-0.258	-0.316	-0.364	0.787	0.828							
tan	0.939	0.847	0.107	0.052	0.030	0.071	0.168	-0.016	0.116	0.006	0.040	-0.072	-0.097	0.511	0.518	0.920						
rel	0.945	0.839	0.203	0.067	0.078	0.120	0.168	0.004	0.099	0.056	-0.057	-0.151	-0.153	0.603	0.591	0.801	0.916					
rsp	0.898	0.839	0.191	0.075	0.090	0.117	0.144	0.006	0.080	0.040	-0.064	-0.155	-0.139	0.598	0.588	0.751	0.897	0.916				
asr	0.904	0.820	0.204	0.055	0.025	0.110	0.121	-0.040	0.040	0.026	-0.094	-0.179	-0.202	0.645	0.611	0.756	0.852	0.869	0.905			
emp	0.930	0.725	0.201	0.100	0.048	0.076	0.115	-0.008	0.100	0.015	-0.094	-0.165	-0.171	0.614	0.638	0.709	0.821	0.846	0.877	0.887		
att	0.887	0.796	0.230	0.075	0.126	0.167	0.230	0.062	0.124	0.025	-0.051	-0.14	-0.151	0.568	0.603	0.657	0.741	0.726	0.746	0.717	0.892	
int	0.882	0.715	0.172	0.050	0.158	0.201	0.232	0.019	0.045	-0.061	-0.146	-0.235	-0.301	0.667	0.630	0.556	0.672	0.659	0.697	0.648	0.812	0.845

Table 10: Discriminant Validity with Fornell-Larcker Criterion for the Least Liked Country Model

	CR	AVE	cos	exm	elu	sin	gmm	ope	idt	ees	an1	an2	an3	aff1	aff2	tan	rel	rsp	asr	emp	att	int
cos	0.842	0.644	0.802																			
exm	0.857	0.669	0.207	0.818																		
elu	0.877	0.706	0.233	0.174	0.84																	
sin	0.816	0.600	0.494	0.124	0.581	0.775																
gmm	0.811	0.589	0.262	0.22	0.449	0.428	0.767															
ope	0.868	0.69	0.042	0.129	0.287	0.215	0.265	0.83														
idt	0.881	0.715	0.175	0.253	0.312	0.303	0.346	0.379	0.845													
ees	0.909	0.715	0.007	0.034	-0.150	-0.165	-0.155	0.148	-0.042	0.845												
an1	0.862	0.676	0.072	0.123	0.012	-0.084	0.017	0.021	0.042	0.210	0.822											
an2	0.903	0.823	0.067	0.034	-0.068	-0.083	-0.021	-0.072	-0.155	0.098	0.492	0.907										
an3	0.804	0.672	0.021	-0.018	-0.118	-0.099	-0.024	-0.123	-0.080	0.162	0.366	0.678	0.820									
aff1	0.917	0.854	0.062	0.066	0.099	0.134	0.011	0.266	0.237	0.036	-0.092	-0.335	-0.597	0.924								
aff2	0.910	0.788	0.052	0.022	0.117	0.115	0.024	0.240	0.248	0.046	-0.066	-0.350	-0.517	0.819	0.887							
tan	0.940	0.860	0.105	0.111	0.057	0.141	0.016	0.059	0.075	-0.024	0.226	-0.018	-0.184	0.275	0.289	0.927						
rel	0.954	0.868	0.149	0.094	0.095	0.169	-0.005	0.082	0.150	0.002	0.161	-0.128	-0.303	0.408	0.393	0.81	0.931					
rsp	0.957	0.899	0.170	0.090	0.106	0.177	0.010	0.075	0.134	-0.005	0.129	-0.128	-0.331	0.392	0.372	0.762	0.882	0.948				
asr	0.951	0.888	0.141	0.099	0.076	0.140	-0.021	0.067	0.118	0.021	0.146	-0.141	-0.320	0.380	0.385	0.764	0.862	0.887	0.942			
emp	0.957	0.816	0.146	0.079	0.083	0.127	-0.008	0.064	0.139	0.023	0.097	-0.152	-0.321	0.37	0.355	0.739	0.850	0.850	0.902	0.928		
att	0.918	0.849	0.094	0.139	0.112	0.145	0.072	0.086	0.127	-0.052	0.045	-0.208	-0.364	0.415	0.380	0.431	0.561	0.567	0.579	0.569	0.921	
int	0.910	0.772	0.194	0.075	0.105	0.251	0.039	0.058	0.117	-0.058	0.062	-0.181	-0.386	0.485	0.439	0.551	0.690	0.711	0.732	0.691	0.660	0.879

The Confirmatory Factor Analysis (CFA) was computed using AMOS to test the measurement model. In addition to that, all second-order constructs were also

analyzed separately. The second-order construct analysis results for the AGCC construct with seven subdimensions and 21 questions are presented in Table 11.

Table 11: Second Order Construct Analysis for AGCC

Fit Indices	Recommended Value	Obtained Value
CMIN/df	3-5	3.490
CFI	➤ .90	.932
TLI	➤ .90	.921
RMSEA	⬅ .08	.065
SRMR	⬅ .08	.074

The second-order construct analysis results for the consumer affinity construct with two subdimensions and 7 questions are presented in Table 12.

Table 12: Second Order Construct Analysis for Consumer Affinity

Fit Indices	Recommended Value	Obtained Value (for most liked country model)	Obtained Value (for least liked country model)
CMIN/df	3-5	3.346	1.490
CFI	➤ .90	.992	.999
TLI	➤ .90	.983	.997
RMSEA	⬅ .08	.063	.029
SRMR	⬅ .08	.025	.010

The second-order construct analysis results for the consumer animosity construct with three subdimensions and 7 questions are presented in Table 13.

Table 13: Second Order Construct Analysis for Consumer Animosity

Fit Indices	Recommended Value	Obtained Value (for most liked country model)	Obtained Value (for least liked country model)
CMIN/df	3-5	3.263	4.104
CFI	➤ .90	.991	.986
TLI	➤ .90	.981	.972
RMSEA	⬅ .08	.062	.072
SRMR	⬅ .08	.026	.032

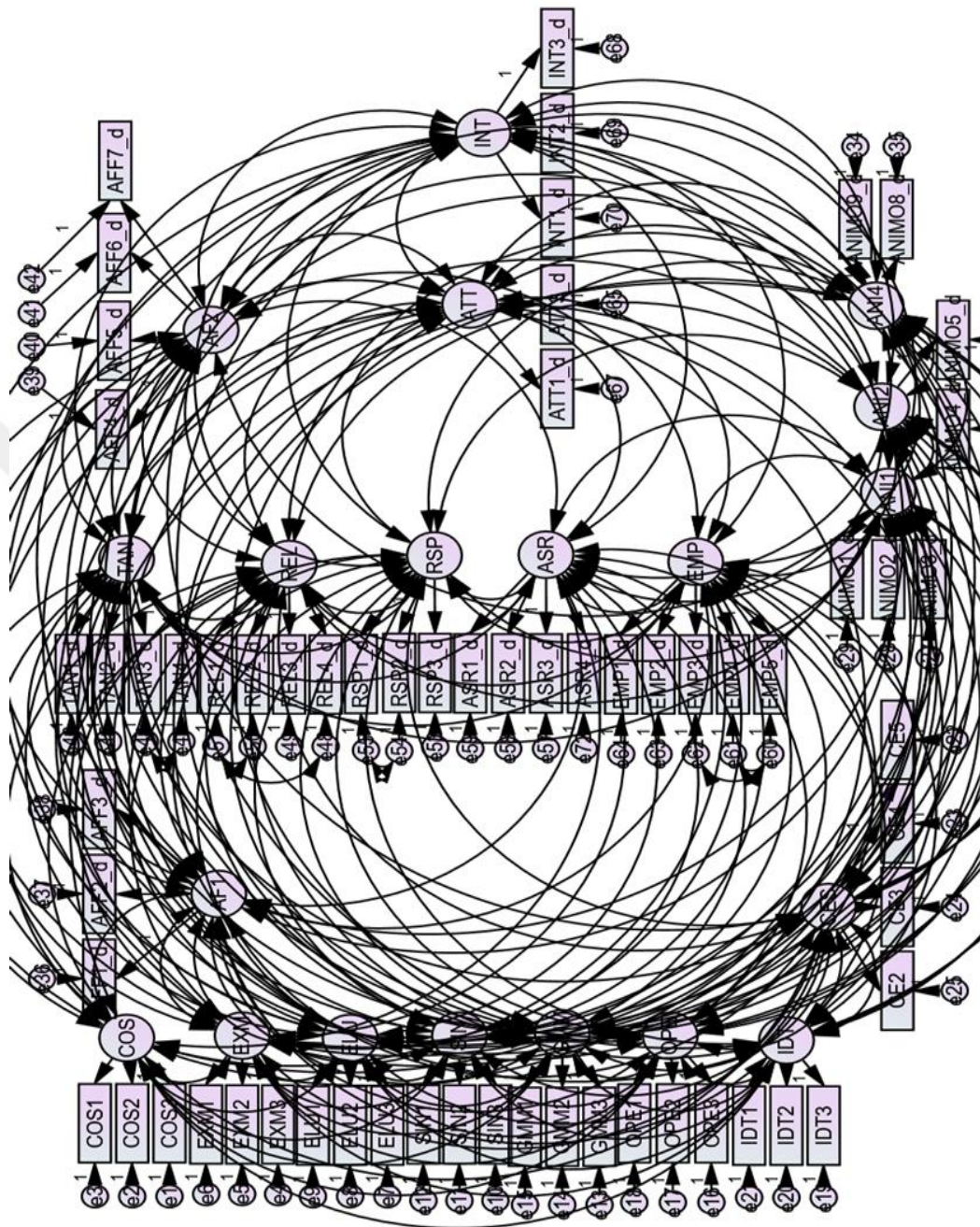
The second-order construct analysis results for the consumer affinity construct with two subdimensions and 7 questions are presented in Table 14.

