

## **Why consumers favour or resist foreign brands: A systematic review of antecedents, mechanisms and moderators**

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### **Abstract**

Consumers' orientations towards foreign brands have been studied through separate constructs, including ethnocentrism, xenocentrism, cosmopolitanism, affinity, animosity and country of origin image, yet no review integrates them around purchase intention as a common outcome. This study presents a systematic literature review of 52 peer reviewed studies published between 2012 and 2026, following PRISMA 2020 and supplemented by umbrella review guidance for the meta analyses and reviews included. Predisposition towards foreign brands (PTFB) is used as an organising label and not as an established construct, and the evidence is structured into an Antecedents Mechanisms Moderators (AMM) framework. Antecedents form three clusters: outgroup oriented dispositions (xenocentrism, cosmopolitanism, affinity), ingroup protective dispositions (ethnocentrism and animosity, with patriotism and nationalism acting as distal drivers through ethnocentrism) and image based perceptions (cognitive and affective country image). Brand attitude, perceived quality and value, and consumer disidentification emerge as the main mediating mechanisms. Product category and involvement, national culture, economic development gaps and demographics are the most consistent moderators. The evidence base is largely cross-sectional, and important gaps remain in digital purchasing contexts, longitudinal and experimental designs, xenocentrism in African and Middle Eastern markets, and links with sustainable consumption. The framework offers researchers a basis for theory testing and gives global brand managers guidance on segmentation, localisation and country image positioning.

**Keywords:** Foreign Brand Predisposition, Purchase Intention, Consumer Ethnocentrism, Consumer Xenocentrism, Consumer Cosmopolitanism, Consumer Affinity, Country Image, Systematic Literature Review

**JEL Classification:** M31, M16, D91

## 1. Introduction

Globalisation is advancing and forever altering the rules of competition in consumer markets. As national borders become increasingly porous to foreign products, services and brand imagery, the question of why some consumers embrace foreign brands and others avoid them has become one of the most important questions in international marketing. The integration of global markets and the fast distribution of information through digital and conventional media have played a crucial role in shaping purchase intention, especially for international businesses. Consumers have different tastes when it comes to domestic or foreign brands. Consumer tastes have altered in developing economies due to changing lifestyles, increasing disposable incomes and increased exposure to international goods. This has led many consumers to associate foreign products with higher quality, more advanced technology and higher social status.

Research on consumer predispositions towards foreign brands has nevertheless developed in separate streams. Existing meta-analyses and systematic reviews each examine a single construct, namely consumer ethnocentrism (Baber et al., 2024; Balabanis & Siamagka, 2022), country-of-origin image (Leonidou et al., 2022; Oduro et al., 2024), consumer affinity (Serrano-Arcos et al., 2022), or consumer cosmopolitanism (Makrides et al., 2022), and none integrates the full set of constructs with purchase intention as the common outcome. The present review differs from this earlier work in three respects: it brings these constructs together under one integrative label; it takes purchase intention as the common outcome; and it organises the evidence into a single antecedents–mechanisms–moderators (AMM) framework that specifies how, and under what conditions, each predisposition translates into purchase intention. According to Vohra and Gupta (2017), foreign brands are perceived to represent better quality, technological excellence and value for money and also contribute to an individual's social image. Likewise, Kinra (2006) states that foreign brands are perceived more favourably by customers on the dimensions of quality, status and credibility, mostly because of the country-of-origin impact.

Globalisation has also played a role in speeding up this tendency as consumers are exposed to worldwide consumption trends. As Durvasula and Lysonski (2008) argue, the growing exposure to global media has led consumers in nations such as India and China to prefer international goods that match their rising living standards. Moreover, the desire for the lifestyle of industrialised countries is also an important determinant of these inclinations. Consumers in developing countries have a preference for international brands since they are viewed as linked with developed economies (Agbonifoh & Elimimian, 1999).

This predisposition towards foreign brands (PTFB)—defined as a relatively stable attitudinal tendency to evaluate, prefer, and seek out brands originating from countries other than one's own—shapes purchase decisions, frames brand equity perceptions, and ultimately determines the fortunes of multinational firms in host markets (Kock et al., 2019; Leonidou et al., 2022). PTFB is used throughout this review as an integrative label for the present synthesis, encompassing constructs

such as consumer ethnocentrism, xenocentrism, cosmopolitanism, affinity, and country-of-origin image; it does not denote a pre-existing unified construct or a validated measurement scale in the literature. While bibliometric and meta-analytic work has mapped COO effects and CE at the macro level (Balabanis & Siamagka, 2022; Leonidou et al., 2022; Oduro et al., 2024), no published systematic review has integrated the full spectrum of PTFB-related constructs—from outgroup favourability to COO images—into a unified antecedent–mechanism–moderator framework that explicitly targets PI as the outcome. This gap is consequential: brand managers, policymakers, and scholars alike need an integrated account of how and when different predispositional orientations translate into purchase behaviour, and what boundary conditions govern these effects.

This systematic literature review addresses that gap. Following the PRISMA 2020 protocol, we synthesise 52 peer-reviewed articles spanning 2012–2026 to answer three research questions:

- RQ1: What are the primary antecedents of consumer predisposition towards foreign brands?
- RQ2: Through what psychological mechanisms do these antecedents influence purchase intention?
- RQ3: Which individual, product-level, and country-level factors moderate the PTFB–PI relationship?

The paper is structured as follows. Section 2 describes the theoretical underpinnings of the review. Section 3 details the PRISMA 2020 methodology. Section 4 presents the antecedents of PTFB. Section 5 analyses the mediating mechanisms linking PTFB to PI. Section 6 examines moderating factors. Section 7 synthesises findings into a conceptual framework, identifies research gaps, and notes the limitations of the review. Section 8 discusses managerial implications, and Section 9 concludes.

## 2. Theoretical Background

### 2.1 Predisposition Towards Foreign Brands: A Multi-Construct Landscape

The organisation of these constructs under the single label PTFB is this review's own integrative contribution; each constituent construct discussed below — consumer ethnocentrism (CETSCALE), consumer xenocentrism (C-XENSCALE), cosmopolitanism, affinity, and country-of-origin image — has its own independent theoretical lineage and validated measurement instrument, and none of them uses 'PTFB' as a named construct in its original literature. The notion of PTFB includes a range of constructs that vary in their theoretical foundations, valence, and behavioural consequences. At the broadest level, consumer predispositions can be organised along two conceptual contrasts: (a) affective versus cognitive, and (b) ingroup-protective versus outgroup-oriented orientation (Kock et al., 2019; Papadopoulos et al., 2018). Consumer

ethnocentrism, rooted in social identity theory, exemplifies the quintessential ingroup-protective attitude: ethnocentric consumers gain self-esteem from national affiliation and manifest this identity by favouring local items over foreign ones (Balabanis & Siamagka, 2022). Consumer xenocentrism, which is based on system justification theory, represents the conceptually contrasting outgroup-oriented orientation: xenocentric consumers systematically denigrate domestic products and elevate foreign ones, frequently as a means of disidentification from a negatively evaluated home country (Balabanis & Diamantopoulos, 2016 ; Jiang & Christian, 2023). Although CE and C-XEN are often discussed as opposite poles of a single ingroup-protective/outgroup-oriented continuum, this review treats them as two distinct, empirically separable constructs rather than as a single bipolar dimension. Prince et al. (2016) found the negative correlation between CE and C-XEN to be substantially weaker than the correlation between CE and cosmopolitanism, raising doubts about the discriminant validity of a strict bipolar model; the antecedents in the AMM framework (Section 7.1, Table 3) are accordingly modelled as independent constructs that can, in principle, co-occur within the same consumer.

