

**UNDERSTANDING CONSUMPTION AS EXPRESSION OF  
CONSUMERS' NATIONAL IDENTITY**

**by**

**SERGIO CARVALHO**

A dissertation submitted to the Graduate Faculty in Business  
in partial fulfillment of the requirements for the degree of  
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## Abstract

UNDERSTANDING CONSUMPTION AS EXPRESSION OF  
CONSUMERS' NATIONAL IDENTITY

by

Sergio Carvalho

Adviser: Professor David Luna

The purpose of this research is to formulate an integrative national identity-based analysis of consumer behavior. This is an examination of how citizens as consumers make sense of, interpret and negotiate what their nation and their national identity mean to them not only in routine times but also in times of crises when the national identity has been wounded or threatened by outsiders. This integrative analysis utilizes the theories of self-concept (Hong *et al.*, 2003), social identity, intergroup relations (Brewer, 1999; Tajfel and Turner, 1979) and identity salience (Forehand *et al.* 2002) to examine consumers' feelings, attitudes and behavioral manifestations linked to national identification.

Chapter 2 the meaning of the self and its multiple identities as a conceptual framework to link consumer expressions of national identity to the individuals' active need for the maintenance of a personal, positive self-concept.

Chapter 3 presents a theoretical model suggesting that once the individuals' national identity is salient, it can be expressed in several ways, depending upon whether or not the consumer expressions are positively motivated due to affection for the home

country (patriotism and ethnocentrism) or negatively motivated to harm the "adversary" country (animosity and nationalism).

Chapter 4 analyzes identity salience in order to provide a context for the empirical studies presented in the subsequent chapters.

Chapter 5 presents two studies intended to investigate the effect of national identity salience (NI) on consumers' evaluation of advertising and the associated products (a patriotism effect) in two different contexts: 1) NI activated through media-context; 2) NI activated through advertising appeals. Study 1 results show that heightening the salience of individuals' national identity leads them to react more positively to Aad and Apr. Study 2 tries to replicate the results found in study 1 by attempting to disentangle respondents' mood state induced by media-context from the effects of NI salience on Aad and Apr. Results for the negative mood condition were consistent with the results found in study 1. As for the positive mood condition, respondents seemed to have positively reflected their identity praise on Aad and Apr.

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“I can do everything through him who gives me strength” (Php. 4:13)

## TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION .....	1
CHAPTER 2: THE MEANING OF THE ‘SELF’ AND ITS MULTIPLE IDENTITIES 6	6
Self-Concept: the perception of the ‘self.’ .....	6
Social Identity: The ‘Self’ as ‘We.’ .....	7
Intergroup Relations: ‘we’ (in-group) and ‘they’ (out-group.).....	9
CHAPTER 3: CONSUMER EXPRESSIONS OF NATIONAL IDENTITY .....	12
Activating National Identity .....	17
CHAPTER 4: IDENTITY SALIENCE .....	18
Identity Salience Influencing Perceptions and Behavior .....	18
<i>Activating national identity.</i> .....	19
<i>Activating national identity by framing it in the media content.</i> .....	20
<i>Responses to national identity salience framed in the media content.</i> .....	21
<i>The impact of national identity activation on Aad and Apr.</i> .....	22
<i>How identity salience and social categorization interact to influence perception.</i> ..	23
<i>When national identity salience interacts with the need for a positive stable self-</i> <i>concept to influence evaluations of in-group.</i> .....	24
<i>The case of ads embedded in media-context framing national identity.</i> .....	26
CHAPTER 5: AN EMPIRICAL EXAMINATION OF CONSUMER PATRIOTISM ..	30
Study 1 .....	30
<i>Activating national identity through media-context: the effect of NI salience on</i> <i>affective response and article liking.</i> .....	30
<i>Activating identity through advertising appeal.</i> .....	31
<i>The effects of national identity salience through media-context on Aad and Apr.</i> ...	32
Method .....	37
<i>Research Context.</i> .....	37
<i>Study Design and Respondents.</i> .....	38
<i>Procedure.</i> .....	38
<i>Stimuli.</i> .....	39
<i>Measures.</i> .....	39
Results.....	42

<i>Manipulation checks.</i> .....	42
<i>The effects of NI salience on affective response and article liking.</i> .....	42
<i>Activating identity through advertising appeals.</i> .....	43
<i>The effects of national identity salience and ad appeal on Aad and Apr.</i> .....	44
<i>The combined effects of national identity salience, affective response and article liking on Aad and Apr for both ad appeal conditions.</i> .....	47
<i>Mediation Analysis.</i> .....	51
Study 2 .....	53
<i>Purpose and Overview.</i> .....	53
Method .....	55
<i>Respondents and Study Design.</i> .....	55
<i>Procedure.</i> .....	56
<i>Stimuli.</i> .....	56
<i>Measures.</i> .....	57
Results.....	59
<i>The effects of NI salience on affective response and article liking.</i> .....	59
<i>The effects of national identity salience and ad appeal on Aad and Apr for both mood valence conditions.</i> .....	61
<i>The effects of NI salience on Aad and Apr on the negative mood condition.</i> .....	63
<i>The effects of NI salience on Aad and Apr on the positive mood condition.</i> .....	66
<i>Mediation Analysis.</i> .....	69
CHAPTER 6: DISCUSSION AND IMPLICATIONS .....	71
Interpretation of Findings .....	72
Limitations .....	74
Summary.....	76
APPENDIX A : PATRIOTIC APPEALS .....	78
American Examples.....	78
Canadian Examples.....	79
Brazilian Examples.....	80
APPENDIX B: ETHNOCENTRIC APPEALS.....	81

Buy American Products Campaign.....	81
Buy Canadian Products Campaign.....	81
Buy Brazilian Products Campaign.....	81
APPENDIX C: NATIONALISTIC APPEALS.....	82
APPENDIX D: STUDY 1 - ARTICLE STIMULI.....	83
APPENDIX E: STUDY 1 - ADS STIMULI.....	84
APPENDIX F: STUDY 2 - ARTICLE.....	85
REFERENCES.....	86

## LIST OF FIGURES

FIGURE 1: Integrative Theoretical Model of the Different Consumers' Feelings, Attitudes and Behavioral Manifestations Linked to National Identity .....	17
FIGURE 2A: Hypothesized Model for Implicit NI Ads.....	36
FIGURE 2B: Hypothesized Model for Explicit NI Ads.....	37
FIGURE 3A: Results of Study 1: Attitude toward the Ads (Aad).....	45
FIGURE 3B: Results of Study 1: Attitude toward the Associated Products (Apr: Purchase Intentions) .....	45
FIGURE 3C: Results of Study 1: Attitude toward the Associated Products (Apr: Products' Likelihood of Success) .....	46
FIGURE 4A: Results of Study 2: Attitude toward the Ads (Aad: NI Salience x Mood Valence) .....	62
FIGURE 4B: Results of Study 2: Attitude toward the Associated Products (Apr: NI Salience x Mood Valence).....	62
FIGURE 4C: Results of Study 2: Negative Mood Condition - Attitude toward the Ads (Aad: NI Salience x Ad Appeals) .....	64
FIGURE 4D: Results of Study 2: Negative Mood Condition - Attitude toward the Associated Products (Apr: NI Salience x Ad Appeals) . .....	64
FIGURE 4E: Results of Study 2: Positive Mood Condition - Attitude toward the Ads (Aad: NI Salience x Ad Appeals) .....	67
FIGURE 4F: Results of Study 2: Positive Mood Condition - Attitude toward the Associated Products (Apr: NI Salience x Ad Appeals) . .....	68

## LIST OF TABLES

TABLE 1A: Factor Analysis – Article Liking.....	40
TABLE 1B: Factor Analysis – Affective Response .....	41
TABLE 2: Means and Standard Deviations – Effects of NI Salience on Aad and Apr ...	47
TABLE 3A: Regression Results – Effects of NI Salience on Apr (Purchase Intention)...	49
TABLE 3B: Regression Results – Effects of NI Salience on Apr (Products’ Likelihood of Success).....	50
TABLE 4A: Mediation Analysis – Effects of NI Salience on Aad .....	52
TABLE 4B: Mediation Analysis – Effects of NI Salience on Apr (Purchase Intention) ..	52
TABLE 4C: Mediation Analysis – Effects of NI Salience on Apr (Products’ Likelihood of Success) .....	53
TABLE 5A: Means and Standard Deviations – Effects of NI Salience on Aad and Apr (Negative Mood Condition).....	66
TABLE 5B: Means and Standard Deviations – Effects of NI Salience on Aad and Apr (Positive Mood Condition) .....	68
TABLE 6A: Mediation Analysis – Effects of NI Salience on Aad (Positive Mood Condition) .....	70
TABLE 6B: Mediation Analysis – Effects of NI Salience on Apr (Positive Mood Condition).....	70

# **Understanding Consumption as Expression of Consumer's National Identity**

**Sergio Carvalho**

## **CHAPTER 1**

### **INTRODUCTION**

This dissertation examines national identity and particularly its effects on consumption choices. The issue of national identity is as relevant today as it was at the beginning of last century despite the potentially diluting effects of internationalization or globalization. National identity may be expressed not at all or in a variety of ways when consumers make market choices. Expressions of national identity may range from complying with the patriotic appeals implied in “made in ...” (home country) labels to boycotting or destroying products of nations considered “adversaries” of the home country.

The main theoretical contribution of this research is twofold: First, it integrates the different consumer expressions of national identity found in the literature by drawing from the theories of self-concept, social identity, and intergroup relations. Second, it applies and extends two social psychology theories of identity to empirically explore consumer expressions of national identity. These theories, based on identity salience (“a momentary activation of a social identity within an individual’s social self-schema”, Forehand *et al.* 2002, pg. 1086) and strength of identification (“an enduring association between an individual’s sense of self and his or her identity,” Forehand *et al.* 2002, pg.

1087), provide an explanation of the psychological process that may underlie the expression of national identity in consumption patterns.