Table 14: Second Order Construct Analysis for Service Quality

Fit Indices	Recommended Value	Obtained Value (for most liked country model)	Obtained Value (for least liked country model)
CMIN/df	3-5	4.421	3.285
CFI	➤ .90	.960	.976
TLI	➤ .90	.953	.960
RMSEA	⬅ .08	.076	.062
SRMR	⬅ .08	.029	.023

As part of confirmatory factory analysis, factor loadings were assessed for each item. One item from the ethnocentrism scale (item no. 22), one item from the attitude scale (item no 2) and two items from the consumer animosity scale (item no 6 and 7) were deleted due to low factor loadings (<.50). In addition to that, two items were deleted from the Service Quality scale (item no. 9 and 13) for multicollinearity problems. The measurement models for the most liked country and the least liked country (Figure 2 and Figure 3) were evaluated with all the variables and their sub dimensions in them.

Figure 2: Measurement Model for the Least Liked Country



In our study, CMIN/df is 2.052 for the least liked country model and 2.126 for the most liked country model, which are within the accepted threshold (Hair et al., 2010: 642). The Goodness of Fit Index (GFI) is another indicator to assess the model fit. However, as with the chi-square value, the GFI is also sensitive to sample size. When GFI is close to this refers to a good fit (Hair et al., 2010: 642). GFI values between 0.80 to 0.89 show a reasonable fit, and the values above 0.90 are accepted as a good fit (Doll et al., 1994: 456). However, given the sensitivity of this index, it has lost its popularity in recent years, and it was recommended that this index should not be utilized (Sharma et al., 2005: 941). This index is 0.846 for the least liked country model and 0.836 for the most liked country model in this study, which shows a reasonable fit. When the Tucker Lewis Index (TLI) value reaches close to 1 this situation indicates a good fit. In our study, the TLI value is 0.940 for the least liked country model and 0.927 for the most liked country model, which are associated with good fit (Hair et al., 2010: 643). When it comes to root mean square error of approximation (RMSEA) and standardized root mean square residual (SRMR), small values are required for good model fit. RMSEA below 0.06 and SRMR below 0.08 are needed to satisfy the good fit (Hu and Bentler, 1999: 26).

In our study, for the least liked country model, RMSEA and SRMR values are 0.043 and 0.047, respectively. In addition, for the most liked country model, the RMSEA value is 0.043 while the SRMR values is 0.044. Overall, all the required indices to evaluate the model (the most liked country) fit yielded good fit with accepted values, which can be seen in Table 15 and Table 16.

Table 15: Measurement Model Fit Indices for the Least Liked Country Model

Fit Indices	Recommended Value	Obtained Value
CMIN/df	3-5	2.119
CFI	➤ .90	.937
TLI	➤ .90	.928
RMSEA	➤ .08	.043
SRMR	➤ .08	.047

Table 16: Measurement Model Fit Indices for the Most Liked Country Model

Fit Indices	Recommended Value	Obtained Value
CMIN/df	3-5	2.073
CFI	➤ .90	.947
TLI	➤ .90	.940
RMSEA	➤ .08	.043
SRMR	➤ .08	.044

6.4. NORMAL DISTRIBUTION ANALYSIS

Kurtosis and Skewness values can be utilized to determine the form of distribution. (Hair et al., 2010: 78). The data is accepted as normally distributed when skewness ranges between ± 2 (Garson, 2012: 18) and kurtosis between ± 3 (Kline, 2011: 76). In this study, the data is normally distributed (Table 17) for both the most and the least liked countries.

Table 17. Skewness and Kurtosis

Variables	Skewness	Kurtosis
AGCC	.034	-.177
Consumer Ethnocentrism	-.098	-1.121
Consumer Animosity (least liked)	-.698	-.145
Consumer Affinity (least liked)	1.765	2.760
Service Quality Image (least liked)	-.108	-.893
Attitude (least liked)	.453	-1.053
Intention to Buy (least liked)	.426	-.965
Consumer Animosity (most liked)	1.071	.466
Consumer Affinity (most liked)	-1.507	2.627
Service Quality Image (most liked)	-1.163	1.398
Attitude (most liked)	-1.154	1.077
Intention to buy (most liked)	-1.453	-1.960

6.5. STRUCTURAL MODEL

6.5.1. Structural Model for the Least Liked Country

A structural model generated through AMOS was used to test the relationships. A good-fitting model was accepted if the value of the CMIN/df, the comparative fit index (CFI) and the Tucker and Lewis index (TLI) are > 0.90 (Hair et al., 2010: 643).

In addition, an adequate-fitting model was accepted since the AMOS computed value of the standardized root mean square residual (SRMR) < 0.08 and the root mean square error approximation (RMSEA) is between 0.05 and 0.08 (Hu and Bentler, 1999: 26). The fit indices for the model were in the requested range (Table 18).

Table 18. Structural Model Fit Indices for the Least Liked Country Model

Fit Indices	Recommended Value	Obtained Value
CMIN/df	3-5	2.349
CFI	$\geq .90$.928
TLI	$\geq .90$.924
RMSEA	$\leq .08$.047
SRMR	$\leq .08$.065

The squared multiple correlation was 0.19 for service quality image (SQ), this shows that 19% of the variance in service quality image is accounted by AGCC, consumer affinity (AFF), consumer ethnocentrism (CE) and consumer animosity (ANI), when disliked country is considered.

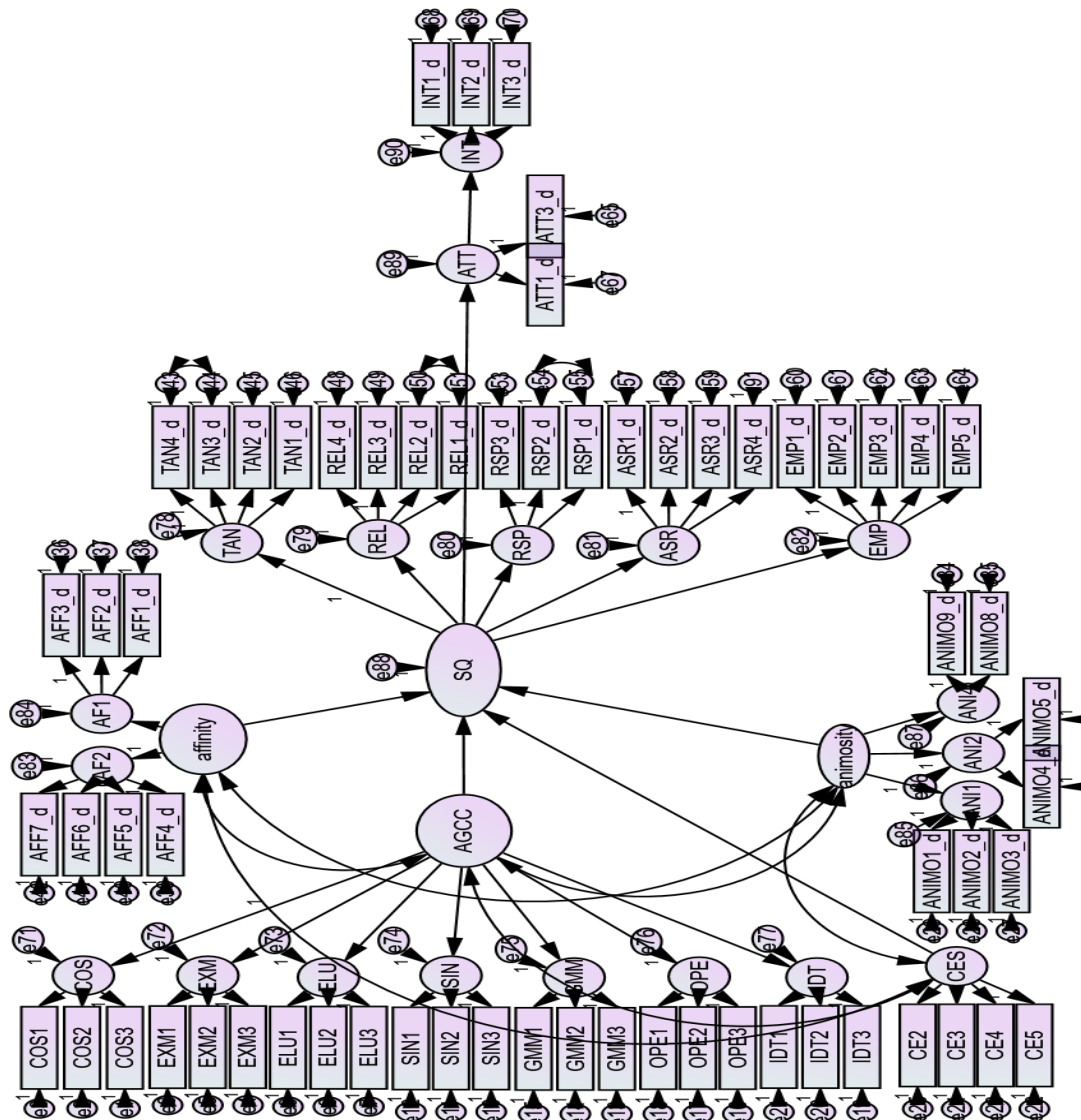
In this part of the study, according to the structural model (Figure 4), the impact of AGCC and consumer affinity on service quality image was assessed from the least liked countries framework. The impact of AGCC on service quality image was positive and significant ($b=.102$, $t = 2.132$, $p < .05$). The impact of consumer affinity on service quality image was positive and significant ($b=.341$, $t=5.956$, $p < .05$). The impact of consumer animosity on service quality image was negative and insignificant ($b= -.088$, $t = -1.541$, $p > .05$). The impact of consumer ethnocentrism on service quality image was negative and insignificant ($b=.027$, $t = .628$, $p > .05$). The impact of service quality image on attitude (ATT) was significant and positive ($b=.628$, $t = 12.557$, $p < .05$). The

impact of attitude on intention to buy (INT) was significant and positive ($b=.664$, $t = 16.712$, $p < .05$). All these results are demonstrated in Table 19.