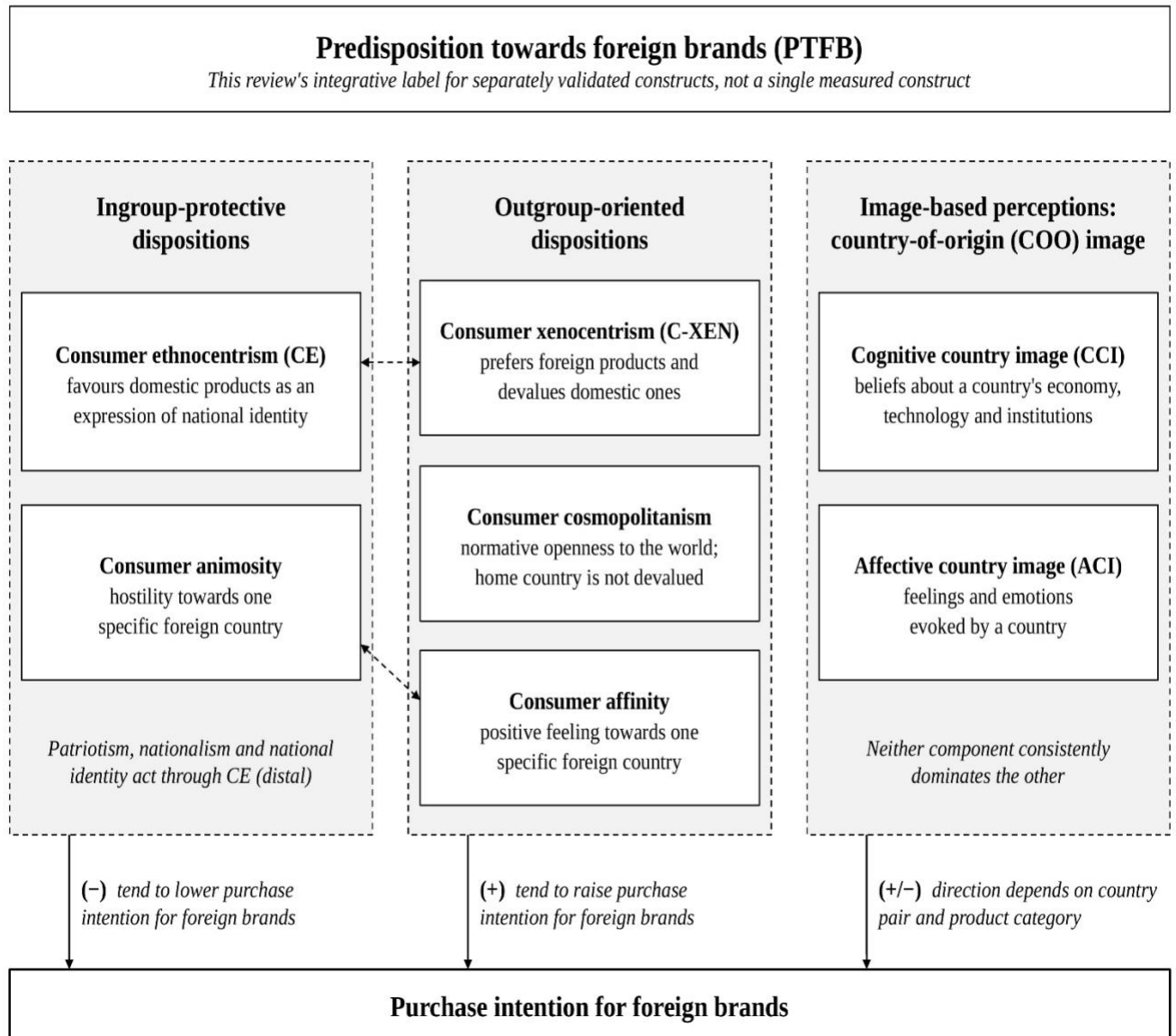
Consumer cosmopolitanism adopts a normative perspective, positioning receptiveness to foreign cultures and products as a moral imperative of global citizenship rather than as a pursuit of status (Makrides et al., 2022). Although cosmopolitanism is grouped alongside xenocentrism and affinity as an outgroup-oriented disposition in this review's framework for parsimony, it is conceptually distinct: xenocentrism entails active denigration of the ingroup relative to an outgroup, whereas cosmopolitanism reflects normative openness to global citizenship that does not require devaluing one's home country. Consumer affinity, in contrast, is bilateral and relationship-specific, indicating good sentiment towards a single foreign nation stemming from historical, cultural, or interpersonal ties. (Naseem & Yaprak, 2023; Serrano-Arcos et al., 2022). The global consumer orientation and susceptibility to global consumer culture represent the demand aspect of cultural globalisation, reflecting the extent to which consumers incorporate global norms and values into their purchasing identities (Bartsch et al., 2016; Guo, 2013). Figure 1 summarises how these constructs relate to one another.

## 2.2 Country-of-Origin Image as a Dual-Component Predisposition

The country-of-origin (COO) image has been acknowledged as an informational signal that affects product assessment and purchasing intent (Leonidou et al., 2022). Contemporary scholarship distinguishes between cognitive country image (CCI)—beliefs about a country's economic, technological, and institutional characteristics—and affective country image (ACI)—feelings and emotions evoked by a country (Ma and Bian, 2025, Ma et al, 2022). A sequence of investigations conducted by Ma et al. (2022, 2024) and Ma and Bian (2025) , have revealed that no single component consistently prevails; their relative significance depends on product, service and valence conditions that are examined in Section 4.3. Meta-analytic evidence on the size of COO

image effects (Oduro et al., 2024) and on their country-level boundary conditions (Leonidou et al., 2022) is reviewed in Sections 4.3 and 6.3.

**Figure 1. Relationships among the Constructs Grouped under PTFB**



Dashed arrows link constructs that are conceptual counterparts but empirically distinct.

Source: authors' own elaboration.

### 2.3 Theoretical Anchors

Four overarching theoretical frameworks organise the literature on PTFB and PI. Social identity theory (Tajfel & Turner, 1979) explains why consumers use brand origin as a vehicle for

expressing national identity, generating both ethnocentric and xenocentric tendencies depending on the valence attached to the national ingroup. System justification theory (Jost & Banaji, 1994) lays the groundwork for consumer xenocentrism: consumers who perceive their own culture as inferior to foreign systems may rationalise this perception by choosing outgroup items, thus legitimising the status quo hierarchy. The mediating roles of brand attitudes and perceived value are supported by attitude theory, especially the tri-component model and value-attitude-behaviour framework. The theory implies that predispositions mostly influence PI via evaluative appraisals of the brand or product (Long et al., 2022; Shanbhogue & Ranjith, 2024). The elaboration likelihood model (ELM) adds a processing-depth dimension, distinguishing between central-route (cognitive quality judgments) and peripheral-route (affective country image) pathways (Naseem & Yaprak, 2023).