Self-concept is all the thoughts, feelings and perceptions that the individual holds about his 'self' (Reed 2002). Social identity is that part of one's self-concept arising from one's perceived membership in a social group (Tajfel 1978, 1981; Tajfel and Turner 1979). This membership has both value and affective significance (Tajfel 1981). The perception of one's own in-group value provides a significant part of one's own self-worthiness evaluation. The intergroup relations theory (Tajfel and Turner 1979) describes the kind of relationships between in-groups (those groups with which the individual has social ties and identifies himself) and out-groups (with which the individual does not have a sense of belonging and sometimes may even see as a competitor/adversary). Importantly, in intergroup conflict situations, social identity tends to heighten both inward (in-group attachment and protective actions toward the in-group) and outward (hostility toward out-groups) feelings, attitudes and behaviors (Jones 1997).

For clarity of discussion, the term national identity will be used here to refer to a special form of social identity composed of a number of interrelated components - ethnic, cultural, territorial, economic and legal-political all of which link the self with a specific country as an in-group (Smith 1991). This social identity serves not only to categorize the individual but also to give a key aspect of meaning to the individual's sense of 'self'.

The term “consumer expressions of national identity” will be used here to refer to different consumers’ feelings, attitudes and behavioral manifestations linked to national identity. This research is concerned with the four main expressions of national identity found in the literature: consumer patriotism, consumer ethnocentrism, consumer animosity, and consumer nationalism.

A conceptual framework is presented to link consumer expressions of national identity to the individuals’ active need for the maintenance of a personal, positive self-concept. This framework is used as a basis for a theoretical model suggesting that once an individuals’ national identity is activated, it can be expressed in several ways, depending upon whether the consumer expressions are positively motivated out of affection for the home country (patriotism and ethnocentrism) or negatively motivated out of a desire to harm the "adversary" country (animosity and nationalism). The activation mechanism, salience, is analyzed in order to provide a context for the empirical studies. Two studies then investigate the effect of national identity salience (NI) on consumers’ evaluation of advertising and the associated products (a patriotism effect) in two different contexts: 1) NI activated through media-context; 2) NI activated through advertising appeals. Study 1 results show that heightening the salience of individuals’ national identity leads them to react more positively to ads/products paired with representations of that identity. Study 2 expands on the results found in Study 1 by analyzing respondents’ mood states in two different conditions (negative affect where the stimuli were designed to arouse shame or fear and positive affect where the stimuli were designed to arouse pride and happiness.)

The theoretical expectation was that no significant difference should exist in the results for negative and positive mood with regards to the effects of NI salience on Aad and Apr. In both cases, NI salience was expected to positively influence Aad and Apr for ads and products perceived as in-group representations. Results for the negative mood condition were consistent with the results found in study 1. That is, respondents reported positive reactions toward ads to compensate for the negative mood and the perceived identity threat. In the positive mood condition, respondents seemed to have positively projected their positive mood and their identity pride on their attitude toward the ads (Aad) and the associated products (Apr).

More work needs to be done to fully elaborate the process by which national identity is linked to consumer behavior. However, this dissertation has presented and supported several factors in the process: The effect of national identity salience on the attitude towards ads and products perceived as associated with the home nation (in-group) and other nations (out-groups) and the moderating role of mood on this effect.

From a managerial perspective, this research suggests a number of situational variables that are likely to influence the success of ads and products linked to national identity. Given the recent increase in conflicts between nations and the nationalistic sentiments to which they give rise, it is vital to understand the attitudes, feelings and behaviors that may be prompted by national identity. Managers need to be able to identify the messages that may be associated in consumers' perceptions with national identity cues and to anticipate reactions to these cues. Managers need to understand the

national identity perceptual environment in which advertising and product messages are received and interpreted.

In summary, this dissertation has revealed a new avenue for future research: individuals' expressions of their national identity through consumption patterns.

## CHAPTER 2

### THE MEANING OF THE 'SELF' AND ITS MULTIPLE IDENTITIES

Contemporary social science theorists have demonstrated that the notion of the self and its constituent multiple identities are crucial for the understanding of human thought, feelings, attitudes, beliefs, motives, values and behavior (Jussim *et al.* 2001; Holland 1997; Tajfel 1981; Thoits and Virshup 1997). Triandis (1989), for instance, affirms that all aspects of social motivation are linked to the sense of self. Thus, there is much in the areas of self and identity that might help us to enlarge our understanding of consumer behavior.

The self is composed of multiple identities (Smith 1991). These identities reflect associations with a variety of groups such as family, geographic region, class, religion, ethnicity and gender. These identities relate the person to the external world and, conversely, they help the external world to categorize, interpret, understand and position individuals. By asserting, "We are Americans," people may not only be classifying themselves but they may also be providing a sense of meaning to their self ("Being an American means that the person is part of the world's most developed country.") Most consumer researchers (Reed 2002, for example) agree that the overall self-concept unites all thoughts, feelings and perceptions that individuals hold about their multiple identities.

#### **Self-Concept: the perception of the 'self.'**

Self-concept is grounded in the sociological environment in which an individual is placed. Cooley (1902) defines self-concept as encompassing all the perceptions the

individual holds about himself as he personally perceives himself and the perceptions that he holds about himself as he imagines the world sees him and interacts with him. A critical implication of this premise is the fact that the individual's self-concept is evaluative. It can have concurrently a positive ("I'm from Brazil, the country with the best soccer team in the world.") or a negative ("I'm from Brazil, a third world country.") connotation depending on how the individual is identified and the context of the identification. In addition, one's self-concept can be either enhanced or threatened by the external world. For example, positive achievement of one's national representatives in an international setting may enhance, at least temporarily, one's self-concept (The self-concept of Brazilians was enhanced by the fact that the Brazilian national soccer team won the 2002 World Cup.) On the other hand, the fact that the Spanish national soccer team lost to the South Korean national team in the 2002 World Cup may have been seen by the Spanish as a threat to their national self-concept. Grubb and Grathwohl (1967) assert that individuals behave in ways to maximize and maintain a positive self-concept by seeking out positive self-reinforcers. Conversely, they avoid negative ones and seek out ways to mitigate them. This may explain why after the defeat of the Spanish team, a Spanish computer store chain declared a two-day boycott of the South Korean products sold through its outlets (EFE 2002).

### **Social Identity: The 'Self' as 'We.'**

Social identity theory gives reasonable evidence for asserting that one's self concept is affected by specific group membership (Deaux *et al.* 1995; Tajfel 1978, 1981;

Tajfel and Turner 1979). As Tajfel and Turner (1979) put it, “social categorization entails much more than cognitive classification of events, objects or people. It is a process impregnated by values, culture and social representations” (p. 114.) The essence of self-definition presented by Tajfel is, “that part of the individual’s self concept which derives from knowledge of his membership of a social group (or groups) together with the value and emotional significance attached to that membership” (1981, p. 255). Brewer (2001) adds, “Social identification represents the extent to which the in-group has been incorporated into the sense of self, and at the same time, that the self is experienced as an integral part of the in-group.” Thus, one can say that social identification goes beyond mere cognitive classification of the self (I am...) into social categories laden with affective value. The sense of self is grounded in a feeling of attachment between the self and the in-group as a whole and takes on some positive or negative value as a result (“I am proud of being American.”) The strength and direction of this value is colored by the positive or negative evaluation of the in-group (Brewer 2001).

For the purpose of the current research, the critical premise of the social identity theory paradigm is that social identity is the part of an individual’s self-concept that is derived from his perceived membership in a valued social group that has emotional significance for the individual (Tajfel 1981). As Brewer (2001) states, “the affective significance of social identification arises from the felt attachment between the self and the in-group as a whole...and self-worth is both projected onto and derived from positive in-group evaluation.” According to social identity theory, it is this engagement of the self

that accounts for the positive valuation of the in-group and positive orientations toward fellow in-group members. The assumption that affect toward the self is primarily positive gives rise to the notion that attachment, love and loyalty to in-groups are fundamental to individual survival and well being. Parallel concepts are found in the literature on national identity. Similar to Brewer's observation, Terhune (1964) has suggested that a nation achieves personal relevance for individuals when they become sentimentally attached to the homeland, when they are motivated to help their country, and when they gain a sense of identity and self-esteem through their national identification. People identify with national groups out of an active need for personal, positive self-identity. They tend to see the nation as a source of security and safety as well as status and prestige.

**Intergroup Relations: 'we' (in-group) and 'they' (out-group.)**

Intergroup relations theory (Tajfel and Turner 1979) describes the kind of relationships between in-groups (those groups with which the individual has social ties and identifies himself) and out-groups (with which the individual does not have a sense of belonging and sometimes may even see as adversaries.) This theory holds that people see in-groups as different and better than out-groups. (Tajfel and Turner 1979) suggest, "The real conflicts of group interests not only create antagonistic intergroup relations but also heighten identification with, and positive attachment to, the in-group." In a conflict between groups, the out-group is target of negative feelings and attitudes, while the in-

group is praised and supported (Tajfel and Turner 1979; Brown, Collins and Schmidt 1988).

There have been a number of studies that demonstrate that the mere perception of the existence of an out-group is sufficient to trigger competitive or discriminatory responses on the part of the in-group members (Tajfel *et al.* 1971; Billig and Tajfel 1973; Turner 1975; Tajfel and Turner 1979). Compared to fellow in-group members, out-group members are likely to be seen as the provoking aggressors (Baron 1979; Rogers and Prentice-Dunn 1981). Additionally, out-group members are less likely to receive the benefit of the doubt in attributions for negative behaviors (Weber 1994), particularly when the out-group is the socially more dominant of the two (Sidanius and Pratto 1994). However, Brewer (2001) argues that aggressive attitudes and behaviors toward an out-group means that the attitudes, behaviors, goals, values or even the mere existence of the out-group poses a threat to the in-group and hence to the social identity of the in-group members.

