

The Role of Brand Stereotypes in Mediating the Impact of Consumer Xenocentrism and Consumer Ethnocentrism on Preferences for Domestic and Foreign Brands

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Abstract

Drawing on the stereotype content model (SCM), this study investigates the effects of two opposing consumer dispositions (namely consumer xenocentrism and ethnocentrism) on purchase intentions for domestic and foreign brands through the mediating role of brand stereotypes. Based on a sample of 329 consumers from Bosnia and Herzegovina, we show that consumer xenocentrism (ethnocentrism) indirectly and positively impacts purchase intentions of foreign (domestic) brands via stereotypical perceptions of brands' warmth and competence. Brand competence fully mediates these effects, while the mediating role of brand warmth is limited to ethnocentric tendencies. The findings shed light on (a) two key consumer dispositions as antecedents of brand stereotypes, (b) the differential effects of these dispositions in driving consumer preferences for domestic vs. foreign brands via brand warmth and competence, and (c) the relative impact of the two stereotypical dimensions on brand purchase intent.

Keywords: *Stereotype Content Model; Xenocentrism; Ethnocentrism*

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