### 3. Methodology

#### 3.1 Protocol and Registration

This review adheres strictly to the PRISMA 2020 guidelines for new systematic reviews based on database and register searches (Page et al., 2021). The review protocol was developed prior to data collection and specifies the eligibility criteria, search strategy, data extraction template, and synthesis approach. The final synthesis is based on 52 included studies of which 20 representative studies are summarised in Table 2. Because five of the sources synthesised in this review (Baber et al., 2024; Balabanis & Siamagka, 2022; Leonidou et al., 2022; Oduro et al., 2024; Serrano-Arcos et al., 2022) are themselves systematic reviews or meta-analyses rather than primary empirical studies, this review adopts a hybrid design: identification and screening of primary studies follow the PRISMA 2020 protocol, while the incorporation and synthesis of evidence drawn from these existing reviews additionally follows JBI umbrella-review guidance (Aromataris et al., 2015) in order to reduce the risk of double-counting primary-level findings.

#### 3.2 Eligibility Criteria

Articles were considered eligible if they: (a) were published in Web of Science, Scopus, Emerald, Elsevier, Wiley, ProQuest, Sage, or equivalent peer-reviewed outlets; (b) were written in English; (c) addressed, either empirically or conceptually, consumer predisposition towards foreign or domestic brands, encompassing constructs such as CE, C-XEN, cosmopolitanism, affinity, COO image, global consumer orientation, animosity, or PTFB directly; (d) explicitly examined purchase intention, willingness to buy, or brand evaluation as an outcome; and (e) were published between January 2012 and June 2026. Book chapters, conference proceedings, dissertations, and editorials were excluded. Studies focused exclusively on industrial B2B purchases without attention to consumer-level dispositions were also excluded. (f) Meta-analyses and systematic literature reviews meeting criteria (a)–(e) were eligible for inclusion as higher-order evidence syntheses. Their reported effects were cross-referenced against the primary studies captured by our own search to avoid double-counting (see Section 3.6).

### 3.3 Search Strategy

A systematic Boolean search was performed in June 2026 across prominent peer-reviewed academic databases, including Web of Science, Scopus, Emerald, Elsevier (ScienceDirect), Wiley Online Library, ProQuest, Sage Journals, and other comparable scholarly indexing platforms. The primary search string used was "predisposition" AND "foreign brands". Additional keyword combinations were used to broaden literature coverage, including "consumer xenocentrism AND purchase intention," "consumer ethnocentrism AND foreign brand," and "country-of-origin AND purchase intention". These database searches were supplemented by a Google Scholar search and informal citation tracing (see Section 7.3). The search produced 465 records before the screening and deduplication procedure.

### 3.4 PRISMA 2020 Flow Diagram

**Table 1. PRISMA 2020 Flow Diagram for the Systematic Literature Review**

| <b>PRISMA 2020 Flow Diagram – Identification, Screening &amp; Inclusion</b>                                                                                                                                                                        |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| <b>Stage / Action</b>                                                                                                                                                                                                                              |     |
| <b>IDENTIFICATION</b>                                                                                                                                                                                                                              |     |
| Records identified database journals;<br>keyword:<br>1. ‘predisposition AND foreign brands’<br>2. ‘consumer xenocentrism AND purchase intention’<br>3. ‘consumer ethnocentrism AND foreign brand’<br>4. ‘country-of-origin AND purchase intention’ | 465 |
| Duplicate records removed                                                                                                                                                                                                                          | 183 |
| Records after deduplication                                                                                                                                                                                                                        | 282 |
| <b>SCREENING</b>                                                                                                                                                                                                                                   |     |
| Records screened (title & abstract)                                                                                                                                                                                                                | 282 |

|                                                                                                                       |     |
|-----------------------------------------------------------------------------------------------------------------------|-----|
| Records excluded (off-topic, non-English, conference abstracts)                                                       | 189 |
| Full-text reports sought for retrieval                                                                                | 93  |
| Full-text reports not retrieved                                                                                       | 7   |
| Full-text reports assessed for eligibility                                                                            | 86  |
| ELIGIBILITY – Exclusion Reasons                                                                                       |     |
| Did not focus on consumer predisposition / foreign-brand orientation                                                  | 6   |
| No quantitative or conceptual treatment of purchase intention                                                         | 16  |
| Solely qualitative / opinion pieces without empirical grounding                                                       | 8   |
| Below Web of Science, Scopus, Emerald, Elsevier, Wiley, ProQuest, Sage, or equivalent peer-reviewed outlets threshold | 4   |
| Total excluded at full-text stage                                                                                     | 34  |
| INCLUDED                                                                                                              |     |
| Studies included in review                                                                                            | 52  |
| Reports of included studies (articles)                                                                                | 52  |

Source: Adapted from Page et al. (2021).

### 3.5 Data Extraction and Synthesis

Data were extracted using a standardised form that recorded publication details, key focus, study context, methodology, and key findings. The synthesis employed a thematic methodology aligned with the convergent integrated design: findings were inductively coded with NVivo-style memo-writing and subsequently deductively organised within the antecedents–mechanisms–moderators (AMM) framework. A total of 52 articles met all qualifying criteria and were incorporated into the final synthesis. Table 2 displays a representative sample of 20 essential studies.

**Table 2. Selected Included Studies – Characteristics and Key Findings (n = 20 representative articles)**

| Author(s) & Year                   | Key Focus / Contribution                                                  | Context                    | Method        | Key Finding                                                                                    |
|------------------------------------|---------------------------------------------------------------------------|----------------------------|---------------|------------------------------------------------------------------------------------------------|
| (Balabanis & Diamantopoulos, 2016) | Introduced C-XENSCALE; xenocentrism as foreign-brand predictor            | UK/Glob al                 | Survey SEM    | / Xenocentric consumers systematically prefer foreign products across categories               |
| (Leonidou et al., 2022)            | Meta-analysis: antecedents & outcomes of general vs product country image | Multi-country (176 papers) | Meta-analysis | Both GCI and PCI strongly predict purchase intention; ethnocentrism/animosity negative drivers |
| (Balabanis & Siamagka, 2022)       | Meta-analysis of CE across 57 countries                                   | 57 countries (240 studies) | Meta-analysis | CE universal; driven by culture × economic diversity; globalisation effects conditional        |
| (Naseem & Yaprak, 2023)            | Affinity vs perceived value on global brand PI; affective vs cognitive    | USA                        | Survey ELM    | / Perceived value > consumer affinity; aspirations amplify affinity→PI path                    |
| (Long et al., 2022)                | CSR, cosmopolitanism, ethnocentrism → attitude & PI for Western brands    | China                      | PLS-SEM       | Cosmopolitanism (+) on attitude & PI; ethnocentrism (-) on PI; brand attitude mediates         |
| (Kara et al., 2024)                | Ethnocentrism & xenocentrism as                                           | India                      | Survey SEM    | / Brand image & brand attitude → PI; XEN/CE moderate                                           |

|                                         |                                                                                |                   |                          |                                                                                                |
|-----------------------------------------|--------------------------------------------------------------------------------|-------------------|--------------------------|------------------------------------------------------------------------------------------------|
|                                         | moderators in brand image<br>→ PI for laptops                                  |                   |                          | these paths for<br>foreign brands                                                              |
| (Jin et al., 2024)                      | Religiosity → ethnocentrism/cosmopolitanism → Korean cosmetics PI              | Indonesia         | SEM / AMOS               | Cosmopolitanism stronger than ethnocentrism in predicting foreign-brand PI                     |
| (Ma et al., 2022)                       | Asymmetric dominance of ACI vs CCI on purchase; product type moderates         | China             | Large-scale survey / SEM | CCI > ACI for cognitive judgment; ACI dominates for relational/affective outcomes              |
| (Ma et al., 2024)                       | Cognitive vs affective COO image; intra-valence nature moderates               | China             | Survey                   | Ambivalent cognition-affect strengthens ACI; univalent favours CCI on behavioural tendency     |
| (Areiza-Padilla & Cervera-Taulet, 2023) | Xenocentrism & ethnocentrism on global brand image; national culture moderates | Colombia & Spain  | PLS-SEM cross-cultural   | Xenocentrism (+) on foreign brand image; CE not always negative; moderated by national culture |
| (Baber et al., 2024)                    | Systematic review of CE antecedents, mediators, consequences                   | Multi-country SLR | Systematic review        | CE antecedents: nationalism, patriotism, cultural openness; purchase intention key consequence |
| (Madinga et al., 2024)                  | Socio-psychological drivers of CE and PI for foreign goods                     | South Africa      | PLS-SEM                  | Internationalism and conservatism → CE → PI for foreign goods                                  |