A critical implication of the theoretical analysis conducted here is the fact that the individual's self-concept is grounded in a feeling of attachment between the self and the in-group as a whole and can take on some positive or negative value as a result. The strength and direction of this value is colored by the positive or negative evaluation of the in-group (Brewer 2001) derived from the perceptions from the external world (how the individual is identified and the context of the identification). These perceptions from the external world can be positive or negative as they serve to enhance or threaten one's

sense of 'self'. Finally, these elements will, in turn, provoke attitudes and behavior consistent with this evaluative judgment (Wicklund and Gollwitzer 1982; Stryker and Serpe 1982). Grubb and Grathwohl (1967), for instance, assert that individuals behave in ways to maximize and maintain a positive self-concept by seeking out positive self-reinforcers and avoiding and actively countering possible threats to the self-concept.

The social identity of interest in this research is a person's sense of oneness with his/her nation (national identity). The consumer research literature is replete with analyses of factors commonly linked to national identity (consumer ethnocentrism, for example). These factors have been shown to affect attitudes towards ads, brands, companies and products. They reflect how consumers (under the influence of their national identification) form attitudes. In the next chapter, national identity is examined in close detail. Different consumer expressions of this identity are organized into a framework appropriate for empirical analysis. This classification scheme is used later as a basis for predicting consumer reaction to national identity salience under differing conditions.

## CHAPTER 3

### CONSUMER EXPRESSIONS OF NATIONAL IDENTITY

Applying the theoretical conception of self identity to the specific case of national identity, it can be said that a sense of national identity provides a powerful means of defining and locating individuals in the world. At a basic level, individuals are aware and accept the fact that they belong to a nation. This perception of national self-categorization is often used as a way for individuals to express themselves to the external world. This form of expression is commonly referred by social psychologists as the part of the individual's self-concept called national identity (Terhune 1964). National identity means that individuals routinely identify themselves as belonging to a nation and, as a consequence, they understand, accept and are prepared to honor their obligations arising from national identity. This inner acceptance gives rise to expressions of love and loyalty to the nation. For Thompson (2001), the communal values of a nation serve to shape citizens' behavior. Thompson explains, "individuals are perceived as behaving in a certain way because their belief in collective national values ensures that they do so" (2001, p.25).

A sense of national identity provides a powerful means of defining and locating individual selves in the world. It helps individuals to get a sense of who they are in this globalized and complex world. The set of ethnic, cultural, territorial, economic and legal-political components of individuals' national identity helps them to understand

themselves and develop an authentic sense of self. It helps them to better understand their own beliefs, motives, values, attitudes and behavior (Smith 1991).

National identity, since it is part of the self-concept, serves as a powerful form of social identity (Keane 1994). This social identity serves not only to categorize individuals but also to give a key aspect of meaning to their sense of 'self'. Thus, asserting, "I am American," classifies a person and endues that person's self-concept with specific meanings associated with the United States. "Being an American makes me part of the world's most developed country."

National identity has such a broad array of associations, both collective and individual, that it is bound to have the most varied feelings, attitudes and behavioral manifestations given the variety of circumstances in which national identity must operate. The manifestations linked to one's sense of national identification may present as a mere expression of attachment, love or loyalty to one's nation (patriotism.) It may take the form of an expression of superiority to other nations or protective behavior toward one's nation (ethnocentrism.) Another possible manifestation is antipathy toward other nations (animosity.) Finally and perhaps the most active would be an expression of rivalry and hostility toward other nations (nationalism.) Because these feelings, attitudes and behavioral manifestations are closely related, people tend to confound them. Indeed, some scholars have used the terms as if they were interchangeable (see Klein, Ettenson and Morris 1998 and Balabanis *et al.* 2001 for more detail about such misconceptions). The confusion is created because the constructs do indeed share common elements.

Whereas all include commitment and positive feelings towards a home nation, they differ in the way that they are expressed and in the focus of these expressions. The focus of patriotism and ethnocentrism is the home nation (toward the in-group). It does not imply negative feelings toward out-groups (other nations). Patriotism is an expression of attachment, love and loyalty to one's nation. It is social commitment in which the citizens of a nation feel particular pride arising from the fact of their national identity. This national identity inspires not only pride, but it has special power to motivate self-sacrifice for the nation's good (Druckman 1994).

Ethnocentrism is a feeling of superiority to other nations and protective behavior toward the home nation. It is defined as people viewing their own group as superior to all other groups, as providing a reference point for comparison. Ethnocentrism is often the catalyst for protective actions in response to perceived threats from culturally dissimilar groups (Booth 1979; Brislin 1993). Although this attitude carries consequences for out-groups, the intent here is to protect the in-group and not specifically harm out-groups. Animosity and nationalism focus more on specific out-groups (the out-groups that are perceived as adversaries/rivals.) Animosity refers to antipathy toward other nations. It is antipathy related to previous or ongoing military, political, or economic events (Klein *et al.* 1998). For motivated individuals, animosity results in the active avoidance of specific nations and, by extension, the many different representations of these nations. Nationalism is a manifestation of rivalry and hostility toward other nations. It is

“commitment plus exclusion of others, a readiness to sacrifice bolstered by hostility towards others” (Druckman 1994, p.47).

Bringing all those concepts to a consumer perspective, one can argue that consumers led by patriotic feelings would, for example, buy and wear patriotic symbols like the national flag to show that they love and are proud of their citizenship. They would even be willing to sacrifice for their country by, for example, buying more expensive domestic products if they realize that by doing that they would be helping to bolster the home economy. (See appendix A for examples of patriotic marketing appeals.) It is important to notice that although patriotism is an enduring positive attitude towards the nation and its main representations, the expressions linked to patriotism are more situational specific.

The expressions of ethnocentrism, on the other hand, are typically more enduring attitudes and behaviors. That is, ethnocentrism might drive consumers to refuse to buy foreign products because they believe that domestic products are superior to foreign ones and/or because they believe that buying foreign products is wrong since it hurts their nation’s economy and causes domestic unemployment. (See appendix B for examples of ethnocentric marketing appeals.)

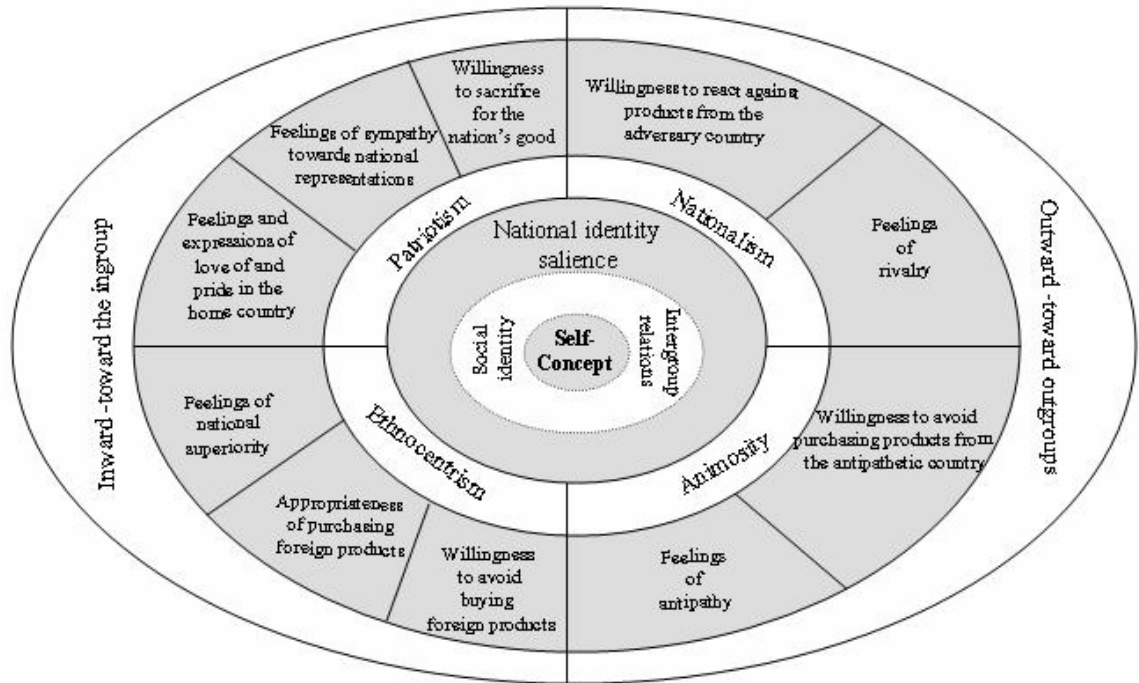
Consumers feeling animosity would avoid buying a product from a specific country due to the remnants of antipathy towards that particular country created by a military, political or economic dispute between that country and the home nation. (See the case of the Chinese lady in Klein *et al.* 1998.) Finally, the influence of nationalism

would cause consumers to take action against a nation that had the “audacity” to act against their home country. (See the appendix C for examples of nationalistic marketing appeals.) The expressions of nationalism are linked to the strongest levels of “Us” versus “Them” feelings.

The model in figure 1 summarizes the relationships of the four constructs and presents a schema for patterns of consumer behavior. This model suggests that certain consumer responses (attitudinal, emotional and behavioral) are associated with different expressions of one’s national identity. Further, because social identity may be closely associated with an individual’s sense of self-worth, it can be said that those consumer expressions of national identity are intrinsically linked to the individual’s sense of self. For instance, by expressing love and pride towards the home country, individuals are enhancing their own self-concept. By reacting aggressively to a perceived external threat to their home nation, they are in effect protecting their own sense of self.

FIGURE 1

**Integrative Theoretical Model of the Different Consumers' Feelings, Attitudes and Behavioral Manifestations Linked to National Identity**



### Activating National Identity

In order for national identity to be expressed in feelings, attitudes and behaviors, it must first be activated. Identity must be salient in order to become a motivator. If national identity is salient, it may prompt feelings, attitudes and behaviors consistent with that identity. For instance, once salient, the national identity “Brazilian” might be linked to favorable evaluations of ads that pair products with Brazilian national symbols/rhetoric. This dissertation proposes that salience links national identity to expressions of consumer feelings, attitudes and behavior. The next chapter analyses identity salience in order to provide a context for the empirical studies presented later.