Table 19: Hypothesis Analysis Results for the Least Liked Country

Hypothesized Relationship	Standardized Estimates	t-value	p-value
AGCC → SQ	.102	2.132	<.05
AFF → SQ	.341	5.956	<.05
CE → SQ	.027	.628	>.05
ANI → SQ	-.088	-1.541	>.05
SQ → ATT	.628	12.557	<.05
ATT → INT	.664	16.712	<.05

Figure 4: Structural Model for the Least Liked Country



6.5.2. Structural Model for the Most Liked Country

A structural model generated through AMOS was used to test the relationships. A good-fitting model was accepted if the value of the CMIN/df, the comparative fit index (CFI) and the Tucker and Lewis index (TLI) are > 0.90 (Hair et al., 2010: 643). In addition, an adequate-fitting model was accepted since the AMOS computed value of the root mean square error approximation (RMSEA) is between 0.05 and 0.08 (Hair et al., 2010: 642). The fit indices for the model were in the requested range (Table 20).

Table 20: Structural Model Fit Indices for The Most Liked Country Model

Fit Indices	Recommended Value	Obtained Value
CMIN/df	3-5	2.285
CFI	$\geq .90$.921
TLI	$\geq .90$.917
RMSEA	$\leq .08$.047
SRMR	$\leq .08$.066

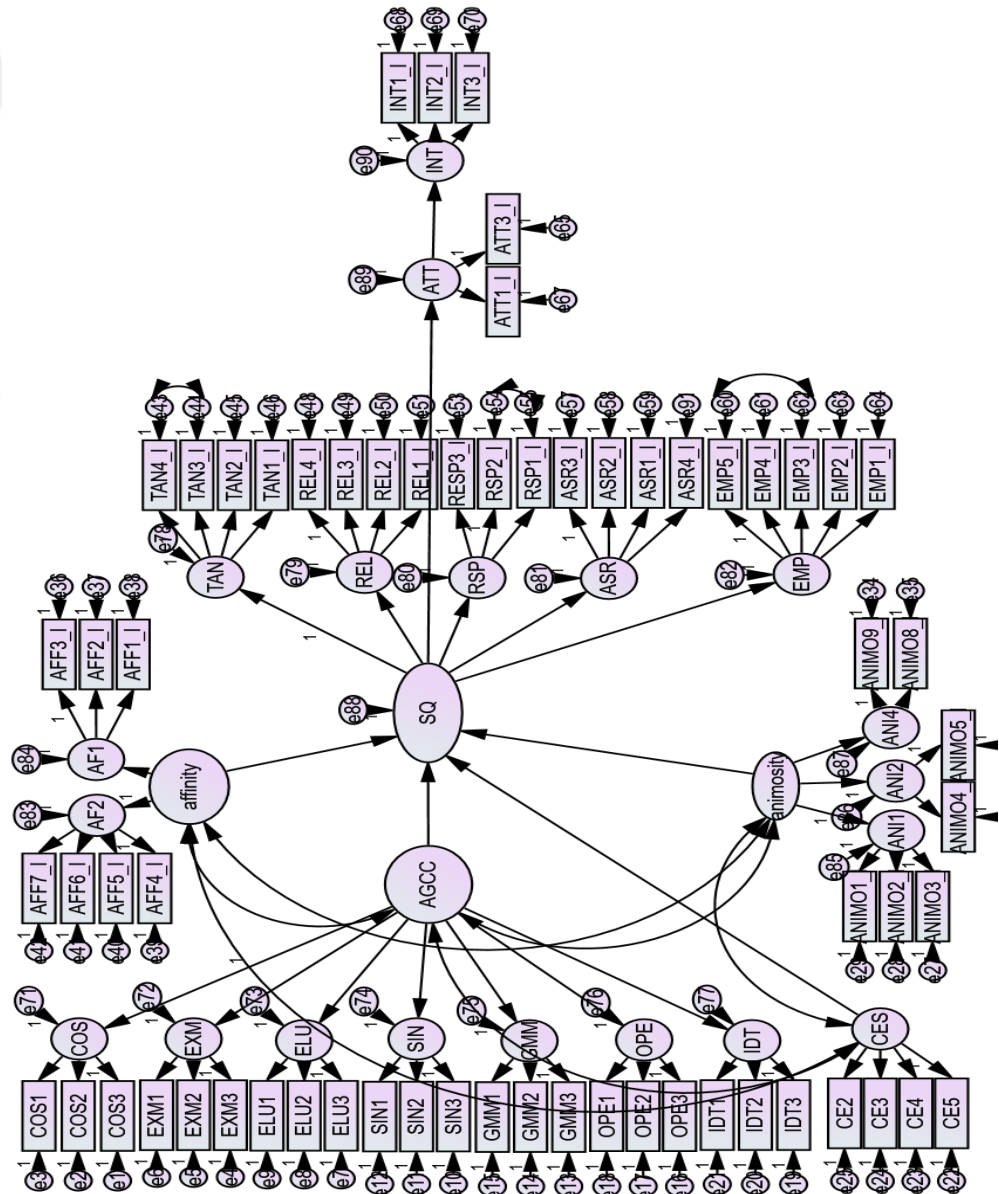
The squared multiple correlation was 0.48 for the service quality image. This shows that 47% of the variance in service quality image is accounted for AGCC, consumer affinity, consumer ethnocentrism, and consumer animosity, when the most liked country is considered.

In this step of the study, the impact of AGCC and consumer affinity on service quality image was assessed from the most liked countries' framework. The impact of AGCC on service quality image was negative and insignificant ($b=-.006$, $t = -.134$, $p > .05$). The impact of Consumer Affinity on Service Quality Image was positive and significant ($b=.739$, $t=12.273$, $p < .05$). The impact of Consumer Animosity on Service Quality Image was positive and significant ($b=.135$, $t= 2.983$, $p < .05$). The impact of consumer ethnocentrism on service quality image was positive and significant ($b=.084$, $t = 2.359$, $p < .05$). The impact of service quality image on attitude was significant and positive ($b=.779$, $t = 16.095$, $p < .05$). The impact of attitude on intention to buy was significant and positive ($b=.831$, $t = 21.876$, $p < .05$). All these results are demonstrated in Table 21.

Table 21: Hypothesis Analysis Results for the Most Liked Country

Hypothesized Relationship	Standardized Estimates	t-value	p-value
AGCC → SQ	-.006	-.134	>.05
AFF → SQ	.739	12.273	<.05
CE → SQ	.084	2.359	<.05
ANI → SQ	.135	2.983	<.05
SQ → ATT	.779	16.095	<.05
ATT → INT	.831	21.876	<.05

Figure 5: Structural Model for The Most Liked Country



6.6. HYPOTHESIS EVALUATION

6.6.1. AGGC and Service Quality Image of a Service Provider

H1: The higher the level of global consumer culture, the higher the country service quality image.

The first hypothesis is related to the relationship between AGCC and the service quality image. It was assumed that the more a consumer interacted with foreign cultures via the media, travel, or social interaction, the higher their service quality image for foreign service providers.

The results (Table 22) show that this assumption is accepted when consumers evaluate the least liked country; however, it is rejected when they evaluate the most liked country. It shows that consumers' acculturation with global consumer culture has an effect on service quality evaluations only when they evaluate services from a disliked country. Since there is a positive relationship between them, AGCC plays a role in mitigating the negative feelings toward foreign origins. On the other hand, even though the Pearson correlation between AGCC and service quality perception was found to be low but positive and statistically significant ($r = .146$, $p < .000$), AGCC did not exert any significant effect on consumer evaluation of services from the most liked country.

Table 22: Relationship between AGCC and Service Quality Perception

The Least Liked Country	Standardized Estimates	P-Value
AGCC → SQ	.102	<.05
The Most Liked Country	Standardized Estimates	P-Value
AGCC → SQ	-.006	>.05

6.6.2. Consumer Affinity and Service Quality Image of a Service Provider

H2: The higher the level of consumer affinity, the higher the country service quality image.

The second hypothesis posits that when a consumer has a positive feeling toward a specific foreign country, the service quality image of a service provider is positively affected by it.

The results (Table 23) indicate that this assumption is accepted for both the most liked and least liked countries. While the mean value for overall consumer affinity was 2.00 for the least liked country, it was 6.15 for the most liked country. This outcome proves that even though the positive feelings toward a specific country are very limited (the least liked country), they have a positive and significant effect on service quality perceptions toward a service provider from that specific country. In addition, the result shows that service quality perceptions are strongly influenced by consumers' positive feelings toward a specific country in the case of the most liked country being evaluated.

Table 23: Relationship between Consumer Affinity and Service Quality Perception

The Least Liked Country	Standardized Estimates	P-Value
AFF → SQ	.341	<.05
The Most Liked Country	Standardized Estimates	P-Value
AFF → SQ	.739	<.05

6.6.3. Consumer Animosity and Service Quality Image of a Service Provider

H3: The higher the level of consumer animosity, the lower the country service quality image.

The third hypothesis suggests that consumer animosity affects consumers' perceptions of quality towards foreign service providers. When participants were asked to evaluate the country that they least liked, it was found that the animosity

evaluations, contrary to expectations, were not very negative. Even though participants indicated a foreign country as the origin where they harbor negative feelings, animosity might not be the particular reason for the dislike. In other words, in the case of service evaluation from this specific origin, other factors could play an antecedent role. In addition, the findings demonstrated that while 1-point reflects low animosity and 7-point high animosity, a considerable number of participants (42%) were seen to select 1 or close to 1 value when answering the animosity questions.

This result (Table 24) can be interpreted in a way that suggests the animosity situation has no strong underlying reason for consumers to hold on. Since consumers have no clear reasons to justify their hostile feelings toward their least liked country, this situation may have created the insignificant effect of consumer animosity on service quality perception. In addition to the insignificant influence of animosity on service quality evaluation for the least-liked country, Pearson correlation also showed that consumer animosity and service quality perception were not correlated ($r = -.054$, $p > .05$). This shows that an increase or decrease in consumer animosity level toward a country is not related to any change in service quality perceptions, even when they are evaluating a service provider from a country that consumers dislike. As it was mentioned above, future studies should focus on this matter by examining alternative sources of dislike resulting from causes other than animosity.