|                              |                                                                                 |                                                                                 |                            |                      |                                                                                              |
|------------------------------|---------------------------------------------------------------------------------|---------------------------------------------------------------------------------|----------------------------|----------------------|----------------------------------------------------------------------------------------------|
| (Shanbhogue & Ranjith, 2024) | Consumer attitude formation → PI in India                                       | dispositional attitude                                                          | India                      | PLS-SEM              | Attitudinal disposition significantly shapes PI; attitude is a necessary mediator            |
| (Oduro et al., 2024)         | COO image dimensions and brand evaluation                                       | COO image meta-analysis: dimensions and brand evaluation                        | Multi-country (166 papers) | Meta-analysis        | Specific product COO image > general; brand commitment strongest outcome                     |
| (Jiang & Christian, 2023)    | Conceptual framework: antecedents of xenocentrism emergence                     | Conceptual framework: antecedents of consumer xenocentrism emergence            | Conceptual                 | Conceptual           | Social, cognitive, affective antecedents; disidentification mediates C-XEN emergence         |
| (Serrano-Arcos et al., 2022) | Systematic review of consumer affinity research (2008-2021)                     | Systematic review of consumer affinity research (2008-2021)                     | Multi-country SLR          | Systematic review    | Affinity overrides ethnocentrism; theoretical inconsistencies persist in affinity literature |
| (Balabanis et al., 2019)     | Five theoretical perspectives on favouritism toward domestic/foreign brands     | Five theoretical perspectives on favouritism toward domestic/foreign brands     | China                      | Survey / multi-group | Xenocentrism most consistent predictor of both domestic and foreign brand favouritism        |
| (Kock et al., 2019)          | Integrative framework of country-induced predispositions; COO images + emotions | Integrative framework of country-induced predispositions; COO images + emotions | Multi-country              | Survey / CFA/SEM     | COO images (performance-related) and country emotions (unrelated) together explain PI        |

|                                 |                                                            |                 |                   |                                                                                       |
|---------------------------------|------------------------------------------------------------|-----------------|-------------------|---------------------------------------------------------------------------------------|
| (Witek-Hajduk & Grudecka, 2022) | Developed-country brand name vs revealing true COBO on PI  | Emerging market | Conjoint/SE M     | Brand name type moderates PI; CE & materialism moderate brand-name→PI relationship    |
| (Ghosh et al., 2025)            | SLR: COO strategies in luxury marketing; ADO/TCM framework | SLR (79 papers) | Systematic review | COO competence & image strategies; cultural/psychographic dynamics condition outcomes |

### 3.6 Overlap Assessment

To assess primary-study overlap across the five meta-analyses and systematic reviews drawn on in this synthesis, a Corrected Covered Area (CCA) was calculated following Pieper et al., (2014). This yielded a CCA of approximately 1.5–1.8%, indicating slight overlap, concentrated among foundational studies bridging consumer ethnocentrism and country-of-origin image — most notably Shimp and Sharma.'s (1987) original CETSCALE validation and Balabanis et al.'s (2001) nationalism/patriotism study, each cited by three of the five reviews.

## 4. Predisposition Constructs

This section reviews the antecedents of PTFB in three clusters and distinguishes proximal from distal antecedents. Proximal antecedents are dispositions that bear directly on how a consumer evaluates foreign brands and forms a purchase intention: consumer ethnocentrism, xenocentrism, cosmopolitanism, affinity, animosity, and COO image. Distal antecedents are broader background orientations, such as patriotism, nationalism, national identity, and religiosity, that shape purchase intention mainly indirectly, by strengthening or weakening a proximal antecedent (for example, patriotism operating through consumer ethnocentrism).

### 4.1 Outgroup-Oriented Dispositions

#### 4.1.1 Consumer Xenocentrism

The most conceptually sound construct that predicts positive PTFB is consumer xenocentrism (C-XEN). C-XEN was introduced by Balabanis and Diamantopoulos (2016) and operationalised through the C-XENSACLE across five complementary investigations, demonstrating higher predictive validity for foreign brand preference compared to CE and cosmopolitanism. Consistent with the system justification account outlined in Section 2.3, xenocentric consumers convert the perceived inferiority of the home country into systematic foreign-brand preference. In a follow-up

study, Balabanis et al. (2019) show that C-XEN is the only framework among social identity, personal identification, cultural identity, system justification and categorical cognition that reliably predicts domestic brand rejection and international brand preference at the same time. The first systematic conceptual mapping of C-XEN antecedents was provided by Jiang and Christian (2023). The proximal triggers were social deprivation, perceived home-country inferiority, and disidentification from the national group, with disidentification being a mediating mechanism between social/cognitive antecedents and the emergence of xenocentric attitudes. Cross-cultural extensions show that vertical individualism (acceptance of hierarchy and status seeking) increases C-XEN in both Brazilian and Iranian contexts, with personality traits such as extraversion and agreeableness moderating this association in different ways across cultures (Rojas-Méndez et al., 2026).

#### *4.1.2 Consumer Cosmopolitanism*

As defined in Section 2.1, consumer cosmopolitanism (CC) is a normative openness to foreign cultures and products. In a systematic review of 44 CC articles, Makrides et al. (2022) identified a rapidly growing but theoretically fragmented body of evidence: CC consistently predicts positive attitudes towards foreign products and higher PI, but scale incompatibilities and conflicting operationalisations hamper cumulative knowledge. Jin et al. (2024) found that cosmopolitanism is a more important driver of Indonesian consumers' desire for global Korean cosmetic brands than ethnocentrism. This suggests that CE may be losing importance in some emerging-market settings. Examining Chinese consumers' intentions towards Western goods, Long et al. (2022) found that cosmopolitanism has a favourable effect on brand attitudes and PI, and brand attitude fully mediates the cosmopolitanism–PI link. The consumption openness mechanism (Nie et al., 2022) is another theoretical lever, whereby global-identity customers are more likely to consume access-based and foreign products in part because of increased openness.

#### *4.1.3 Consumer Affinity*

Consumer affinity, favourable emotional affect towards a particular foreign country, operates as a bilateral override of general ethnocentric tendencies. A systematic review of 14 years of affinity research (2008–2021) conducted by Serrano-Arcos et al. (2022) found that the effect of affinity on more positive evaluations of the product and greater willingness to buy products from the target country is reliable. However, they identified theoretical inconsistencies in whether affinity is person-specific, event-based, or country-based. In the context of global brand PI, Naseem and Yaprak (2023) separated affinity from perceived value. Perceived value had a stronger indirect influence than affinity alone, but consumer aspirations—a novel moderator—significantly amplified the affinity→PI path. When affinity matches aspirational self-concept, it becomes a strong demand driver.