## CHAPTER 4

### IDENTITY SALIENCE

This chapter introduces Forehand, Deshpande and Reed's (2002) theory of how the activation of a particular identity can lead people to engage in perceptions and behaviors consistent with that identity. It then discusses how Forehand *et al.*'s theory can be combined with another aspect of social identity theory (need for a positive stable self-concept) proposed by social psychologists such as Abrams and Hogg (1990), and Turner (1987) to explain some consumers' expressions of national identity.

#### **Identity Salience Influencing Perceptions and Behavior**

It is widely accepted that once a particular social identity is salient, it influences perceptions, behavior, and performance (e.g., Abrams 1994; Forehand *et al.* 2002; Giles and Johnson 1987; Hinkle and Brown 1990; Hogg 1992; Stryker and Serpe 1982; Turner *et al.* 1987; Wicklund and Gollwitzer 1982). Some scholars, for instance, have found that consumers tend to give more favorable evaluations to ads when their ethnic identity is activated by the ads use of actors of the same ethnicity (Aaker, Brumbaugh, and Grier 1998; Appiah 2001; Deshpande and Stayman 1994; Dimofte, Forehand and Deshpande 2003; Forehand and Deshpande 2001; Whittler and DiMeo 1991) or the use of their ethnic language (Roslow and Nicholls 1996). Stryker and Serpe (1982) affirm that the more salient a personal relevant identity, the more likely that identity is to lead to behavior consistent with that identity. That is, if a given personal identity is highly salient, actions consistent with it are highly likely to occur.

As the focus of this research is on how citizens as consumers make sense of, interpret and negotiate what their nation and their national identity mean to them, two issues become important to be understood in this process. First, one must find what activates individuals' national identity. Secondly, one must identify what impact national identity, once activated, has on individuals' consumption patterns.

*Activating national identity.* Forehand *et al.* (2002) suggest that the mere existence of a particular identity within the complex of identities that makes up the self-concept does not guarantee increased processing of identity-relevant information. They argue that what prompts increased processing of identity-relevant information is not the mere existence of the pertinent social identity but the activation of that identity. They define identity salience as “a state characterized by heightened sensitivity to identity-relevant stimuli” (Forehand *et al.* 2002, p. 1086).

Social psychologists have demonstrated that a specific social identity can be momentarily salient as a result of a variety of factors such as stimulus cues, context or situation, and individual differences (e.g., Forehand *et al.* 2002). Hong *et al.* (2000), for instance, used cultural icons to activate a specific cultural orientation in bicultural respondents. They used several kinds of icons such as, cultural symbols (the American flag, the Chinese dragon and the like), folklore figures (Superman and Stone Monkey), famous people (Marilyn Monroe and a well-known Chinese opera singer), and landmarks (the Capital Building or the Great Wall of China). Their results showed that Westernized Chinese students in Hong Kong behaved more as “Westerners” when first exposed to

American icons and more as “Easterners” when first exposed to Chinese icons. Research on social identity salience has also demonstrated that the activation of a specific identity through stimulus cues may lead people to behave in accordance to that identity (e.g., present a more favorable evaluation of stimulus linked to that identity). Lau-Gesk (2003), for instance, used cultural cues embedded in persuasion appeals to activate culture and then influence respondents’ evaluation of the targeted persuasion appeals. She activated respondents’ Western cultural disposition with individually focused persuasion appeals and Eastern cultural dispositions with interpersonally focused persuasion appeals. Her findings demonstrated that the activation of the respondents’ cultural disposition (Western vs. Eastern) led to a more favorable reaction towards the targeted persuasion appeals (individually focused vs. interpersonally focused). In a similar fashion, Forehand *et al.* (2002) used spokesperson ethnicity in advertising to activate ethnic identity. Once their Asian identity was activated, Asian participants responded most positively to Asian spokespeople and Asian-targeted advertising.

*Activating national identity by framing it in the media content.* Research in communication indicates that national media traditionally play an important role in the development, enhancement and activation of national identity (Anderson 1983; Entman 1991 and 1993; Rivenburgh 1997 and 2000). The media serve to reinforce the national identity via daily broadcasts of issues directly related to the nation (national tragedies, social events, social changes, internal conflicts and external threats) and by perpetuating national symbols, rhetoric and rituals. Even more important, the media is used to strength

the intergroup schema to forge continuously greater the distinctions between ‘we’ (the in-group) and ‘they’ (the out-group). In this regard, the media has been accused of tending towards the direction that emphasizes the similarities among their own in-group members and the differences between their in-group and the out-group members (Entman 1991; Li-Vollmer 1998).

*Responses to national identity salience framed in the media content.* The media is said to frame national identity by selecting particular aspects of a perceived reality that can be linked to national identity and making them more prominent in the news text (Entman 1993). Those frames serve not only to activate national identity (make it salient) but also to lead the audience to respond in a given way to both the content of the news story and the medium itself. In this research affective response is used to refer to overall affective or feelings response to an article’s content (e.g., sadness, sorrow, shame, pride, etc...) and article liking to refer to evaluative components of the article (interesting, important, useful, etc...)

According to social psychologists such as Tajfel and Turner (1979) when a social identity is made salient individuals become increasingly identified with their own in-group. As national identity carries some level of emotional significance for all members of the nation, the report of negative and positive events linked to the country can be expected to affect feelings and self-esteem in a congruent way (affective response). As Brewer (2001) states, “...self-worth is both projected onto and derived from positive in-group evaluation.” Therefore, it can be expected that reports of positive events linked to

the country will be seen as identity praise and will consequently elicit positive feelings from the country's citizens. Conversely, reports of negative events will be seen as identity threats and will elicit negative feelings. Furthermore, it is believed that stories directly related to an audience's national identity not only encourage audience identification with that identity (an identity salience) but also raise more interest and higher positive response (article liking) to those stories (Rivenburgh 1997 and 2000).

The current research attempts to investigate how this kind of national identity activation and the feeling and liking responses to it influence other aspects of consumer behavior, such as evaluations of embedded ads and the associated products. Before hypotheses are formulated, it is necessary to explore in more detail how this process might take place.

*The impact of national identity activation on Aad and Apr.* Consider the following example: Isabelle is a Brazilian girl. She reads an ad about a Brazilian product in a magazine but the fact that this product is a Brazilian product does not influence her evaluation of that product. Why? Because her Brazilian identity was not activated. However, let's suppose that the ad explicitly mentions "Proud to be Brazilian." This statement might serve to activate Isabelle's Brazilianness and lead to a more positive evaluation of that ad (Aad) and its associated product (Apr). Two different phenomena can explain Isabelle's behavior. First, the activation of her Brazilian identity may have led to a more positive evaluation of the ad through a social categorization process. That is, the ad emphasis on the identity similarity between Isabelle and the product led Isabelle

to categorize that ad/product as associated with her “in-group” (Brazil). Once the ad/product was so classified, Isabelle engaged in in-group favoritism behavior (see Brown *et al.* 1988). Now, considering another example, suppose that Isabelle reads an article that explicitly mentioned Brazil (a report of a tragedy, for instance). This may also have activated her Brazilian identity. If she were exposed to an ad for a product immediately thereafter, even if the ad did not explicitly link the product with Brazil, the prior activation of the Brazilian identity might prompt Isabelle to look at the ad through a “Brazilian lens.” A simple cue linking the product to Brazil (like a Portuguese brand name) might lead her to assume that that product is Brazilian. In this case, the theory of social identity salience would suggest that her perception of the ad would be influenced by her Brazilian identity. The next session will examine the theoretical mechanism for the influence of national identity salience on perception.

*How identity salience and social categorization interact to influence perception.*

Dimofte *et al.* (2003) explored the link between social identity and stimuli which may be associated with this identity. An individual whose social identity has been evoked and made salient may tend to experience a heightened sensitivity to stimuli that are associated with the in-group or out-group identity (the “accentuation effect” – Tajfel 1981.) This increased sensitivity may be due to the association of the social identity with self-categorization (Hogg and Abrams 1988.) Once the social (and, by extension self) identity has been evoked, this awareness has a priming effect on perceptions linked to the identity. Thus, once Isabelle’s Brazilian identity has been evoked, she may associate a

product with a Portuguese brand name with that identity, even if the link has not been explicitly made (a social categorization effect). Indeed, this reasoning is supported by recent research. Scholars such as Abrams 1985; Giles and Johnson 1987; Hinkle and Brown 1990; Turner 1987 have shown that the activation of a particular personal relevant identity does have such a quasi-priming effect on associated perceptions as well as on behavior. Dimofte *et al.* (2003) cites as an example the research conducted by Gurin and Markus (1988). In their study, gender identity salience influenced how they processed subsequent gender information and this seemed to have affected their evaluations of in-group and out-group members.

*When national identity salience interacts with the need for a positive stable self-concept to influence evaluations of in-group.* People gain a sense of who they are from their identification with their nation. Abrams and Hogg (1990), and Turner (1987) posit that people derive much of their self-esteem from their membership in personal relevant groups. For example, people tend to feel bad about themselves if their group experiences a loss or receives a negative evaluation. Therefore, threats to national identity can be considered serious, particularly in view of their link to self-worth. This is why, in situations perceived as threatening to or reflecting poorly on the nation, people tend to engage in behaviors to maintain a positive identity by countering the perceived threat to their national identity. Tajfel (1982) refers to this phenomenon as “a need for positive self-esteem”. He argues that the need to maintain a positive self-concept is a fundamental human motivator to protect people’s social identity. Similarly, Hornsey and Imani (2004)

affirm that if people feel that their in-group is not doing well, they are assumed to experience a threat and this threat leads them to express defensive reactions. Brown, Collins, and Schmidt (1988) found that people tend to engage in some form of self-enhancement behavior after receiving some negative feedback about their in-group. One possible reaction to negative information about the in-group was demonstrated by Snyder, Lassegard, and Ford (1986.) Their study showed that people may attempt to distance themselves from the in-group when their in-group experiences some kind of failure.