Interestingly, in the most-liked country model, consumer animosity has a significant effect on perceptions of service quality. It can be said that this effect stems from the bittersweet relations with the countries that the participants indicated for the most-liked country. Even though countries that were selected as the most liked country in the survey, these countries were also seen as having problems with Turkey in certain respects. While the participants have sympathy or admiration for these countries due to their development level or cultural characteristics, they also see these countries as an economic or political threat to Turkey, which may lead to bitter-sweet feelings. This result may arise from some unexplored moderating variables creating an unexpected positive effect of animosity on service quality.

Table 24: Relationship between Consumer Animosity and Service Quality Perception

The Least Liked Country	Standardized Estimates	P-Value
ANI → SQ	-.088	>.05
The Most Liked Country	Standardized Estimates	P-Value
ANI → SQ	.135	<.05

6.6.4. Consumer Ethnocentrism and Service Quality Image of a Service Provider

H4: The higher the level of ethnocentrism, the lower the country service quality image

The fourth hypothesis considers that consumer ethnocentrism alters consumers' quality perceptions of a service provider. The result shows (Table 25) that while consumer ethnocentrism has a significant impact on service quality perceptions in the most liked country model, this effect was insignificant in the least-liked country model. In addition to the insignificant effect of consumer ethnocentrism on service quality assessment, correlation analysis also revealed an insignificant correlation between consumer ethnocentrism and perceptions of service quality ($r = .009$, $p > .05$).

The rationale behind the emergence of a significant and positive ethnocentrism effect when consumers evaluate a service provider from a country which they have positive feelings can be accounted for via the Social Identity Theory. Social Identity Theory suggests that individuals are inclined to create stereotypes. This situation may lead consumers to favor the features of their in-group members over those of other groups. Consumers may acknowledge their affinity country as their in-group, and this situation can influence their evaluations of services from these specific origins. On the other hand, the insignificant effect of ethnocentrism on service quality images may stem from the existence of other cognitive or emotional factors, which were not examined in this study, interfering in the relationship.

Table 25: Relationship between Consumer Ethnocentrism and Service Quality Perception

The Least Liked Country	Standardized Estimates	P-Value
CE → SQ	.027	>.05
The Most Liked Country	Standardized Estimates	P-Value
CE → SQ	.084	<.05

6.6.5. Service Quality Image of a Service Provider and Attitude toward the Foreign Country Service

H5: The more positive the service quality country image, the more positive the attitude toward the foreign country service.

The fifth hypothesis suggests that higher levels of service quality perceptions elicit more positive attitudes toward foreign service providers. As it was assumed, the result (Table 26) shows that there is a positive relationship between the service quality country image and the attitude toward foreign country service in both models.

While the mean values for the service quality perceptions were 5.92 and 3.77 for the most liked and the least liked countries, respectively, the mean values for attitudes toward foreign country service were 5.87 and 2.89, respectively. These results show that, in the case of service providers from the least liked country, service quality evaluations and consumer attitudes toward foreign services were ranked lower in comparison to those rankings for the most liked country. On the other hand, service providers from the most liked origins received higher evaluations and more positive attitudes compared to service providers from the least liked origins.

Table 26: Relationship between Service Quality Perception and Attitudes

The Least Liked Country	Standardized Estimates	P-Value
SQ → ATT	.628	<.05
The Most Liked Country	Standardized Estimates	P-Value
SQ → ATT	.779	<.05

6.6.6. Attitude toward Service Provider and Intention to Buy

H6: The more positive the attitude toward the foreign country service, the higher the intention to purchase the foreign country service.

The sixth and last hypothesis is related to the relationship between attitudes and the intention to buy. As it was expected, increasing positive attitudes toward foreign service providers led to an increasing intention to buy from them.

As it is demonstrated in Table 27, attitudes toward a foreign service provider have a significant effect on the intention to buy from a service provider from the most liked country and the least liked country.

Table 27: Relationship Between Attitudes Toward a Service Provider and Intention to Buy

The Least Liked Country	Standardized Estimates	P-Value
ATT → INT	.664	<.05
The Most Liked Country	Standardized Estimates	P-Value
ATT → INT	.831	<.05

CONCLUSION AND DISCUSSION

This study makes seven significant contributions to the international marketing literature. First, it builds a bridge between country-of-origin literature and service marketing literature. Second, it provides insights into the interaction between country image and positive consumer tendencies toward foreign countries. Third, this study introduces novel constructs such as AGCC and consumer affinity to the country-of-origin studies in the services marketing field. Fourth, this study examines the effects of both positive and negative consumer tendencies on service quality evaluations toward particular country origins and explores the interactions among them. Fifth, this study investigates the consumers' general positive and negative consumer tendencies toward foreign countries, as well as their positive and negative tendencies toward particular foreign countries, so as to explore their effect on service quality evaluation and purchase decision. Sixth, since the focus on particular origins to examine the country-of-origin effect is identified as an issue in the literature (Dinnie, 2004: 29), in this study, instead of being presented with a predetermined country name, participants provided the country names that they liked the most and the least. Therefore, beside the examined hypotheses, the results of this study shed light on the most and the least liked country origins of Turkish customers in general terms. Furthermore, the seventh contribution was the application of several theories, namely social identity theory, the theory of reasoned action, and acculturation theory, in order to explain interactions between constructs. Conducting theory-driven studies also makes a contribution to the literature since lack of theoretical background was also pointed out as a problem in the country-of-origin literature (Peterson and Jolibert, 1995: 895).

According to findings, the AGCC is related to the level of exposure to a dominant foreign culture that influences consumers' dispositions and behaviors. It is assumed that the high exposure to multinational companies' marketing activities; high exposure to/use of English; high social interaction with foreigners; high global/foreign mass media exposure; and obtaining personal inclinations to experience foreign cultures such as cosmopolitanism and openness to emulate global consumer culture will lead to a more favorable evaluation of foreign service providers.

The structural model results demonstrate that the AGCC effect on consumers' service quality perceptions is only significant when the least liked country is considered. Even though consumers indicate that they do not like a specific country, their general affection for foreign cultures remains as a significant effect which positively impacts their service quality evaluations. On the other hand, results show that while consumers evaluate the service quality of a service provider from a country that they like the most, other factors may come into play differently from AGCC.

The result corresponds with the existing studies examining the AGCC effect on consumer evaluations and purchase behavior. Westjohn et al. (2012: 65) suggest that when consumers have self-identification with global consumer culture, they are more likely to prefer globally positioned brands. Gupta (2013) states that higher levels of acculturation to global consumer culture lead to an increased disposition to use or own foreign brands. In addition, Al-Issa and Dens (2021) point out that AGCC has an effect on the style of consumption.

In this study, it was posited that consumer affinity has a positive impact on consumers' perceptions of service quality. The results revealed that consumer affinity has a significant effect on consumers' perceptions of service quality in both models. However, the effect of affinity on service quality perception is stronger when consumers consider the country that they like the most. This research confirms the results of previous studies. Bernard and Zarrouk-Karoui (2014: 64) found that consumer affinity positively affects consumers' willingness to buy and willingness to pay higher prices. In their study conducted in Turkey, Ercis and Celik (2019: 9) have shown that consumer affinity is associated with consumers' product evaluations. Terasaki et al. (2022: 354) also verified the positive influence of consumer affinity on evaluations of products from the affinity country. What is surprising is that consumers still have some level of affinity for the countries that they selected as their least favorite countries. This result indicates that favorable and unfavorable feelings toward a country can coexist.

Animosity is related to consumers' hostile feelings toward specific countries. This study assumed that consumer animosity would reduce service quality perceptions toward foreign service providers from the animosity country. As it was for affinity, the result of this interaction was also interesting. In the least liked country model, as

expected, consumer animosity has a negative effect on service quality perceptions; however, it was insignificant. On the other hand, in the most liked country model, even though it was not very strong, animosity had an effect on service quality perceptions, but in a positive way.

This situation should be explained by taking into consideration the consumer affinity result. Consumers did not demonstrate concepts of pure animosity or affinity when they were presenting their most liked and least liked countries. Although they have shown that they have some negative feelings toward specific countries, they have also shown that they harbor some positive feelings toward these countries.

As it was mentioned before, animosity and affinity, which can be expressed as love and hate, are not the opposite ends of a continuum. Love and hate are sophisticated attitudes, and they can coexist toward a specific object (Ben-Ze'ev, 2008: 280). One consumer may have admiration toward a country due to its culture or development level, but at the same time, he/she may develop negative feelings deriving from political or economic problems between his/her home country and the other one.

Drawing on the fact that consumer affinity remains as a valid factor affecting service quality perceptions even when the least liked country is considered, and animosity does not generate any strong effect in the least liked model, we may assume that consumer affinity outweighs the impact of consumer animosity on quality perceptions. A similar finding was also found in Asseraf and Shoham's (2016: 564) study, which presented the dominant effect of affinity in comparison to animosity on product judgement and ownership. This situation was explained by the stronger halo effect of consumer affinity.

Ethnocentrism was another construct which was analyzed to determine its effect on service quality perceptions toward foreign service providers. Ethnocentrism reflects consumers' tendency to use domestic products since they think that buying foreign products is unpatriotic and damages the domestic economy. It was assumed that consumers who think a real citizen should purchase domestic products and services would have low levels of service quality perceptions for foreign service providers.

As expected, the results have shown that ethnocentrism has a significant effect on quality perceptions. However, contrary to the studies in the literature which found

negative interactions between ethnocentrism and quality evaluations of foreign services (Shoham et al., 2006: 102; Ostrovskiy et al., 2021: 545), the direction of the relationship was positive. This situation can be explained through the Social Identity Theory (Turner et al., 1979: 191). This theory suggests that individuals overestimate the in-group members and underestimate the outgroup members. In-group members create bias, which leads to in-group favoritism.