## 4.2 Ingroup-Protective Dispositions

### 4.2.1 Consumer Ethnocentrism

The most researched antecedent of negative PTFB remains consumer ethnocentrism (CE). A meta-analysis of 240 studies in 57 countries by Balabanis and Siamagka (2022) reported the universality of CE but challenged prevalent assumptions. Cultural equality and the connection between economic conditions and ethnic variety influence the expression of CE rather than it being necessarily driven by globalisation or economic danger. Crucially, the same meta-analysis indicated CE had a negative effect on national imports of consumer goods at the macro level, which supports the construct's practical relevance. Similarly, CE is linked to less readiness to acquire foreign products in emerging nations (Abdul-Latif et al., 2024; Madinga et al., 2024), although, it has a more modest influence in product categories where domestic products are thought to be inferior. A systematic review of the CE literature was conducted by Baber et al., (2024), who mapped the antecedents (nationalism, patriotism, cultural openness, conservatism) onto a coherent conceptual framework. The review reported that the behavioural consequence of CE is primarily manifested through purchase intention and actual purchase behaviour in high-involvement categories.

### 4.2.2 Patriotism, Nationalism, and National Identity

Patriotism, nationalism, and national identity are widely recognised as key antecedents of consumer ethnocentrism rather than independent determinants of purchase intention. These socio-psychological constructs shape consumers' perceptions of domestic and foreign products by strengthening in-group identification and preference for locally produced goods. Consistent with this perspective, Tsai et al., (2013) found that nationalism exerts a strong positive influence on consumer ethnocentrism, with particularly pronounced effects in the United States and China. Likewise, the systematic review by Baber et al. (2024) identified patriotism, nationalism, cultural openness, and conservatism as major antecedents of consumer ethnocentrism across diverse cultural contexts.

Malhotra and Ramalingam (2022) established that campaign exposure and consumer guilt reduce propensity to buy local items in conjunction with national identity, a link mediated by negative affect related to purchasing foreign-made products. When considering airline services, Ragab et al. (2026) discovered that the impact of national identity and ethnocentrism on behaviour towards national and international airlines varies, with views of pricing fairness among passengers serving as a moderator for the final purchase choice. In addition, advertising that is patriotism-themed and combined with a company's philanthropy commitment to local communities improves national spirit and brand love (Nguyen et al., 2025), demonstrating that ingroup-protective emotions can be used for the sake of marketing.

Taken together, these findings support treating patriotism, nationalism, and national identity as distal antecedents that act through consumer ethnocentrism, which then affects consumers' attitudes and purchasing intentions towards foreign and domestic businesses.

#### *4.2.3 Consumer Animosity*

Consumer animosity (CA), which refers to the hostility towards a given country based on historical, political or economic problems, might reduce the purchasing of products from that country regardless of general CE. Sun and Jun (2022) observed that ethnic identification leads to economic animosity and boycott intention in the Korea–Japan boycott with information of the boycott acting as a mediator. In the Vietnam–China context, Chau et al. (2025) found that animosity negatively affects PI for Chinese products, but reference group influence, operationalised through social identity theory moderates the animosity→PI path: consumers embedded in pro-trade reference groups attenuate animosity effects. In terms of political conflict, moral emotions, especially anger, are a more powerful predictor of boycott intention than empathy (Hino, 2023).

### **4.3 Country-of-Origin Image**

The country-of-origin image (COOI) serves as a comprehensive antecedent that encompasses both cognitive and affective dimensions. The meta-analysis conducted by Leonidou et al. (2022) reported that foreign brand, product, and country familiarity have a positive impact on both general country image (GCI) and product country image (PCI), while animosity and CE have a negative impact. The meta-analysis encompassed 253 studies in 176 empirical articles. Critically, GCI has a substantial positive impact on PCI, and both dimensions are highly predictive of the evaluation, attitude, and PI associated with foreign products. The study also identified moderating functions for economic development, innovativeness, industrial performance, and political risk in the focal countries. The strongest argument for product-level COO communication strategies was provided by Oduro et al. (2024) meta-analysis of 166 COO–brand evaluation studies, which reported that specific product COO images generate the largest aggregate effect on brand commitment. The most consistent positive driver of both COOI dimensions across both meta-analyses was identified as brand familiarity.

A productive stream of research has been initiated by Ma and colleagues as a result of the cognitive-affective distinction within COOI. Ma et al. (2022) found that CCI is the dominant factor in driving cognitive product judgments, while ACI has an asymmetrical impact on affective product evaluation and behavioural tendency, particularly for high-involvement utilitarian products. A critical boundary condition is the intra-valence character of cognition-affect pairings. Ambivalent (mixed) cognition-affect enhances the beneficial effects of ACI without substantially altering the influence of CCI (Ma et al., 2024). Ma and Bian (2025) extended this framework to international services and discovered that ACI outperforms CCI in driving service marketing outcomes. This is particularly true for relational outcomes. The effects are further influenced by

the type of service (experience versus credence) and the style of consumer information processing (intuitive versus analytical).

## **5. Mechanisms Linking PTFB to Purchase Intention**

### **5.1 Brand Attitude and Affective Evaluation**

Brand attitude is the most commonly observed mediator in the PTFB–PI pathway. Long et al. (2022) demonstrated that brand attitude completely mediates the cosmopolitanism→PI relationship, although it does not mediate the CE→PI relationship—an asymmetry of theoretical significance indicating that CE functions through a more direct subjective rejection rather than through systematic brand assessment. Shanbhogue and Ranjith (2024) examined Indian customers regarding global and local brands, establishing that attitudinal disposition → attitude development → purchase intention is the fundamental mechanism in emerging markets, positioning attitude as an essential intermediary in the predisposition–behaviour continuum. For xenocentric consumers, attitude partially mediates the relationship between C-XEN and PI: Camacho et al. (2020) established that product attitudes partially mediate the influence of xenocentrism on PI for imported goods within a Latin American context, with perceived product quality serving as an additional partial mediator.

### **5.2 Perceived Product Quality and Perceived Value**

Perceived product quality and perceived value act as cognitive intermediaries that convert country of origin image cues into purchase intention. Experiments on production bias conducted by Ar and Kara (2012) demonstrated that relocating the manufacture of global brands (Philips, Adidas) from Germany to China significantly diminished perceived quality and purchase intention among Turkish customers. Cilingir and Basfirinci (2014) discovered that consumer ethnocentrism, product involvement, and product knowledge function as negative moderators in the link between country of origin and product appraisal. De Nisco and Oduro (2022) illustrated via meta-analysis that the influence of country-of-brand on purchase intention significantly exceeds its impact on product or brand evaluation, indicating that brand origin—a cognitive quality signal—serves as a crucial intermediary between national predispositions and behavioural outcomes. Naseem and Yaprak (2023) demonstrated that perceived value mediates the relationship between country of origin/affinity and purchase intention via the peripheral route of the Elaboration Likelihood Model, whereas affinity functions primarily through affective brand identification.

### **5.3 Consumer Satisfaction and Brand Equity**

Satisfaction serves as a post-evaluative mechanism that mediates the relationship between consumer-based brand equity (CBBE) and loyalty, with CBBE being established through experiential marketing-mix cues (Praveen et al., 2025). The CBBE→satisfaction→loyalty pathway is more pronounced among highly ethnocentric consumers, who exhibit a heightened response to domestic-origin signals, whereas low-ethnocentric consumers demonstrate a relatively

diminished responsiveness—contradicting the intuitive assumption that ethnocentric consumers would be more challenging to satisfy with foreign-origin signals. Ragab et al. (2023) revealed that ethnocentric inclinations influence perceptions of service quality and perceived value, thereby mediating the relationship between customer experience and loyalty in airline services.