Other research has specifically investigated the effect of in-group success on the self-esteem of its members. Cialdini *et al.* (1976) for instance, found that people attempt to emphasize their in-group membership after experiencing a success by wearing their team-identifying insignia and using the pronoun *we* to describe their in-group's performance. Similarly, Lee (1985) found that when a social identity is made salient through an in-group success experience, the members of that group tend to describe the success of their team by the use of the pronoun *we*. Hirt *et al.* (1992) report that people tend to feel better about themselves after their in-group experiences success than when their in-group experiences failure.

People are also said to attempt to maintain a positive social identity by attributing more positive characteristics to their in-group and optimistically evaluating their in-group's products. This is believed to be done in an attempt to make their in-group

superior and consequently enhance their self-esteem (Brewer 1979 cf. Dietz-Uhler and Murrell 1998).

Thus, the present research suggests that when people's national identity is threatened (high salience), they feel bad about themselves or their group (negative feelings) and are motivated to engage in actions to offset the threat (actions consistent with the identity) bringing the self-concept back to a more positive state. More specifically, it suggests that threats to people's national identity lead to positive evaluation of the representations of their nation (an in-group favoritism behavior) through an altruistic process. This altruistic process will be explained in more detail in the next section. In the same vein, praises to people's national identity (high salience) are assumed to make people feel good about themselves or their group and be motivated to reflect that in their subsequent behavior (actions consistent with the identity). More specifically, it suggests that praise of people's national identity lead to positive evaluation of the representations of their nation (an in-group favoritism behavior) as a way to draw attention to the identification.

*The case of ads embedded in media-context framing national identity.* Research on advertising found that media-context is an important determinant of advertising appeal success (see, e.g., Coulter 1998). For instance, feeling and liking responses to TV programs have proved to exert an important influence on people's evaluations of embedded ads (Aad) and the associated products (Apr) (Burton and Lichtenstein 1988;

Coulter 1998; Kamins, Marks and Skinner 1991; Murry, Lastovicka and Singh 1992; Yi 1990).

Researchers have presented a number of potential explanations for how media-context induced feelings influence evaluation of embedded ads. Of particular importance for the current research is the explanation that links negative feelings to altruistic behavior (see Kamins *et al.* 1991 for a more detail description). In some cases of negative feelings (sadness for instance), people tend to engage in altruistic acts toward others in order to mitigate the unpleasant feeling. This may occur because people who are in a temporary negative feeling state (specially sad), compared to people in a neutral feeling state, have a drive to reduce their negative mood. Cialdini, *et al.* (1987) propose that people in a temporary negative feeling state may engage in an altruistic behavior in order to restore a more positive mood because being ‘nice’ with others is believed to make people feel good about themselves.

As for positive feelings, advertising researchers seem to agree that inducing people to positive feeling states via media-context enhances their evaluations of embedded ads and associated products. Murry and Dacin (1996), for instance, argue that people in a positive feeling state tend to use a “passive and simple heuristic” approach (“how do I feel about it”) in evaluating the elements surrounding their environment. They attribute their positive feeling state to the environment and consequently provide positive evaluations of the stimuli.

Applying this finding to the case of ads embedded in media-context framing national identity, one would expect that reports about a nation will activate the national identity of its citizens (make it salient). The valence of the content of those reports will trigger negative or positive affective responses to it. That is, in the case of negative content, the report will be perceived as a threat and will induce people to a negative feeling state. This national identity activation attached to a negative affective response will prompt behavior to offset the threat and mitigate the unpleasant feeling, bringing the self-concept to a more positive state. One way that this can be accomplished is by giving positive evaluations to embedded ads that are identified with the in-group (an altruistic behavior consistent with the activated identity).

In the case of positive content, the report will be perceived as praise and will induce people to a positive feeling state. This national identity activation attached to a positive mood will prompt behavior to enhance the identification with the nation and reflect the positive mood. One way to achieve this enhanced identification is through a positive evaluation of the embedded ads identified with the in-group (a heuristic evaluation approach consistent with the activated identity).

Another variable of interest is article liking. Article liking, different from affective responses to the article's content, is an overall evaluation of the article itself. Following Coulter (1998) argument, this overall evaluation of the article should be distinguished from the feeling responses to it. That is, individuals might like an article and think that it is important and credible even when the content of that article induces

them to a negative feeling state. Prior studies have suggested that article liking positively influences evaluations of embedded ads and the associated products (Murry, Lastovicka and Singh 1992).

Thus, because stories linked to people's national identity are said to be more interesting, it can be expected that reports about people's own nation will receive higher overall evaluations (higher article liking) than reports about other places. Further, this positive evaluation is expected to have a positive effect on the evaluations of the embedded ads.

## CHAPTER 5

### AN EMPIRICAL EXAMINATION OF CONSUMER PATRIOTISM

Two studies investigate the effect of national identity (NI) salience and the affective and liking responses to it on consumers' evaluation of advertisements (Aad) and the associated products (Apr) in two different contexts: 1) NI activated through media-context; 2) NI activated through advertising appeal. The primary focus of the studies is on how those two modes of national identity activation interact to influence consumers' perceptions and evaluations of ads and the associated products. It is expected that the activation of the respondents' national identity will result in a patriotism effect (one of the expressions of national identity). That is, higher evaluations of ads and associated products that are identified with the same national group. This effect is known in social identity theory as an in-group favoritism behavior.

#### Study 1

*Activating national identity through media-context: the effect of NI salience on affective response and article liking.* The media may provide a continuous yet subtle reminder to citizens of 'who they are.' Billig (1995 cf. Thompson 2001) proposes that reports of tragedies that occur in the home country stir sympathies more deeply than news of tragedies of even greater magnitude occurring in other places. Thus, it can be surmised that those reminders (e.g., reports of tragedies in the home country) may make individuals' national identity more accessible to them (salient.) And, because people are said to be more sensitive to matters related to their nation than to others, it is expected

that, in general, a patriotism effect on feelings will tend to occur. That is, it can be expected that, in general, individuals who are exposed to news about their own country will present a much stronger affective response to the content of the news than individuals who are exposed to news about some place else. Further, stories linked to the audience's national identity raise more interest and higher positive response to stories about other places (Rivenburgh 1997 and 2000). So, it can be expected that an article on home country events and news will receive higher evaluations (higher article liking) than an article about something that took place somewhere else (a patriotism effect on article liking). That is,

**H1a:** Affective response: Individuals exposed to news about a tragedy that took place in the home country (NI primed) will be more concerned and feel sadder for the unfortunate people who suffered loss (higher affective response) in that tragedy than individuals who are exposed to news about a tragedy that took place elsewhere (NI nonprimed).

**H1b:** Article liking: Individuals exposed to news about a tragedy that took place in the home country (NI primed) will demonstrate higher evaluations of the article (higher article liking) than individuals who are exposed to news about a tragedy that took place elsewhere (NI nonprimed).

*Activating identity through advertising appeal.* A considerable amount of research in marketing has demonstrated that consumers tend to respond more positively to ads that show cues that links those ads to consumers' ethnic memberships (Aaker *et al.* 1998;

Appiah 2001; Deshpande and Stayman 1994; Dimofte *et al.* 2003; Forehand and Deshpande 2001; Whittler and DiMeo 1991). For instance, the use of actors of the same ethnicity or the use of respondents' ethnic language has proved to increase evaluation of ads (see Dimofte *et al.* 2003 for a review).

In the specific case of national identity, advertisers in the U.S., for instance, seem to be well aware of the positive emotional response the American flag produces. This is why the national symbol is used often in advertising. The pairing of a product with a national symbol seems to engender a positive response to a product. Marketing stimuli associated with the consumers' national identity can be said to fit with that identity. Therefore, it is expected that the pairing of products with national symbols/rhetoric (explicit NI ads) will activate individuals' national identity. And, because individuals tend to demonstrate favorable in-group evaluations, it is expected that the salience of the individuals' national identity will positively influence their attitude towards both the paired ads (Aad) and the associated products (Apr) (a consumer patriotism effect). Specifically, it is hypothesized that:

**H2:** In the NI nonprimed condition, individuals who are exposed to explicit NI ads will display higher Aad and Apr than individuals who are exposed to implicit NI ads.

*The effects of national identity salience through media-context on Aad and Apr.*

Three important media-context variables (NI salience, affective response and article liking) were identified in the previous sections. Now, this study turns to the investigation

of the impact of those variables on the evaluation of embedded ads (Aad) and the associated products (Apr). As mentioned in the previous chapter, affective responses to and overall evaluation of media-context (liking) have proven to influence people's evaluation of embedded ads (Aad) and associated products (Apr).

In an application of this conceptualization, it can be expected that reports of tragedy will elicit negative feelings of concern and sadness in the individuals exposed to those reports (affective response) and lead them to engage in behaviors to reduce the negative feeling state. For example, they will evaluate embedded ads (Aad) more positively. This kind of "altruistic act" (give a higher evaluations to subsequent ads than they would usually do) is believed to carry a rewarding positive feeling attached to it for the helper (Carlson and Miller 1987). This positive feeling can then serve to offset the previous negative feeling state bringing it to a more positive state. Further, it can be expected that the higher the affective response the higher the drive to mitigate the feeling.

Now, let's look at situations where the affective and liking responses to the media-content are linked to the activation of national identity (i.e., an identity threat situation). Consider the case of Isabelle. Isabelle is a Brazilian. She reads a newspaper account of a terrible natural disaster in which many Brazilians died. Isabelle becomes sad and feels sorrow for her compatriots who lost their lives. Her Brazilian identity is now attached to a negative feeling and an empathic response to the sufferings of her Brazilian compatriots (a threat to her own identity) (Schaller and Cialdini 1988). In this case, it can be said that Isabelle is experiencing two negative affective reactions: a negative feeling

state (sadness and sorrow) and an identity threat. It can then be expected that Isabelle will be motivated to engage in behaviors consistent with that identity in order to compensate for the threat to her Brazilian identity and consequently bring her negative feeling state to a more positive state. Indeed, as discussed in previous sections, the need to maintain a positive self-concept is a fundamental human motivator to protect people's social identity (Turner 1982).