When consumers are asked to indicate their most liked and least liked country names, this situation may lead to the development of an in-group and out-group condition. While the country that they like the most is placed on the in-group side, the least liked country may be included on the out-group side. As postulated in the theory, consumers are inclined to create a positive bias on behalf of their in-group members, which is the most liked country in this study. Even though consumers have ethnocentric tendencies, inclusion of the most liked country in their in-group may explain the positive effect of ethnocentrism on service quality evaluations for foreign service providers.

Attitude refers to one's intention to act in a certain way; intention is the antecedent of behavior; and behavioral intention is a determinant of behavior (Ajzen and Fishbein, 1973: 42). In our study, consumers' service quality perceptions indicate their evaluations, forming their beliefs about a foreign service provider, which also provides a basis for their attitudes. Furthermore, these attitudes lead to their intention to purchase a service from a service provider from their most or least liked country.

The study findings revealed that the effect of service quality on attitudes and attitudes' effect on intention to buy were positive and significant (Table 19 and Table 20). These results corroborate the results of the previous studies in the literature which have pointed out the relationship between service quality perceptions, attitudes, and intention to buy (Kan et al., 2014: 120; Kashif et al., 2015: 2355; Sapic et al., 2019: 1721; Effendi et al., 2021: 967).

MANAGERIAL IMPLICATIONS

In our study, AGCC had a significant effect on service quality image only when it was confined to the least liked country. Managers who sell services to international markets, in some of which consumers have a likelihood of feeling animosity towards their origin, should follow psychographic market segmentation with an eye to targeting and acquiring consumers with a high level of AGCC. Thus, they may eliminate the potential negative effects directed at their service quality image due to their origin information.

The current study revealed that when a consumer has a positive feeling toward a specific foreign country, this feeling positively affects the service quality image of a service provider. Furthermore, the findings also indicated that consumer animosity had a slight, if surprisingly positive, effect on consumers' perceptions of quality towards foreign service providers. According to these results, during their marketing efforts, managers should pay meticulous attention to the interwoven relationship between love and hate for their country of origin, rather than simply recognizing them as separate feelings from one another.

Another surprising result was related to the interaction between consumer ethnocentrism and service quality image. In cases where consumers assessed service providers from their most liked country, consumer ethnocentrism was found to have a positive impact on service quality image. Therefore, having sympathy and admiration for a particular country may eliminate the negative impact of ethnocentrism. In addition, the decision to add a foreign country to their in-group may increase the likelihood of service purchases from that particular foreign provider even if consumers have ethnocentric tendencies. Before managers enter foreign markets having consumers with a potential high level of ethnocentrism, they should conduct a thorough analysis in that targeted market so as to detect which country is the most liked one. Thus, if managers are willing to avoid the negative effects of ethnocentrism, instead of following standardized global marketing activities in these markets, they must adopt a structure that is suitable for the characteristics of the relevant foreign market in which the brand name and marketing activities are shaped around the consumers' most liked country perceptions.

This study highlights the significant effect of service quality image on attitudes and the positive influence of attitudes on the intention to buy, both of which are significant in both models. In order to boost their sales and enjoy success in foreign markets, managers should conduct research not only to see in which markets consumers have negative feelings for their origin but also to assess in which markets consumers have positive feelings for their origin.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

The outcome of this study can be used by service companies to develop successful marketing strategies to increase their performance in certain foreign markets. In addition, after determining the general attitude toward their country of origin in the target market, in the event of receiving positive results, they may enhance the visibility of origin information through different media in order to boost their sales. This study examined the effects of positive and negative consumer tendencies toward foreign countries, namely AGCC, consumer ethnocentrism, consumer affinity, and consumer animosity, on their service quality perceptions and intentions to purchase from a service provider from their most liked or least liked country. The service domain was selected as air transportation services.

This research has some limitations. Since it includes only air transportation services, for future studies, it is important to conduct this research in different service domains so as to increase the generalizability of the results. It is also advised to conduct this study in other markets with different consumer samples to gain generalizations across different cultures and countries.

Another limitation is related to selected positive and negative tendencies. This study focuses on AGCC, ethnocentrism, consumer affinity and consumer animosity to determine their impact on service quality perceptions. Further research could measure the effect of other consumer tendencies such as xenophilia, xenocentrism, or global citizenship on quality perceptions. In their study, Bartsch et al. (2016a: 90) reviewed a great number of consumer tendencies, which may guide interested scholars in this field.

In addition, considering personal traits such as materialism, value consciousness, and conspicuous consumption as antecedents, which direct consumers to depend on the origin information while they evaluate the service quality, which has already been confirmed as an important factor for tangible products (Sharma, 2011; Wang and Chen, 2004), could be a fruitful area of future research in the services marketing setting.

Moreover, it is also essential to carry out studies that shed light on the unexplored factors that influence the evaluation of foreign services from the countries that are most and least liked by consumers. The results of the present study can be interpreted as the consumer animosity is not the only reason for having negative feelings. Because, surprisingly, consumer animosity has been found to have a significant impact on service quality assessments for services from the most liked country of origin. Future research should strive to understand other underlying causes of negative feelings towards foreign countries and how these unexplored structures affect their evaluations. Also, contrary to expectations, consumer ethnocentrism was also found to positively influence service quality assessments for service providers from the most liked country of origin. Future studies may focus on what yet unexplored variables might be moderating the interaction between ethnocentrism and service quality assessments when it comes to consumers' favorite country of origin.

Further studies may also include a qualitative section in their study in an effort to gain a deeper insight into why and how consumers shape their purchase decisions for foreign products when they are faced with services from their most liked or least liked country.

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APPENDICES

Appendix 1: Questionnaire Form in Turkish

BİRİNCİ BÖLÜM: Lütfen **Soru 1** ve **Soru 2** kısımlarındaki her bir ifadeye katılma derecenizi 1 ile 7 arasında, 1= Kesinlikle katılmıyorum, 7= Kesinlikle katılıyorum olacak şekilde belirtiniz.

Soru 1: Aşağıdaki sorular *küresel tüketici kültürüne ilişkin değerlendirmenizi ölçmeye* yöneliktir.

		Kesinlikle Katılmıyorum					Kesinlikle Katılıyorum		
		1	2	3	4	5	6	7	
1	Başka ülkelerde yaşayan insanlar hakkında daha çok şey öğrenmek ilgimi çekiyor.	1	2	3	4	5	6	7	
2	Başka yaşam tarzları hakkında bilgi edinmeyi seviyorum.	1	2	3	4	5	6	7	
3	Başka ülkelerden insanların özgün düşünce ve yaklaşımlarını öğrenmek için onlarla vakit geçirmekten zevk alırım.	1	2	3	4	5	6	7	
4	Televizyon izlerken sık sık yabancı ülke mallarının reklamlarını görüyorum.	1	2	3	4	5	6	7	
5	Yabancı veya küresel ürünlerin reklamları her yerde var.	1	2	3	4	5	6	7	
6	Yaşadığım şehirde, yabancı ve küresel ürünlerin birçok reklam ve afişi var.	1	2	3	4	5	6	7	
7	İngilizce konuşurken çok rahat hissediyorum	1	2	3	4	5	6	7	
8	Düzenli olarak İngilizce konuşuyorum.	1	2	3	4	5	6	7	
9	Arkadaşlarımla veya ailemle sıklıkla İngilizce konuşurum.	1	2	3	4	5	6	7	
10	Tatillerimi Türkiye dışında geçirmeyi tercih ederim.	1	2	3	4	5	6	7	
11	Yabancı ülkeleri ziyaret etmek en sevdiğim şeylerden biri sayılır.	1	2	3	4	5	6	7	
12	Sık sık bir seyahate çıkmayı ve farklı ülkelere gitmeyi düşünürüm.	1	2	3	4	5	6	7	
13	Sinemada Hollywood filmlerini izlemekten hoşlanırım.	1	2	3	4	5	6	7	
14	İngilizce yayınlanan Hollywood filmlerini izlemekten hoşlanırım	1	2	3	4	5	6	7	
15	En sevdiğim sinema oyuncularından bazıları Hollywood'dandır.	1	2	3	4	5	6	7	
16	Bütün dünyada, benimle yaşıt olan insanların temel olarak aynı olduğunu düşünüyorum.	1	2	3	4	5	6	7	
17	Yaşam tarzımın, farklı ülkelerde yaşayan yaşıtlarım ile neredeyse aynı olduğunu düşünüyorum	1	2	3	4	5	6	7	
18	Bence benim yaşam tarzım, farklı ülkelerde benimle aynı sosyal sınıftan olan insanlar ile hemen hemen aynıdır.	1	2	3	4	5	6	7	
19	Giyim tarzım yabancı veya küresel firmaların yaptığı reklamlardan etkilenmektedir.	1	2	3	4	5	6	7	
20	Yabancı veya küresel firmaların reklamları kıyafet seçimimi önemli ölçüde etkilemektedir.	1	2	3	4	5	6	7	
21	Farklı ülkelerde, benim yaşımdaki insanların giydiği moda ürünlere dikkat ederim.	1	2	3	4	5	6	7	

Soru 2: Aşağıdaki sorular *yerli ve yabancı ürünlere ilişkin tutumlarınızı* ölçmeye yöneliktir.

		Kesinlikle Katılmıyorum				Kesinlikle Katılıyorum			
1	Her zaman yerli ürünleri yabancı ürünlere tercih ederim.	1	2	3	4	5	6	7	
2	Yabancı ürünleri satın almak doğru değildir çünkü bu Türklerin işsiz kalmasına neden olur.	1	2	3	4	5	6	7	
3	Gerçek bir Türk her zaman yerli ürünleri satın almalıdır.	1	2	3	4	5	6	7	
4	Başka ülkelerin bize mal satarak zengin olmasına izin vermek yerine Türk ürünleri satın almalıyız.	1	2	3	4	5	6	7	
5	Türkler yabancı ürünler satın almamalıdır, çünkü bu Türk işletmelerine zarar verir ve işsizliğe neden olur.	1	2	3	4	5	6	7	

İKİNCİ BÖLÜM: Bu bölümdeki sorular, en az sevdiğiniz ülkeye ilişkin tutumlarınızı ve bu ülke menşeli hizmetlere ilişkin değerlendirmelerinizi içermektedir. Lütfen her bir ifadeye katılma derecenizi 1 ile 7 arasında, 1= Kesinlikle katılmıyorum, 7= Kesinlikle katılıyorum olacak şekilde belirtiniz.