#### **5.4 Consumer Disidentification and Social Identity Processes**

Disidentification from the national ingroup serves as the immediate psychological mechanism that produces C-XEN: Jiang and Christian (2023) suggested that social, cognitive, and affective factors (including perceived inferiority of the home country, social deprivation, and cultural disdain) lead to disidentification, which subsequently fosters xenocentric attitudes and a preference for foreign brands. Shoham et al. (2017) validated this mechanism within the US Hispanic population, demonstrating that acculturation leads to ethnic disidentification, which subsequently results in consumer disidentification and a diminished propensity to purchase local items. Counterintuitively, ethnic identification exhibited discrepancies in influencing host-country feelings, indicating that heritage identity and host-country identity do not symmetrically reflect each other's marketing implications.

### **6. Moderating Factors**

#### **6.1 Product-Level Moderators**

Product type and involvement level are the most consistently reproduced moderators in the PTFB literature. Balabanis and Siamagka (2017) showed that consumer ethnocentrism had more pronounced behavioural consequences in costly, high-involvement product categories. Ma et al. (2022) determined that the asymmetry in CCI–ACI supremacy is influenced by product type: CCI prevails for utilitarian products, whereas ACI is more significant for hedonic products. Oduro et al. (2024) discovered that the product sector (manufacturing versus service) and brand origin (national versus international) modify the impact of country of origin image on brand appraisal. Effects of country-of-brand origin supersede those of country-of-manufacture on purchase intention (De Nisco and Oduro2022). Witek-Hajduk and Grudecka (2022) established that disclosing the genuine emerging-market origin of a developed-country brand diminishes purchase intention, an effect influenced by consumer ethnocentrism and materialism.

#### **6.2 Cultural and National Moderators**

National culture serves as a macro-level moderator that influences the manifestation and effects of PTFB. Balabanis and Siamagka (2022) discovered that consumer ethnocentrism is elevated in societies characterised by low cultural egalitarianism and high ethnic diversity. Areiza-Padilla and Cervera-Taulet (2023) demonstrated that national culture (Hofstede, 1984) and perceived brand globalness both moderate the influence of xenocentrism and consumer ethnocentrism on foreign brand image, with variations in effects between developed and developing countries. The cultural distance between the consumer's home country and the brand's country of origin influences the

efficacy of COO-based advertising (Septianto et al. 2022) significant cultural distance enhances the effectiveness of country-image-focused appeals, whereas minimal cultural distance favours product-image-focused appeals, with perceived brand cultural authenticity serving as the fundamental mechanism.

### 6.3 Country Development and Economic Context

Meta-analytic evidence indicates that the disparity in economic development between consumer and origin country moderates the impact of country-of-origin image on purchase intention. Leonidou et al. (2022) reported that the effects of country of origin (COO) image are intensified when the focal country exhibits more economic development, higher innovation, and reduced political risk compared to the consumer's own country. Guo (2013) demonstrated that global orientation positively influences attitudes towards global brands from developed nations, although this effect is diminished by elevated ethnocentrism. Notably, this pattern is also observed in India and China, indicating that the development asymmetry effect is applicable across significant emerging markets. The liability of emergingness—where products from emerging nations encounter septicism in established markets—highlights the significance of economic development indicators in country-of-origin image processing (van Wyk & Luiz, 2024).

### 6.4 Demographic Moderators

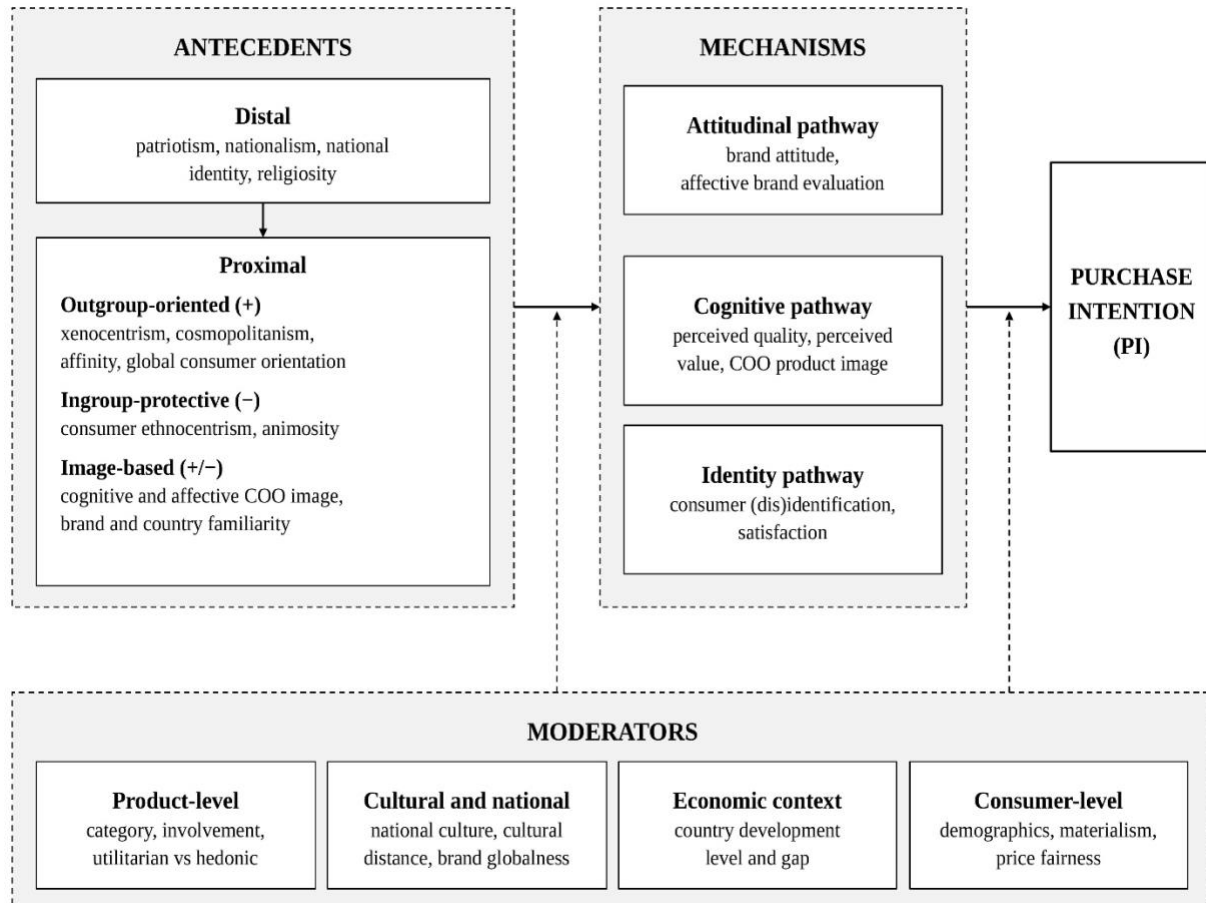
Demographics—age, income, gender, education—consistently function as moderating variables, exhibiting diverse impacts. Vohra and Gupta (2017) examined PTFB aspects among Indian consumers and identified substantial differences in PTFB—across the categories of Reputation, Preference, Country of Origin, Accessibility, and Quality—and materialism among different demographic segments. Younger, more educated, and higher-income consumers regularly exhibit reduced consumer ethnocentrism (CE) and elevated cosmopolitanism. Generation Z consumers exhibit less ethnocentrism and heightened worldmindedness (Čvirik & Cagaňová, 2025) which has considerable ramifications for global brand strategy as this demographic emerges as a predominant purchasing power. Gender effects are evident but inconsistent: Nwankwo et al. (2014) discovered that women had a greater propensity for impulse purchasing of luxury products, whereas wealth reduced the inhibitory influence of religiosity on luxury spending.