Suppose that right after she sees the report of the tragedy, Isabelle sees an ad for a product. As proposed by recent research on social identity salience (e.g., Dimofte *et al.* 2003), the activation of Isabelle's national identity may lead her to categorize subsequent stimuli as national (in-group) referent based on similarities or dissimilarities with her perception of a typical national "member" (a social categorization effect). Therefore, even if the ad does not explicitly link the product with Brazil, the prior activation of the Brazilian identity might prompt Isabelle to look at the ad through a "Brazilian lens" and a simple cue that could link the product to Brazil (like a Portuguese the brand name) might lead her to assume that that product is Brazilian (a social categorization effect through an assimilation process). As a result of the motivation to counter the negative feeling and the identity threat and the consequent social categorization effect, it can be expected that Isabelle will give a higher evaluation to the ad/product than she would normally do because she perceives it as being Brazilian (an in-group favoritism behavior). That is, she will be engaging in an "altruistic act" that is consistent with her identity to a heightened degree to compensate for the threat to her Brazilian identity (an in-group favoritism

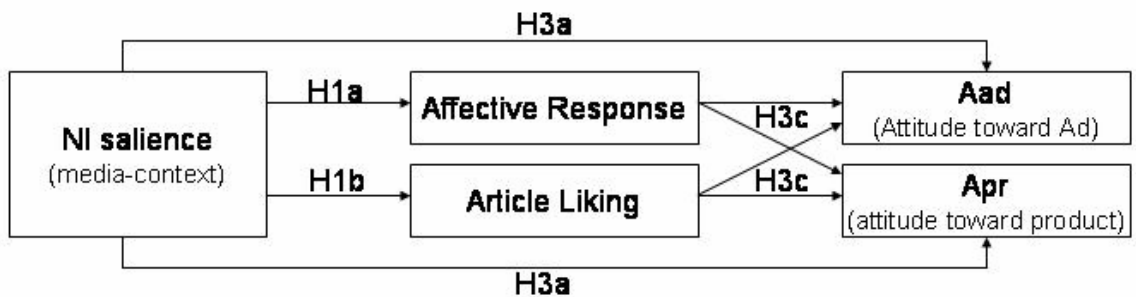
behavior prompted by an identity threat). This reasoning is supported by theories on social identity that suggest that threats to people's social identity (e.g., national identity) leads to positive evaluation of the individuals' own in-group (e.g., "members" of their nation) through a compensation process – an attempt to offset the identity threat (Abrams and Hogg 1990; Hogg and Abrams 1988; Turner 1987).

Now, consider the case of John. As Isabelle, John has his Brazilian identity activated by the same tragic report (i.e., he is exposed to an identity threat situation). However, unlike Isabelle, he sees an ad that explicitly links the product to his Brazilian identity (i.e., the ad pairs the product with the Brazilian flag). Like Isabelle, he can be expected to evaluate the ad/product more positively than he would normally do but, it cannot be said that this effect is due to an identity threat. Based on the in-group favoritism behavior phenomenon linked to social identity theory (Abrams and Hogg 1990; Turner 1987), by linking the ad to his Brazilian identity should be in itself a sufficient motivator for the high evaluation. Therefore, it is not expected that the identity threat will have any single effect in his evaluation of the ads paired with the Brazilian flag.

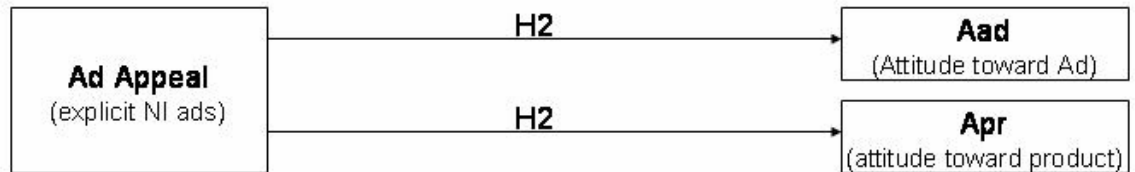
In summary, as illustrated in Figure 2A, reports of tragedy bring negative feelings in the people who are exposed to them (affective response) and those negative feelings lead them to evaluate the embedded ads and the associated products in a way consistent with the strength of the elicited feelings. At the same time, audience's liking of the article will positively influence evaluation of the embedded ads and the associated products.

Looking at the NI salience variable, the identity threat will be perceived stronger when it affects the respondents more specifically (refers to a more personal relevant identity). In the case of Isabelle, for example, when the threat to her Brazilian identity can be expected to be stronger than one to her South American identity. Hence, the threat to respondents' Brazilian identity will result in high evaluations for both explicit NI and implicit NI ads. Further, as illustrated in Figure 2B, explicit NI ads should result in high evaluations even when respondents' Brazilian identity is not threatened (NI nonprimed condition). That is, it is expected high Aad and Apr in all explicit ads and in the NI primed/implicit NI ads. However, comparatively lower evaluations are expected in the NI nonprimed/implicit NI ads condition. This is because in the NI primed/implicit NI ads consumers will desire to offset the identity threat, leading to high Aad and Apr when compared to the NI nonprimed/implicit NI ads.

**FIGURE 2A**  
**Hypothesized Model for Implicit NI Ads**



**FIGURE 2B**  
**Hypothesized Model for Explicit NI Ads**



- H3a:** For implicit NI ads, Aad and Apr will be higher in the NI primed condition than in the NI nonprimed condition.
- H3b:** For explicit NI ads, there will be no difference in Aad and Apr between the NI primed and the NI nonprimed conditions.
- H3c:** Both affective response and article liking (combined with NI salience) will significantly predict Aad and Apr in the implicit NI ads but not in the explicit NI ads.
- H3d:** Both affective response and article liking will be potent mediators for the effect of NI salience on Aad and Apr but not sufficient conditions for the effect to occur.

## Method

*Research Context.* Brazil was selected as a research setting for the empirical investigation because the Brazilian population is quite homogeneous. The existence of biculturals and separation among ethnic groups are not strong in Brazil. That is, there are no mentions of appeals to African-Brazilians, Asian-Brazilians, European-Brazilians or Arab-Brazilians. Brazilians seem to have a sense that they are part of a single nation and

consequently share a single common national identity. In addition, Brazil has not been involved recently in any major international conflict (military, political or economic), thus it can be assumed that the Brazilian identity is not in a state of high sensitivity that could interfere in the results of the proposed research.

*Study Design and Respondents.* The hypotheses were tested in an experiment with a 2 (NI Salience: NI primed or NI nonprimed) x 2 (Ad Appeal: explicit NI ads or implicit NI ads) between-respondents factorial design. Respondents were 179 undergraduate students majoring in business in a large Brazilian university. Two cases were discarded due to missing values. The final sample contained 95 men (53%) and 83 women (47%). The average age of participants was 24 years.

*Procedure.* Respondents were randomly assigned to one of the experimental conditions. Respondents were handed two booklets. The first booklet contained an article about a severe weather condition in Brazil or in South America (NI primed or NI nonprimed). Following exposure to the first booklet, respondents were given a questionnaire that measured their affective response to the content of the news and their evaluation of the article. The second booklet contained a set of three experimental ads (explicit NI ads or implicit NI ads) and two filler ads. The order of the ads was varied. All three experimental ads were in the same condition. Following exposure to each ad, respondents were asked a set of questions that measured the dependent variables (evaluation of the ads, purchase intention, and belief in the products' likelihood of success).

*Stimuli.* The article stimuli presented a report of a tragedy caused by a severe weather condition in which 3 people died, 38 were injured and 2000 lost their homes. (See a copy of the ads in the appendix D.) Respondents in the NI primed (national identity salient) condition were told that this tragedy happened in the east coast of Brazil and that the people who died were Brazilian fishermen. Respondents in the NI nonprimed condition were told that the tragedy happened in the east coast of South America and that people who died were South American fishermen. The explicit NI ads condition consisted of a set of three ads explicitly pairing products with different national symbols (e.g., Brazilian flag) and/or national rhetoric (“made in Brazil”). (See a copy of the ads in the appendix E.) The implicit NI ads did not explicitly pair the products with any national symbols and/or national rhetoric but did present some peripheral cues that could link it to the Brazilian identity such as the use of national colors and the fact that the brand names were in Portuguese, the Brazilian national language. All stimuli, articles and ads, were in Portuguese.

*Measures.* In the first booklet, following the exposure to the article stimulus, respondents were asked a set of text comprehension questions. These were used to make sure that respondents had paid attention to the most important aspects of text (e.g., the location and the effects of the severe weather condition). The next page asked what thoughts passed through the respondents mind while they were reading the article. This open-ended question was followed by a set of questions that asked the respondents to evaluate the article (article liking). Those were five seven-point semantic differential

items anchored with “informative”/”not informative”, “not credible”/”credible”, “not interesting”/”interesting”, “not useful to me”/”very useful to me”, and “not well-written”/”well written”. Principal components analysis indicated that it was unidimensional. The results are summarized in Table 1A. An average score across these five items was calculated to provide an overall evaluation of the article (article liking) (Cronbach’s  $\alpha = .78$ ). The measures evaluating the article were followed by a set of questions that asked how much concerned, how sad and how much they feel sorry with the news that Brazilians (South Americans) died due to the severe weather condition. Those were three seven-point items anchored with “not at all”/”extremely.” An average score across these three items was calculated to provide an overall assessment of the affective response of each respondent (Cronbach’s  $\alpha = .86$ ). The last question in this booklet asked the respondents to describe everything that they could remember from the article that they read.