LÜTFEN EN AZ SEVDİĞİNİZ YABANCI ÜLKEYİ BELİRTİNİZ: _____

LÜTFEN SORU 3, 4, 5, 6, 7 ve 8 ALTINDA YER ALAN İFADELERİ EN AZ SEVDİĞİNİZ ÜLKEYİ DÜŞÜNEREK CEVAPLAYINIZ.

Soru 3: Aşağıdaki sorular *en az sevdiğiniz ülkeye duyduğumuz tüketici hoşnutsuzluğunu* ölçmeye yöneliktir.

		Kesinlikle Katılıyorum				Kesinlikle Katılmıyorum			
1	Bu ülke tarafından tehdit altında olduğumuzu hissediyorum.	1	2	3	4	5	6	7	
2	Bu ülkenin Türkiye üzerinde çok güçlü bir etkisi olduğunu hissediyorum.	1	2	3	4	5	6	7	
3	Bu ülkenin Türkiye üzerinde ekonomik açıdan egemenlik kurmaya çalıştığına inanıyorum.	1	2	3	4	5	6	7	
4	Bu ülkenin politikalarını uygun bulmuyorum.	1	2	3	4	5	6	7	
5	Bu ülkenin siyasi politikalarını genellikle uygun bulmuyorum.	1	2	3	4	5	6	7	
6	Kişisel olarak bu ülke ile ilgili kötü deneyimlerim oldu.	1	2	3	4	5	6	7	
7	Bu ülkenin vatandaşlarından ülkemize karşı sempati duyan sadece birkaç kişi ile tanıştım.	1	2	3	4	5	6	7	
8	Bu ülkeye karşı kızgın hissediyorum.	1	2	3	4	5	6	7	
9	Bu ülkeden hoşlanmıyorum.	1	2	3	4	5	6	7	

Soru 4: Aşağıdaki sorular *en az sevdiğiniz ülkeye duyduğunuz tüketici sempatiğini* ölçmeye yöneliktir

		Kesinlikle Katılmıyorum				Kesinlikle Katılıyorum			
1	Bu ülkeye karşı iyi hislerim var.	1	2	3	4	5	6	7	
2	Bu ülke hoşuma gidiyor.	1	2	3	4	5	6	7	
3	Bu ülkeye karşı sempati duyuyorum.	1	2	3	4	5	6	7	
4	Bu ülke beni büyülüyor.	1	2	3	4	5	6	7	
5	Bu ülkeyi seviyorum.	1	2	3	4	5	6	7	
6	Bu ülkeye bağlı hissediyorum.	1	2	3	4	5	6	7	
7	Bu ülke bana ilham veriyor.	1	2	3	4	5	6	7	

Soru 5: Aşağıdaki sorular *en az sevdiğiniz ülke menşeli havayolu firmalarına ilişkin hizmet kalitesi* algınızı ölçmeye yöneliktir.

	Bu ülke menşeli ...	Kesinlikle Katılmıyorum				Kesinlikle Katılıyorum			
1	Havayolu firmaları modern görünümlü uçaklara sahiptir.	1	2	3	4	5	6	7	
2	Havayolu firmalarının büro, terminal ve çıkış kapısındaki fiziksel olanakları göze hitap eder.	1	2	3	4	5	6	7	
3	Havayolu firmalarının çalışanları düzenli ve tertipli görünürler.	1	2	3	4	5	6	7	
4	Havayolu firmalarının hizmetlerini tanıtmak için hazırladıkları materyaller (örn. broşür) göze hitap eder.	1	2	3	4	5	6	7	
5	Havayolu firmaları, işlerini söz verdikleri zamanda yapar.	1	2	3	4	5	6	7	
6	Bir yolcu sorun yaşadığında, havayolu firmaları sorunu çözmek için içtenlikle ilgilenir.	1	2	3	4	5	6	7	
7	Havayolu firmaları ilk seferde doğru hizmeti verir.	1	2	3	4	5	6	7	
8	Havayolu firmaları, söz verdikleri saatte hizmetlerini yerine getirir.	1	2	3	4	5	6	7	
9	Havayolu firmaları, hatasız hizmet siciline sahip olma konusunda ısrarcıdır.	1	2	3	4	5	6	7	
10	Havayolu firmalarının çalışanları, yolculara hizmetlerin kesin olarak ne zaman verileceğini söylerler.	1	2	3	4	5	6	7	
11	Havayolu firmalarında çalışanlar, yolcuları bekletmeden hızlı bir şekilde hizmet verirler.	1	2	3	4	5	6	7	
12	Havayolu firmalarının çalışanları, yolculara hizmet verme konusunda her zaman isteklidirler.	1	2	3	4	5	6	7	
13	Havayolu firmalarında çalışanlar, hiçbir zaman yolculara yanıt veremeyecek kadar meşgul değildirler.	1	2	3	4	5	6	7	
14	Havayolu firmalarında çalışanların davranışları, yolculara güven aşılar.	1	2	3	4	5	6	7	
15	Havayolu firmalarında yolcular, uçuşlarında kendilerini güvende hissederek.	1	2	3	4	5	6	7	

16	Havayolu firmalarında çalışanlar, yolculara karşı hep kibar davranır.	1	2	3	4	5	6	7
17	Havayolu firmalarında çalışanlar, yolcuların sorularını cevaplayabilecek bilgiye sahiptir.	1	2	3	4	5	6	7
18	Havayolu firmaları, yolcuları ile tek tek ilgilenir.	1	2	3	4	5	6	7
19	Havayolu firmaları tüm müşterilerine uygun olan saatlerde hizmet verir.	1	2	3	4	5	6	7
20	Havayolu firmalarının, yolcular ile bireysel olarak ilgilenen çalışanları vardır.	1	2	3	4	5	6	7
21	Havayolu firmalarının çalışanları, yolcuların yararı için elinden geleni yapar.	1	2	3	4	5	6	7
22	Havayolu firmalarının çalışanları, yolcuların özel ihtiyaçlarını anlar.	1	2	3	4	5	6	7

Soru 6: Aşağıdaki sorular en az sevdiğiniz ülke menşeli havayolu firmalarına karşı tutumunuzu ölçmeye yöneliktir

		Kesinlikle Katılmıyorum					Kesinlikle Katılıyorum	
1	Bu ülkenin havayolu firmaları hoşuma gidiyor.	1	2	3	4	5	6	7
2	Bu ülkenin havayolu firmalarına karşı olumsuz bir tutumum var.	1	2	3	4	5	6	7
3	Bu ülkenin havayolu firmalarına karşı tutumum iyidir.	1	2	3	4	5	6	7

Soru 7: Aşağıdaki sorular en az sevdiğiniz ülke menşeli havayolu firmalarından hizmet satın alma niyetinizi ölçmeye yöneliktir.

		Kesinlikle Katılmıyorum				Kesinlikle Katılıyorum		
1	Büyük ihtimalle bu ülkenin havayolu firmalarından hizmet satın alırım.	1	2	3	4	5	6	7
2	Gelecekte ihtiyacım olduğunda bu ülkenin havayolu firmalarından hizmet satın alırım.	1	2	3	4	5	6	7
3	Bu ülkenin havayolu firmalarını kesinlikle deneyeceğim.	1	2	3	4	5	6	7

Soru 8: Daha önce en az sevdiğiniz ülke menşeli bir havayolu ile uçtunuz mu? Evet ☐ Hayır ☐

ÜÇÜNCÜ BÖLÜM: Bu bölümdeki sorular, en çok sevdiğiniz ülkeye ilişkin tutumlarınızı ve bu ülke menşeli hizmetlere ilişkin değerlendirmelerinizi içermektedir. Lütfen her bir ifadeye katılma derecenizi 1 ile 7 arasında, 1= Kesinlikle katılmıyorum, 7= Kesinlikle katılıyorum olacak şekilde belirtiniz.

LÜTFEN EN ÇOK SEVDİĞİNİZ YABANCI ÜLKEYİ BELİRTİNİZ: _____

LÜTFEN SORU 9, 10, 11, 12 ve 13 ALTINDA YER ALAN İFADELERİ EN ÇOK SEVDİĞİNİZ ÜLKEYİ DÜŞÜNEREK CEVAPLAYINIZ

Soru 9: Aşağıdaki sorular *en çok sevdiğiniz ülkeye duyduğumuz tüketici hoşnutsuzluğunu* ölçmeye yöneliktir.

		Kesinlikle Katılıyorum				Kesinlikle Katılmıyorum			
1	Bu ülke tarafından tehdit altında olduğumuzu hissediyorum.	1	2	3	4	5	6	7	
2	Bu ülkenin Türkiye üzerinde çok güçlü bir etkisi olduğunu hissediyorum.	1	2	3	4	5	6	7	
3	Bu ülkenin Türkiye üzerinde ekonomik açıdan egemenlik kurmaya çalıştığına inanıyorum.	1	2	3	4	5	6	7	
4	Bu ülkenin politikalarını uygun bulmuyorum.	1	2	3	4	5	6	7	
5	Bu ülkenin siyasi politikalarını genellikle uygun bulmuyorum.	1	2	3	4	5	6	7	
6	Kişisel olarak bu ülke ile ilgili kötü deneyimlerim oldu.	1	2	3	4	5	6	7	
7	Bu ülkenin vatandaşlarından ülkemize karşı sempati duyan sadece birkaç kişi ile tanıştım.	1	2	3	4	5	6	7	
8	Bu ülkeye karşı kızgın hissediyorum.	1	2	3	4	5	6	7	
9	Bu ülkeden hoşlanmıyorum.	1	2	3	4	5	6	7	

Soru 10: Aşağıdaki sorular *en çok sevdiğiniz ülkeye duyduğumuz tüketici sempatiğini* ile ilgilidir.