## 7. Synthesis: Integrated Framework and Research Gaps

### 7.1 The Antecedents–Mechanisms–Moderators (AMM) Framework

Based on the 52 included papers, we offer an integrated AMM framework for PTFB and PI. As stated in Sections 1 and 2.1, PTFB is this review's integrative label for a set of separately validated constructs; it is not itself an established or validated construct, and the framework organises those constructs rather than measuring a single one. The framework is depicted in Figure 2, and the complete taxonomy of antecedents, mechanisms and moderators found in the review is presented in Table 3.

**Figure 2. The Antecedents–Mechanisms–Moderators (AMM) framework of the PTFB–PI relationship**



Dashed arrows indicate moderation. Source: authors' own elaboration.

**Table 3. Antecedents, Mechanisms, and Moderators of PTFB–PI Relationship (Antecedents include both proximal and distal variables; distal antecedents are marked accordingly.)**

| CONSTRUCT / VARIABLE                                       | REPRESENTATIVE SOURCES                                                  |
|------------------------------------------------------------|-------------------------------------------------------------------------|
| <b>ANTECEDENTS</b>                                         |                                                                         |
| CONSUMER ETHNOCENTRISM (CE)                                | Balabanis & Siamagka (2022); Baber et al. (2024); Madinga et al. (2024) |
| PATRIOTISM & NATIONAL IDENTITY (DISTAL ANTECEDENT, VIA CE) | Ragab et al. (2023, 2026); Malhotra & Ramalingam (2022)                 |



|                                                     |                                                                                      |
|-----------------------------------------------------|--------------------------------------------------------------------------------------|
| CONSUMER XENOCENTRISM (C-XEN)                       | Balabanis & Diamantopoulos (2016); Jiang & Christian (2023); Balabanis et al. (2019) |
| CONSUMER COSMOPOLITANISM                            | Long et al. (2022); Jin et al. (2024); Makrides et al. (2022)                        |
| COUNTRY-OF-ORIGIN IMAGE (COGNITIVE & AFFECTIVE)     | Ma et al. (2022, 2024); Leonidou et al. (2022); Oduro et al. (2024)                  |
| CONSUMER AFFINITY                                   | Naseem & Yaprak (2023); Serrano-Arcos et al. (2022)                                  |
| CONSUMER ANIMOSITY                                  | Chau et al. (2025); Sun & Jun (2022)                                                 |
| GLOBAL CONSUMER ORIENTATION / IDENTITY              | Guo (2013); Bartsch et al. (2016)                                                    |
| RELIGIOSITY                                         | Jin et al. (2024); Al-Issa et al. (2024)                                             |
| BRAND FAMILIARITY / COUNTRY FAMILIARITY             | Oduro et al. (2024); Leonidou et al. (2022)                                          |
| MECHANISMS (MEDIATORS)                              |                                                                                      |
| BRAND ATTITUDE / AFFECTIVE BRAND EVALUATION         | Long et al. (2022); Shanbhogue & Ranjith (2024)                                      |
| PERCEIVED PRODUCT/BRAND QUALITY                     | Cilingir & Basfirinci (2014); Kara et al. (2024)                                     |
| PERCEIVED VALUE                                     | Naseem & Yaprak (2023)                                                               |
| CONSUMER SATISFACTION                               | Praveen et al. (2025)                                                                |
| CONSUMER DISIDENTIFICATION                          | Jiang & Christian (2023); Shoham et al. (2017)                                       |
| INVESTMENT / PRODUCT IMAGE                          | Izzularab et al. (2022)                                                              |
| MODERATORS                                          |                                                                                      |
| PRODUCT CATEGORY (INVOLVEMENT, UTILITARIAN/HEDONIC) | Ma et al. (2022); Balabanis & Siamagka (2017); Cilingir & Basfirinci (2014)          |

|                                                       |                  |                                                                     |
|-------------------------------------------------------|------------------|---------------------------------------------------------------------|
| NATIONAL<br>(INDIVIDUALISM/COLLECTIVISM,<br>DISTANCE) | CULTURE<br>POWER | Balabanis & Siamagka (2022); Areiza-Padilla & Cervera-Taulet (2023) |
| MATERIALISM                                           |                  | Vohra & Gupta (2017); Nwankwo et al. (2014)                         |
| BRAND FAMILIARITY<br>FAMILIARITY                      | / COUNTRY        | Odoro et al. (2024); Leonidou et al. (2022)                         |
| COUNTRY DEVELOPMENT LEVEL                             |                  | Leonidou et al. (2022); Long et al. (2022); Guo (2013)              |
| DEMOGRAPHICS (AGE, INCOME, GENDER,<br>EDUCATION)      |                  | Vohra & Gupta (2017); Gupta (2012); Madinga et al. (2024)           |
| CULTURAL DISTANCE                                     |                  | Leonidou et al. (2022); Septianto et al. (2022)                     |
| PRICE FAIRNESS                                        |                  | Ragab et al. (2026)                                                 |
| PERCEIVED BRAND GLOBALNESS                            |                  | Areiza-Padilla & Cervera-Taulet (2023)                              |

The framework identifies three antecedent clusters as the principal determinants of PTFB: (1) outgroup-oriented dispositions (xenocentrism, cosmopolitanism, affinity, global identity), which foster positive PTFB; (2) ingroup-protective dispositions (CE, patriotism, nationalism, animosity), which engender negative PTFB within this cluster, patriotism, nationalism, and national identity function as distal antecedents operating primarily through their influence on CE, rather than exerting an independent, direct effect on PI; and (3) image-based perceptions (cognitive and affective COO image, brand familiarity, perceived country status), which may act as either positive or negative influences contingent upon the specific country pair and product category. Within the outgroup-oriented cluster, cosmopolitanism is grouped with xenocentrism and affinity for parsimony rather than because the three constructs share a common psychological mechanism; as noted in Section 2.1, cosmopolitanism reflects normative openness to global citizenship, whereas xenocentrism and affinity involve more direct relative evaluations of the home country against specific foreign referents. The antecedents affect PI primarily through three mediating pathways: (a) an attitudinal pathway through brand attitude and affective evaluation; (b) a cognitive pathway through perceived quality, perceived value, and COO product image; and (c) an identity pathway through consumer (dis)identification and satisfaction. Product-level, cultural, economic, and demographic factors influence the intensity and orientation of these channels. Taken together, the framework describes a chain running from distal antecedents (patriotism, nationalism, national identity, religiosity) through proximal antecedents (CE, C-XEN, Cosmopolitanism, affinity, COO

image) and mediating mechanism (brand attitude , perceived quality/ value , (dis)identification to PI.