**TABLE 1A**  
**Factor Analysis - Article Liking**

<b>Reliability</b>	<b>Alpha = .78</b>
<b>Dimensionality (Factor Analysis)</b>	Eigenvalue = 2.72 Proportion = 0.54 Cumulative = 0.54  Only the first factor was significant.
Factor 1 .766 .636 .803 .678 .787	Informative/not informative not credible/credible not interesting/interesting not useful to me/very useful to me not well-written/well written

**TABLE 1B**  
**Factor Analysis – Affective Response**

<b>Reliability</b>	<b>Alpha = .86</b>
<b>Dimensionality (Factor Analysis)</b>	Eigenvalue = 2.36 Proportion = 0.79 Cumulative = 0.79  Only the first factor was significant.
Factor 1	
.914	how much concerned...
.901	how sad...
.843	how sorry...

The second booklet presented the ads. Following exposure to each ad, respondents were asked a set of questions about that specific ad and the associated product. First, eight seven-point semantic differential items were used to assess respondents' evaluations of the ad. These items were anchored with "bad"/"good," "unfavorable"/"favorable," "dislike"/"like," "uninteresting"/"interesting," "negative"/"positive," "poor quality"/"excellent quality," "unconvincing"/"convincing," and "unbelievable"/"believable." An average score across these eight items was calculated to provide an overall evaluation of the ad (Cronbach's  $\alpha = .97$ ). The measures evaluating the ad were followed by a question asking the respondent's intention to buy the product ("Assuming that the price was right, would you consider purchasing this product?") and a question asking the respondent to rate the likelihood of success of that product ("Do you think this product will succeed in the market place?"). Those were seven-point semantic differential items anchored with "definitely no"/"definitely yes." The next two questions were open-ended questions. One asked, "Off the top of your head

and in your own words, what's the best reason you can give for someone buying this?" The other asked the respondent to, "Write down the thoughts that crossed your mind, and how you were feeling, as you read the article." After being exposed to the three different ads and have answered the questions above, respondents were asked to list everything that they could remember from each ad that they saw. The final set of measures asked some demographic questions such as gender and age.

## **Results**

*Manipulation checks.* In order to avoid any demand effect, no direct manipulation checks of national identity salience were taken. However, text comprehension questions were used to make sure that respondents identified the location (Brazil or South America) of the tragedy. All of the respondents in both conditions correctly answered those questions. Further, it was assumed that the affective response and the article liking results (to be discussed in the next section) would be a good indicator that respondents were sensitized to their national identity (have their national identity activated).

*The effects of NI salience on affective response and article liking.* It was expected (H1a and H1b) that exposure to a report of tragedy that occurred in the home country would have greater impact on both the affective response of the respondents and the overall evaluations of the article (article liking) if the tragedy is said to have occurred in the home country than in elsewhere (a patriotism effect). Results provided support for this hypothesis. As predicted, respondents who were said that the tragedy due to the severe weather condition occurred in Brazil (respondents' home country) demonstrated a much

higher affective response ( $M_{NI \text{ primed}} = 5.45$ ) and a much higher evaluation of the article (article liking:  $M_{NI \text{ primed}} = 4.87$ ) than the respondents who were said that the tragedy took place in South America (affective response:  $M_{NI \text{ nonprimed}} = 5.03$ ;  $F(1, 175) = 4.09, p < .05$ ; article liking:  $M_{NI \text{ nonprimed}} = 4.45$ ;  $F(1, 175) = 6.78, p < .05$ ). It is important to note that the report of tragedy seems to have caused a temporary negative feeling state (affective response) in both conditions (NI primed and NI nonprimed) as both means are above four - the neutral point in the scale. This main effect of national identity on affective response and article liking is consistent with research on social identity, which posit that when relevant social identity is made salient, individuals will become increasingly identified with their in-group.

*Activating identity through advertising appeals.* It was proposed that exposure to ads that explicitly pair the brand with consumers' national identity (explicit NI ads) would result in a higher evaluation of the ads and the associated products (a patriotism effect). The explicit pair of the ads with national symbols/rhetoric was expected to activate respondents' national identity and result in an in-group favoritism behavior (higher evaluation of the explicit NI ads and their associated products.) Results of a simple comparison of means showed support for this hypothesis (H2). As predicted, in the NI nonprimed condition, respondents who were exposed to ads that explicitly pair the brand with their national identity (explicit NI ads) demonstrated a much higher evaluation of the ads ( $M_{\text{explicit NI ads}} = 4.4$ ), than the respondents who were not exposed to the explicit NI ads ( $M_{\text{implicit NI ads}} = 3.88$ ;  $F(1, 173) = 7.70, p < .05$ ). They also demonstrated a greater

intention to purchase the associated product ( $M_{\text{explicit NI ads}} = 4.20$ ;  $M_{\text{implicit NI ads}} = 3.39$ ;  $F(1, 173) = 10.68, p < .001$ ) and higher belief in the likelihood of success for the product ( $M_{\text{explicit NI ads}} = 4.35$ ;  $M_{\text{implicit NI ads}} = 3.76$ ;  $F(1, 173) = 8.16, p < .05$ ). These main effects of national identity are consistent with research on social identity, which posits that when relevant social identity is made salient, individuals will tend to express feelings of attraction toward members of that in-group.

*The effects of national identity salience and ad appeal on Aad and Apr.* It was hypothesized that exposure to a NI primed (activation of national identity) that induces a negative feeling state (affective response) will result in more favorable Aad and Apr that do not pair the brand with consumer' national identity (implicit NI ads) (H3a) but have no effect in the Aad and Apr that pair the brand with consumers' national identity (explicit NI ads) (H3b). Support for these hypotheses would be found through an interaction of NI salience (NI primed x NI nonprimed) with ad appeal (explicit NI ads x implicit NI ads) on Aad and Apr. The data were analyzed using a 2 (NI salience: NI primed or NI nonprimed) x 2 (Ad Appeal: explicit NI ads or implicit NI ads) between-respondents repeated measures analysis of the three experimental ads. Figure 3 presents schematically the findings.

FIGURE 3A

## Results of Study 1: Attitude toward the Ads (Aad)

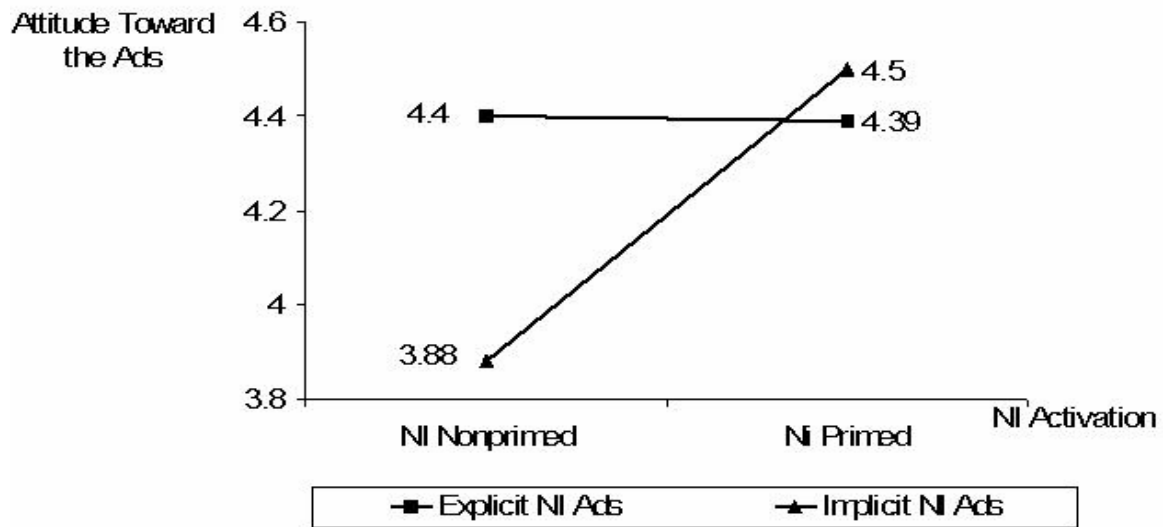
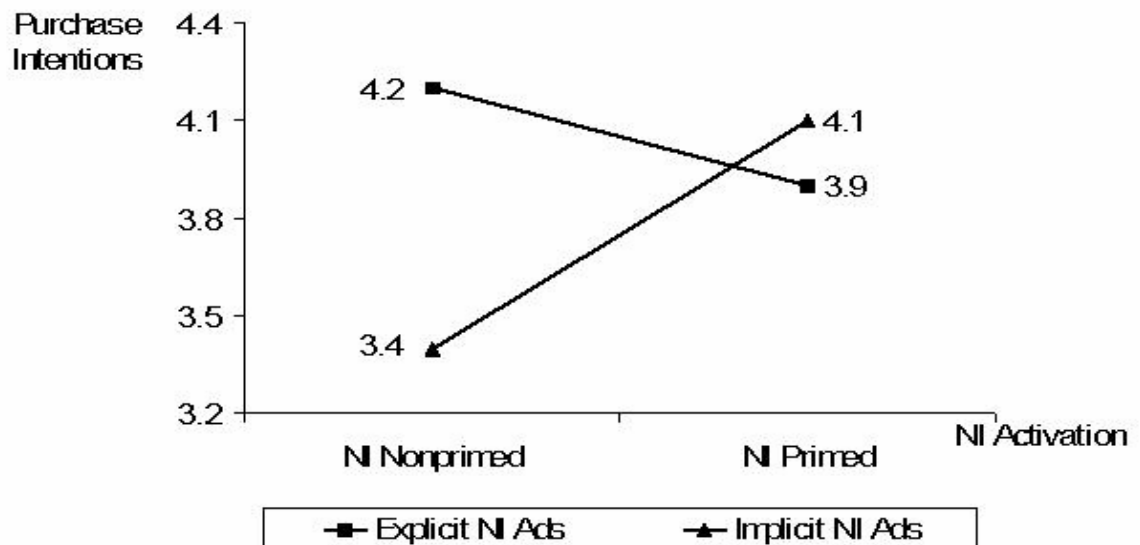
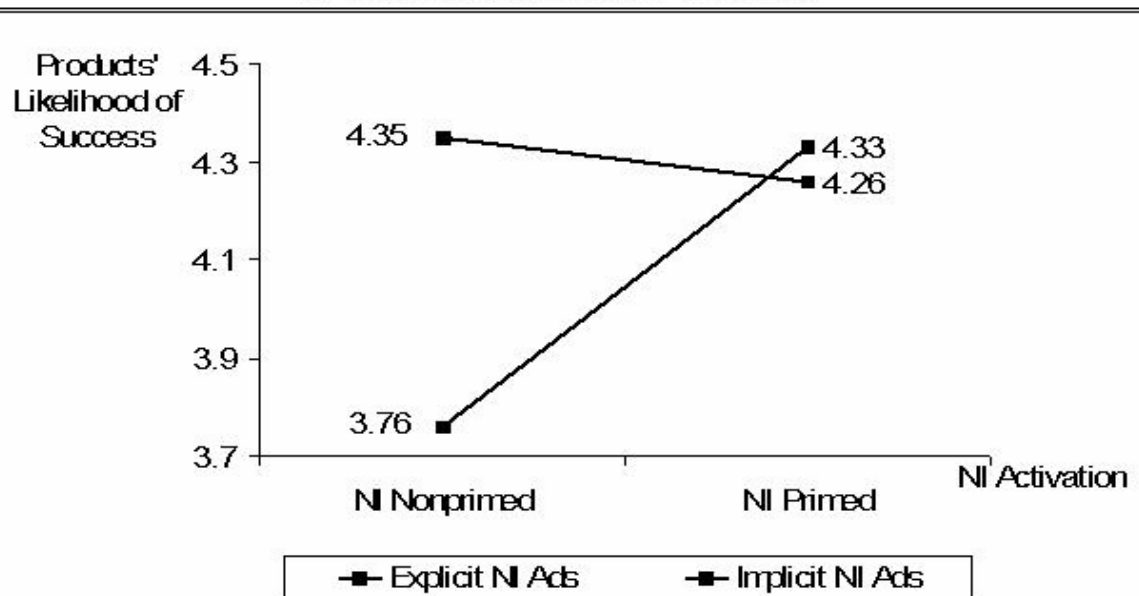