		Kesinlikle Katılmıyorum				Kesinlikle Katılıyorum			
1	Bu ülkeye karşı iyi hislerim var.	1	2	3	4	5	6	7	
2	Bu ülke hoşuma gidiyor.	1	2	3	4	5	6	7	
3	Bu ülkeye karşı sempati duyuyorum.	1	2	3	4	5	6	7	
4	Bu ülke beni büyülüyor.	1	2	3	4	5	6	7	
5	Bu ülkeyi seviyorum.	1	2	3	4	5	6	7	
6	Bu ülkeye bağlı hissediyorum.	1	2	3	4	5	6	7	
7	Bu ülke bana ilham veriyor.	1	2	3	4	5	6	7	

Soru 11: Aşağıdaki sorular *en çok* sevdiğiniz ülke menşeli havayolu firmalarına ilişkin *hizmet kalitesi algınızı* ölçmeye yöneliktir.

	Bu ülke menşeli ...	Kesinlikle Katılmıyorum				Kesinlikle Katılıyorum			
1	Havayolu firmaları modern görünümlü uçaklara sahiptir.	1	2	3	4	5	6	7	
2	Havayolu firmalarının büro, terminal ve çıkış kapısındaki fiziksel olanakları göze hitap eder.	1	2	3	4	5	6	7	
3	Havayolu firmalarının çalışanları düzenli ve tertipli görünürler.	1	2	3	4	5	6	7	
4	Havayolu firmalarının hizmetlerini tanıtmak için hazırladıkları materyaller (örn. broşür) göze hitap eder.	1	2	3	4	5	6	7	
5	Havayolu firmaları, işlerini söz verdikleri zamanda yapar.	1	2	3	4	5	6	7	
6	Bir yolcu sorun yaşadığında, havayolu firmaları sorunu çözmek için içtenlikle ilgilenir.	1	2	3	4	5	6	7	
7	Havayolu firmaları ilk seferde doğru hizmeti verir.	1	2	3	4	5	6	7	
8	Havayolu firmaları, söz verdikleri saatte hizmetlerini yerine getirir.	1	2	3	4	5	6	7	
9	Havayolu firmaları, hatasız hizmet siciline sahip olma konusunda ısrarcıdır.	1	2	3	4	5	6	7	
10	Havayolu firmalarının çalışanları, yolculara hizmetlerin kesin olarak ne zaman verileceğini söylerler.	1	2	3	4	5	6	7	
11	Havayolu firmalarında çalışanlar, yolcuları bekletmeden hızlı bir şekilde hizmet verirler.	1	2	3	4	5	6	7	
12	Havayolu firmalarının çalışanları, yolculara hizmet verme konusunda her zaman isteklidirler.	1	2	3	4	5	6	7	
13	Havayolu firmalarında çalışanlar, hiçbir zaman yolculara yanıt veremeyecek kadar meşgul değildirler.	1	2	3	4	5	6	7	
14	Havayolu firmalarında çalışanların davranışları, yolculara güven aşılar.	1	2	3	4	5	6	7	
15	Havayolu firmalarında yolcular, uçuşlarında kendilerini güvende hissederler.	1	2	3	4	5	6	7	
16	Havayolu firmalarında çalışanlar, yolculara karşı hep kibar davranır.	1	2	3	4	5	6	7	
17	Havayolu firmalarında çalışanlar, yolcuların sorularını cevaplayabilecek bilgiye sahiptir.	1	2	3	4	5	6	7	
18	Havayolu firmaları, yolcuları ile tek tek ilgilenir.	1	2	3	4	5	6	7	
19	Havayolu firmaları tüm müşterilerine uygun olan saatlerde hizmet verir.	1	2	3	4	5	6	7	
20	Havayolu firmalarının, yolcular ile bireysel olarak ilgilenen çalışanları vardır.	1	2	3	4	5	6	7	
21	Havayolu firmalarının çalışanları, yolcuların yararı için elinden geleni yapar.	1	2	3	4	5	6	7	
22	Havayolu firmalarının çalışanları, yolcuların özel ihtiyaçlarını anlar.	1	2	3	4	5	6	7	

Soru 12: Aşağıdaki sorular en çok sevdiğiniz ülke menşeli havayolu firmalarına karşı tutumunuzu ölçmeye yöneliktir.

		Kesinlikle Katılmıyorum				Kesinlikle Katılıyorum		
1	Bu ülkenin havayolu firmaları hoşuma gidiyor.	1	2	3	4	5	6	7
2	Bu ülkenin havayolu firmalarına karşı olumsuz bir tutumum var.	1	2	3	4	5	6	7
3	Bu ülkenin havayolu firmalarına karşı tutumum iyidir.	1	2	3	4	5	6	7

Soru 13: Aşağıdaki sorular en çok sevdiğiniz ülke menşeli havayolu firmalarından hizmet satın alma niyetinizi ölçmeye yöneliktir.

		Kesinlikle Katılmıyorum				Kesinlikle Katılıyorum		
1	Büyük ihtimalle bu ülkenin havayolu firmalarından hizmet satın alırım.	1	2	3	4	5	6	7
2	Gelecekte ihtiyacım olduğunda bu ülkenin havayolu firmalarından hizmet satın alırım.	1	2	3	4	5	6	7
3	Bu ülkenin havayolu firmalarını kesinlikle deneyeceğim.	1	2	3	4	5	6	7

Soru 14: Daha önce en az sevdiğiniz ülke menşeli bir havayolu ile uçtunuz mu? Evet ☐ Hayır ☐

DEMOGRAFİK BİLGİLER

- 1- Cinsiyetiniz: ☐ Kadın ☐ Erkek
- 2- Gelir Durumunuz: ☐ Düşük ☐ Orta ☐ Yüksek
- 3- Eğitim Durumunuz: ☐ İlkokul ☐ Lise ☐ Üniversite ☐ Yüksek Lisans ☐ Doktora
- 4- Ne sıklıkla iç hatlarda uçuyorsunuz?
- ☐ Yılda 1'den az ☐ Yılda 1-3 kez ☐ Yılda 4-6 kez ☐ Yılda 7-9 kez ☐ Yılda 10-12 kez ☐ Yılda 12'den fazla
- 5- Ne sıklıkla dış hatlarda uçuyorsunuz?
- ☐ Yılda 1'den az ☐ Yılda 1-3 kez ☐ Yılda 4-6 kez ☐ Yılda 7-9 kez ☐ Yılda 10-12 kez ☐ Yılda 12'den fazla

Appendix 2: Questionnaire Form in English

FIRST SECTION: Please indicate your level of agreement with each statement in Question 1 and Question 2 between 1 and 7, with 1=I strongly disagree, 7=I strongly agree.

Question 1: The following questions ask about your evaluation of acculturation to global consumer culture. Please respond to each question using the scale below.

		Strongly Disagree						Strongly Agree	
		1	2	3	4	5	6	7	
1	I am interested in learning more about people who live in other countries.	1	2	3	4	5	6	7	
2	I like to learn about other ways of life.	1	2	3	4	5	6	7	
3	I would enjoy being with people from other countries to learn about their unique views and approaches.	1	2	3	4	5	6	7	
4	When I am watching TV, I often see advertising for products that are from outside of Türkiye.	1	2	3	4	5	6	7	
5	Ads for foreign or global products are everywhere.	1	2	3	4	5	6	7	
6	In my city, there are many billboards and advertising signs for foreign and global products.	1	2	3	4	5	6	7	
7	I feel very comfortable speaking in English.	1	2	3	4	5	6	7	
8	I speak English regularly.	1	2	3	4	5	6	7	
9	I often speak English with family or friends.	1	2	3	4	5	6	7	
10	I would prefer to spend my vacations outside of Türkiye.	1	2	3	4	5	6	7	
11	Visiting foreign countries would be one of my favorite things.	1	2	3	4	5	6	7	
12	I often think about going to different countries and doing some traveling.	1	2	3	4	5	6	7	
13	I enjoy watching Hollywood films at the theatre.	1	2	3	4	5	6	7	
14	I enjoy watching Hollywood movies that are in English.	1	2	3	4	5	6	7	
15	Some of my favorite actors/actresses are from Hollywood.	1	2	3	4	5	6	7	
16	I think people my age are basically the same around the world. For example, a 20 - something in Türkiye is basically the same as a 20-something in the U.S., Germany, or anywhere else.	1	2	3	4	5	6	7	
17	I think that my lifestyle is almost the same as those of my age-group in other countries.	1	2	3	4	5	6	7	
18	I think my lifestyle is almost the same as those of people of my social class in other countries.	1	2	3	4	5	6	7	
19	The way that I dress is influenced by the advertising activities of foreign or global companies.	1	2	3	4	5	6	7	
20	Advertising by foreign or global brands has a strong influence on my clothing choices.	1	2	3	4	5	6	7	
21	I pay attention to the fashions worn by people in my age-group who live in other countries	1	2	3	4	5	6	7	

Question 2: The following questions are intended to measure *your attitude toward domestic and foreign products*.

		Strongly Disagree Strongly Agree						
1	It is not right to purchase foreign products because this puts Turkish people out of jobs.	1	2	3	4	5	6	7
2	A real Turkish should always buy domestic products	1	2	3	4	5	6	7
3	We should purchase products manufactured in Türkiye, instead of letting other countries get rich off us	1	2	3	4	5	6	7
4	Turkish people should not buy foreign products, because this hurts domestic business and causes unemployment.	1	2	3	4	5	6	7
5	It is not right to purchase foreign products because this puts Turkish people out of jobs.	1	2	3	4	5	6	7

SECOND SECTION: The questions in this section include attitudes toward the foreign country *you least liked* and your evaluation of services from this country.

PLEASE INDICATE THE COUNTRY YOU LEAST LIKED: _____

PLEASE ANSWER FOLLOWING QUESTIONS (QUESTION 3, 4, 5, 6, 7 and 8)
ACCORDINGLY TO THE COUNTRY YOU HAVE INDICATED ABOVE.

Question 3: The following questions are intended to measure your *consumer animosity* related to the country *you least liked*.