## 7.2 Key Tensions and Research Gaps

There are some unsolved tensions in the literature. First, although the theoretical advancement of the CCI–ACI dispute is nuanced (Ma and Bian, 2025; Ma et al. 2022) the evidence is largely cross-sectional and survey-based, and experimental and longitudinal designs are needed to prove causal primacy. Second, the CE–C–XEN relationship is conceptually specified as negative but, as discussed in Section 2.1, its empirical discriminant validity remains unsettled (Prince et al., 2016). Third, most studies treat PI as a single construct and do not distinguish between hedonic and utilitarian purchase intentions, online and offline buying settings, or first-time and repeat purchases.

The digital commerce context is a particularly important gap. Brand and Baier (2022) demonstrated that COO effects, if any, essentially disappear in online buying situations once brand attitude is taken into account, a finding with substantial ramifications for digital-era international marketing.

Theocharis et al. (2025) demonstrated that e-shop location (domestic vs. foreign) moderates the effect of different consumer attributes on PI for Generation Z. However, the mechanisms are undertheorised. Research on xenocentrism in relation to digital and social media is scarce. Studies of PTFB in the consumer markets of Africa and the Middle East remain limited compared to the Asia-Pacific dominance in the literature. Finally, the sustainability-PTFB junction is still in infancy: its cosmopolitan orientation has been associated with sustainable apparel consumption (Gil et al., 2024), but the nature of its potential interactions with environmental consciousness, if any, needs to be systematically examined. It should be noted that several of this review's most strongly stated claims — including the near-universality of consumer ethnocentrism and the economic-development moderation of country-of-origin image effects — rest on findings from prior large-scale meta-analyses rather than on independent synthesis of primary studies within this review. These are reported as second-order syntheses of existing evidence and should be interpreted accordingly. Among these gaps, three appear most urgent. The first is the digital commerce context, because the limited evidence available suggests that COO effects weaken or disappear online (Brand & Baier, 2022), which would change how every antecedent in the framework operates. The second is xenocentrism in non-Western and under-studied markets, particularly Africa and the Middle East, where the construct is theoretically most relevant but empirically least examined. The third is the intersection of PTFB with sustainability-related consumption. Within each of these areas, longitudinal and experimental designs that can establish causal ordering should be given priority

### 7.3 Limitations

This paper has a number of limitations, which should be considered when interpreting its conclusions.

First the search was limited to peer-reviewed English language publications indexed in Web of Science, Scopus, Emerald, Elsevier, Wiley, ProQuest, Sage or similar venues (Section 3.2). Non-English scholarship, book chapters, dissertations and conference proceedings that may include relevant findings not yet available in indexed journals were excluded. Second, the Boolean strings reported in Section 3.3 were constructed around four core term combinations focusing on predisposition, xenocentrism, ethnocentrism and country-of-origin; cosmopolitanism, affinity and animosity – each treated in this review as a distinct antecedent cluster – did not have dedicated search strings of their own and entered the corpus primarily through the supplementary Google Scholar search and citation tracing. Thus, coverage of these constructs may be less comprehensive relative to ethnocentrism and country-of-origin image. Systematic backward and forward citation chasing was not carried out formally, and grey literature was not included, which could have resulted in the exclusion of important studies.

Third, screening, eligibility assessment, and data extraction were not duplicated independently by multiple reviewers with third-party adjudication of disagreements, and no formal risk-of-bias or quality-appraisal instrument was applied to included studies. This constrains the ability to formally characterise the methodological quality of the underlying evidence base beyond the eligibility screen in Section 3.2.

Fourth, five of the sources synthesised here are meta-analyses or systematic reviews rather than primary research (Section 3.1). Although the overlap assessment in Section 3.6 found only slight primary-study overlap among them, the claims that rest on them remain second-order syntheses of prior evidence and should be weighted accordingly (Section 7.2).

Fifth, as explained in Section 7.2, the dominant evidence base is cross-sectional and survey-based, which limits causal inference concerning directionality of the antecedent-mechanism-moderator pathways postulated by the AMM framework. The discriminant validity of CE, C-XEN, and cosmopolitanism also remains unresolved in the primary-study literature (Section 2.1).

Finally, as with any literature synthesis, this review is subject to publication bias in the underlying literature, which may inflate the apparent strength and consistency of the antecedent–PI relationships reported here; and the geographic concentration of included studies in Asia-Pacific markets, relative to the limited representation of Africa and the Middle East (Section 7.2), constrains the generalisability of the proposed framework beyond the contexts in which it was predominantly developed.

## 8. Managerial Implications

The integrated AMM framework holds significant practical implications for managers of international companies aiming to enter or grow in varied consumer markets. These implications are grouped below under four themes: market segmentation, branding strategy, COO positioning, and digital marketing.

**Market segmentation.** Consumer xenocentrism is theoretically strong, but empirically concentrated in specific socio-demographic segments (younger, urban, internationally exposed consumers with vertical individualist orientations); brands should identify and explicitly target these segments, rather than assume pan-market xenocentric demand (Balabanis & Diamantopoulos, 2016; Rojas-Méndez et al., 2026).

**Branding strategy.** CE is not a monolithic barrier. Its behavioural impact is largest for high-involvement, expensive product categories, and can be mitigated by significant brand familiarity (Balabanis & Siamagka, 2022; Oduro et al., 2024). International firms entering high-CE markets should localise brand identities and incorporate local cultural symbols to decrease the perceived foreignness. In addition, congruent corporate social responsibility initiatives can be used to counterbalance patriotic marketing initiatives by domestic competitors (Nguyen et al., 2025), but international firms should be careful not to inadvertently create reactance by making overly nationalistic appeals (Matarazzo et al., 2023).

**COO positioning.** The asymmetry in the processing of ACI and CCI requires a dual-channel communication strategy. For utilitarian product categories, managers should invest in cognitive quality signals (certifications, technological credibility, country competence cues), while for hedonic and relational service categories, affective country imagery (warmth, cultural richness, experiential appeal) should be prioritised (Ma & Bian, 2025; Ma et al., 2022). In addition, the country development gap between brand origin and consumer market is a leverage point: foreign brands from economically developed, technologically innovative countries can explicitly invoke COO in marketing communications, while brands from emerging markets should downplay COO and emphasise intrinsic product attributes and quality signals.

**Digital marketing.** Digital channel managers should realise that COO effects are much lower in e-commerce contexts (Brand & Baier, 2022) and that investment in online brand awareness and user-generated reviews becomes much more significant than country image appeals in this context.

## 9. Conclusion

Based on 52 peer-reviewed publications, this systematic literature review offers an integrated consolidation of research on the predisposition towards foreign brands and its association with consumer purchase intention. The PRISMA 2020 technique was used in this research. The main

contributions are threefold. First, we show that PTFB, as organised in this review, constitutes a multi-polar construct space encompassing consumer xenocentrism, ethnocentrism, cosmopolitanism, affinity and COO image, each having separate theoretical underpinnings and diverse impacts on PI. Second, we map the mediating architecture of the PTFB–PI relationship, revealing that brand attitude, perceived quality, perceived value, and consumer (dis)identification are the key relay mechanisms, and that these mechanisms are differentially engaged depending on antecedent type and product category. Third, we identify product involvement, national culture, country development gap, and demographics as the most strongly replicated moderators, and highlight the digital purchase context, xenocentrism in non-Western markets, and the sustainability PTFB intersection as promising frontiers for future research.

For researchers, the proposed AMM framework gives an organising scaffold for theory building and hypothesis production. For practitioners, it provides an evidence-based decision matrix to place foreign brands across various consumer markets. With global trade tensions, cultural nationalism and digital commerce reshaping the face of international consumer behaviour, understanding the psychological architecture of PTFB has never been more crucial.

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