		Strongly Disagree Strongly Agree						
1	I feel threatened by this country.	1	2	3	4	5	6	7
2	I feel that this country has too strong influence on Türkiye.	1	2	3	4	5	6	7
3	I believe that this country intends to dominate our country economically.	1	2	3	4	5	6	7
4	I disapprove the politics of this country.	1	2	3	4	5	6	7
5	I often disagree with the political policies of this country.	1	2	3	4	5	6	7
6	Personally, I have had bad experiences with this country	1	2	3	4	5	6	7
7	So far, I have met only a few people from this country who are sympathetic toward Türkiye.	1	2	3	4	5	6	7
8	I feel angry about this country.	1	2	3	4	5	6	7
9	I dislike this country as a country.	1	2	3	4	5	6	7

Question 4: The following questions are intended to measure your *consumer affinity* related to the country you least liked.

		Strongly Disagree					Strongly Agree	
1	I have a pleasant feelings toward this country.	1	2	3	4	5	6	7
2	I like this country.	1	2	3	4	5	6	7
3	I have feelings of sympathy for this country.	1	2	3	4	5	6	7
4	This country captivates me.	1	2	3	4	5	6	7
5	I feel attached for this country.	1	2	3	4	5	6	7
6	I love this country.	1	2	3	4	5	6	7
7	This country makes me feel inspired.	1	2	3	4	5	6	7

Question 5: The following questions are intended to measure your *service quality perception* of a service from the country you least liked.

		Strongly Disagree					Strongly Agree	
1	Airlines from this origin have modern-looking aircraft.	1	2	3	4	5	6	7
2	The office, terminal and gate facilities of airlines from this origin will be visually appealing.	1	2	3	4	5	6	7
3	Employees of an airline from this origin will be neat appearing	1	2	3	4	5	6	7
4	Airline from this origin will have visually appealing materials associated with its service, e.g., pamphlets or statements.	1	2	3	4	5	6	7
5	When airlines from this origin promise to do something by a certain time, they will do so.	1	2	3	4	5	6	7
6	When a customer has a problem, an airline from this origin shows a sincere interest in solving it.	1	2	3	4	5	6	7
7	Airlines from this origin will perform the service right the first time.	1	2	3	4	5	6	7
8	Airlines from this origin will provide their services at the time they promise to do so	1	2	3	4	5	6	7
9	Airlines from this origin will insist on error-free records.	1	2	3	4	5	6	7
10	Employees of airlines from this origin will tell customers exactly when services will be performed	1	2	3	4	5	6	7
11	Employees of airlines from this origin will give prompt service to customers	1	2	3	4	5	6	7
12	Employees of airlines from this origin will always be willing to help customers	1	2	3	4	5	6	7
13	Employees of airlines from this origin will never be too busy to respond to customer requests	1	2	3	4	5	6	7
14	The behavior of employees of airlines from this origin will instill confidence in customers	1	2	3	4	5	6	7
15	Customers of airlines from this origin will feel safe in their transactions	1	2	3	4	5	6	7
16	Employees in airlines from this origin will be consistently courteous with customers	1	2	3	4	5	6	7
17	Employees in airlines from this origin will have the knowledge to answer customers' questions	1	2	3	4	5	6	7
18	Airlines from this origin will give customers individual attention	1	2	3	4	5	6	7

19	Airlines from this origin have operating hours convenient to all their customers	1	2	3	4	5	6	7
20	Airlines from this origin will have employees who give customers personal attention	1	2	3	4	5	6	7
21	Airlines from this origin will have the customer's best interests at heart	1	2	3	4	5	6	7
22	The employees of airlines from this origin will understand the specific needs of their customers	1	2	3	4	5	6	7

Question 6: The following questions are intended to measure *your attitudes toward services from to the country you least liked*.

		Strongly Disagree					Strongly Agree	
1	I like airlines from this country.	1	2	3	4	5	6	7
2	I have a negative attitude toward airlines from this country	1	2	3	4	5	6	7
3	I have a positive attitude toward airlines from this country	1	2	3	4	5	6	7

Question 7: The following questions are intended to measure *your intention to buy services from the airline from the country you least liked*

		Strongly Disagree					Strongly Agree	
1	It is very likely that I will buy services from the airline companies of this country	1	2	3	4	5	6	7
2	I will purchase services from the airline companies of this country next time I need.	1	2	3	4	5	6	7
3	I will definitely try services from the airline companies of this country.	1	2	3	4	5	6	7

Question 8: Have you ever flown with an airline from the country *you least liked*? Yes ☐ No ☐

THIRD SECTION: The questions in this section include attitudes toward the foreign country *you most liked* and your evaluation of services from this country.

PLEASE INDICATE THE COUNTRY YOU MOST LIKED: _____

PLEASE ANSWER FOLLOWING QUESTIONS (QUESTION 9, 10, 11, 12 and 13)
ACCORDINGLY TO THE COUNTRY YOU HAVE INDICATED ABOVE.

Question 9: The following questions are intended to measure your *consumer animosity* related to the country *you most liked*.

		Strongly Disagree					Strongly Agree	
1	I feel threatened by this country.	1	2	3	4	5	6	7
2	I feel that this country has too strong influence on Türkiye.	1	2	3	4	5	6	7
3	I believe that this country intends to dominate our country economically.	1	2	3	4	5	6	7
4	I disapprove the politics of this country.	1	2	3	4	5	6	7
5	I often disagree with the political policies of this country.	1	2	3	4	5	6	7
6	Personally, I have had bad experiences with this country	1	2	3	4	5	6	7

7	So far, I have met only a few people from this country who are sympathetic toward Türkiye.	1	2	3	4	5	6	7
8	I feel angry about this country.	1	2	3	4	5	6	7
9	I dislike this country as a country.	1	2	3	4	5	6	7

Question 10: The following questions are intended to measure your *consumer affinity* related to the country you most liked.

		Strongly Disagree					Strongly Agree	
1	I have a pleasant feelings toward this country.	1	2	3	4	5	6	7
2	I like this country.	1	2	3	4	5	6	7
3	I have feelings of sympathy for this country.	1	2	3	4	5	6	7
4	This country captivates me.	1	2	3	4	5	6	7
5	I feel attached for this country.	1	2	3	4	5	6	7
6	I love this country.	1	2	3	4	5	6	7
7	This country makes me feel inspired.	1	2	3	4	5	6	7

Question 11: The following questions are intended to measure your *service quality perception of a service from the country you most liked*.

		Strongly Disagree					Strongly Agree	
1	Airlines from this origin have modern-looking aircraft.	1	2	3	4	5	6	7
2	The office, terminal and gate facilities of airlines from this origin will be visually appealing.	1	2	3	4	5	6	7
3	Employees of an airline from this origin will be neat appearing	1	2	3	4	5	6	7
4	Airline from this origin will have visually appealing materials associated with its service, e.g., pamphlets or statements.	1	2	3	4	5	6	7
5	When airlines from this origin promise to do something by a certain time, they will do so.	1	2	3	4	5	6	7
6	When a customer has a problem, an airline from this origin shows a sincere interest in solving it.	1	2	3	4	5	6	7
7	Airlines from this origin will perform the service right the first time.	1	2	3	4	5	6	7
8	Airlines from this origin will provide their services at the time they promise to do so	1	2	3	4	5	6	7
9	Airlines from this origin will insist on error-free records.	1	2	3	4	5	6	7
10	Employees of airlines from this origin will tell customers exactly when services will be performed	1	2	3	4	5	6	7
11	Employees of airlines from this origin will give prompt service to customers	1	2	3	4	5	6	7
12	Employees of airlines from this origin will always be willing to help customers	1	2	3	4	5	6	7
13	Employees of airlines from this origin will never be too busy to respond to customer requests	1	2	3	4	5	6	7
14	The behavior of employees of airlines from this origin will instill confidence in customers	1	2	3	4	5	6	7

15	Customers of airlines from this origin will feel safe in their transactions	1	2	3	4	5	6	7
16	Employees in airlines from this origin will be consistently courteous with customers	1	2	3	4	5	6	7
17	Employees in airlines from this origin will have the knowledge to answer customers' questions	1	2	3	4	5	6	7
18	Airlines from this origin will give customers individual attention	1	2	3	4	5	6	7
19	Airlines from this origin have operating hours convenient to all their customers	1	2	3	4	5	6	7
20	Airlines from this origin will have employees who give customers personal attention	1	2	3	4	5	6	7
21	Airlines from this origin will have the customer's best interests at heart	1	2	3	4	5	6	7
22	The employees of airlines from this origin will understand the specific needs of their customers	1	2	3	4	5	6	7

Question 12: The following questions are intended to measure *your attitudes toward services from the country you most liked*.

		Strongly Disagree					Strongly Agree	
1	I like airlines from this country.	1	2	3	4	5	6	7
2	I have a negative attitude toward airlines from this country	1	2	3	4	5	6	7
3	I have a positive attitude toward airlines from this country	1	2	3	4	5	6	7

Question 13: The following questions are intended to measure your intention to buy services from the airline from the country *you most liked*.

		Strongly Disagree					Strongly Agree	
1	It is very likely that I will buy services from the airline companies of this country	1	2	3	4	5	6	7
2	I will purchase services from the airline companies of this country, next time I need.	1	2	3	4	5	6	7
3	I will definitely try services from the airline companies of this country.	1	2	3	4	5	6	7

Question 14: Have you ever flown with an airline from the country *you most liked*? Yes ☐ No ☐

DEMOGRAPHIC INFORMATION

1- Gender: Male ☐ Female ☐

2- Income Level: Low ☐ Middle ☐ High ☐

3- Education: Elementary ☐ High school ☐ University ☐ Master ☐ PhD ☐

4- How often do you travel on domestic flights? (Per year)

☐ Less than one ☐ 1-3 times ☐ 4-6 times ☐ 7-9 times ☐ 10-12 times ☐ more than 12 times

5- How often do you travel on international flights? (Per year)

☐ Less than one ☐ 1-3 times ☐ 4-6 times ☐ 7-9 times ☐ 10-12 times ☐ more than 12 times