FIGURE 3B

Results of Study 1: Attitude toward the Associated Products  
(Apr: Purchase Intentions)

**FIGURE 3C**  
**Results of Study 1: Attitude toward the Associated Products**  
**(Apr: Products' Likelihood of Success)**



As predicted, the results revealed a significant interaction between NI salience and ad appeal in predicting respondents' evaluation of the targeted ads ( $F(1, 173) = 5.66, p < .05$ ), to purchase intentions ( $F(1, 173) = 9.51, p < .05$ ), and to respondents' belief in the products' likelihood of success ( $F(1, 173) = 5.22, p < .02$ ). Mean values for the dependent variable are given in table 2. Simple effects tests revealed that these interactions were driven by two main factors. First, as predicted in H3a, there was a significant positive effect of NI salience (NI primed x NI nonprimed) on how much respondents on the implicit NI ads condition liked the ads ( $F(1, 173) = 11.36, p < .001$ ), intend to purchase the associated products ( $F(1, 173) = 9.00, p < .05$ ), and believe in the success of the associated product ( $F(1, 173) = 7.90, p < .05$ ). Second, as predicted in

H3b, there was no significant effect of NI salience (NI primed x NI nonprimed) for respondents in the explicit NI ads condition.

**TABLE 2**  
**Means and Standard Deviations – Effects of NI Salience on Aad and Apr**

Effect	Attitude Toward the Ad		Purchase Intention		Products' Likelihood of Success	
	M	(SD)	M	(SD)	M	(SD)
<b>Implicit NI Ads</b>						
NI nonprimed	3.88	.92	3.39	1.16	3.76	1.00
NI primed	4.50	.97	4.13	1.13	4.33	.90
<b>Explicit NI Ads</b>						
NI nonprimed	4.40	.74	4.20	1.14	4.35	.90
NI primed	4.39	.88	3.86	1.25	4.26	1.07

*The combined effects of national identity salience, affective response and article liking on Aad and Apr for both ad appeal conditions.* Regression analysis was conducted to test the predictive power of affective response and article liking on the evaluation of ads appealing to consumers' national identity and the associated products. H3c hypothesized that both affective response and article liking (combined with NI salience) will significantly predict Aad and Apr in the implicit NI ads but not in the explicit NI ads condition. To test this hypothesis, separate regressions were performed for the implicit NI ads and explicit NI ads conditions. As expected, the first regression model including affective response and NI salience as predictor variables and Aad as dependent variable was significant for the implicit NI ads (Affective response:  $F(2, 87) = 9.71, p < .001$ ;  $R^2 =$

.18) but not for the explicit NI ads. The coefficients for affective response (.22,  $p < .01$ ) and NI salience (.54,  $p < .01$ ) were also significant. The second regression model including article liking and NI salience as predictor variables and Aad as dependent variable was also significant for the implicit NI ads (Article liking:  $F(2, 87) = 21.45, p < .001; R^2 = .33$ ), as was the coefficient for article liking (.40,  $p < .001$ ) and NI salience (.41,  $p < .05$ ), but not for the explicit NI ads. In the third regression, affective response and article liking as well as NI salience were used as independent variables to predict Aad. The third model was also significant for the implicit NI ads ( $F(3, 86) = 15.14, p < .001; R^2 = .35$ ) but not for the explicit NI ads. In this third model, the coefficient was significant for article liking (.36,  $p < .001$ ) and for NI salience (.39,  $p < .05$ ) but not for affective response. Similar results were found for the effects of NI salience on Apr (purchase intention and product's likelihood of success). Those results are given in tables 3A and 3B. Those results support H3c.

**TABLE 3A**  
**Regression Results – Effects of NI Salience on Apr (Purchase Intention)**

Predictor variables	Beta	Std. beta	t-value	p-value
Ad Appeal: Implicit NI ads				
<b>First model</b> ( $F(2,87) = 6.14, p < .01; R^2 = .12$ )				
NI salience	0.68	0.24	2.80	.01
Affective Response	0.15	0.09	1.63	.10
Constant	1.90	0.59	3.22	.00
<b>Second model</b> ( $F(2,87) = 11.44, p < .001; R^2 = .20$ )				
NI salience	0.56	0.23	2.41	.02
Article liking	0.34	0.10	3.50	.00
Constant	1.34	0.52	2.58	.01
<b>Third model</b> ( $F(2,87) = 7.65, p < .001; R^2 = .21$ )				
NI salience	0.55	0.23	2.36	.02
Affective Response	0.05	0.10	0.51	.61
Article liking	0.32	0.10	3.08	.00
Constant	1.17	0.61	1.92	.06

P.s.: Results for explicit NI ads were not significant.

**TABLE 3B****Regression Results – Effects of NI Salience on Apr (Products' Likelihood of Success)**

<b>Predictor variables</b>	<b>Beta</b>	<b>Std. beta</b>	<b>t-value</b>	<b>p-value</b>
Ad Appeal: Implicit NI ads				
<b>First model</b> ( $F(2,87) = 7.31, p < .001; R^2 = .14$ )				
NI salience	0.50	0.20	2.54	.01
Feeling state	0.19	0.08	2.44	.02
Constant	2.27	0.48	4.69	.00
<b>Second model</b> ( $F(2,87) = 13.55, p < .001; R^2 = .24$ )				
NI salience	0.40	0.19	2.13	.04
Article liking	0.33	0.08	4.17	.00
Constant	1.91	0.42	4.52	.00
<b>Third model</b> ( $F(2,87) = 9.55, p < .001; R^2 = .25$ )				
NI salience	0.39	0.19	2.04	.05
Feeling state	0.09	0.08	1.18	.24
Article liking	0.29	0.08	3.49	.00
Constant	0.60	0.50	3.24	.00

P.s.: Results for explicit NI ads were not significant.

Furthermore, adding each subsequent predictor variable (for implicit NI ads only) increased the explanatory power of the model significantly, as is reflected in the significant changes in  $R^2$ . That is, by adding affective response to a model containing NI salience as an independent variable and Aad as a dependent variable, the  $R^2$  increased from .10 to .18 ( $p < .01$ ). And, by subsequently adding article liking, the  $R^2$  increased to .35 ( $p < .001$ ). Similar results were found when purchase intention was the dependent variable (by adding affective response the  $R^2$  increased from .10 to .12 ( $p < .10$ ), and by

subsequently adding article liking it increased to .21 ( $p < .01$ ) and when product's likelihood of success was the dependent variable (by adding affective response the  $R^2$  increased from .08 to .12 ( $p < .05$ ), and by subsequently adding article liking it increased to .22 ( $p < .001$ ).

*Mediation Analysis.* To test whether the effect of NI salience on Aad and Apr were mediated by affective response and article liking, a three-step regression procedure suggested by Baron and Kenny (1986) was used. In view of the predicted and verified interaction between NI Salience and Ad Appeal, these regressions were conducted separately for implicit NI ads and explicit NI ads conditions. First, the results pertaining to H1a and H1b provided evidence that NI salience was systematically related to differences in affective response and article liking. That is, the independent variable seems to have affected both potent mediators. Second, the results pertaining to H3c showed that variations in affective response and article liking significantly account for variations in Aad and Apr in the implicit NI ads but not for explicit NI ads condition. Third, the analysis of covariance results indicate that, when affective response and article liking are treated as covariates, the effect of NI Salience for the implicit NI ads condition, is significantly reduced but not eliminated. The results of the mediation analysis are given in table 4A, 4B and 4C.

**TABLE 4A**  
**Mediation Analysis – Effects of NI Salience on Aad**

<b>Source of variation</b>	<b>df</b>	<b>ANOVA F</b>	<b>df</b>	<b>ANCOVA F</b>	<b>df</b>	<b>ANCOVA F</b>	<b>df</b>	<b>ANCOVA F</b>
Ad Appeal: Implicit NI ads								
<b>NI Salience</b>	1	9.87**	2	7.77**	2	5.44*	3	4.96*
<b>Covariate</b>								
Affective Response			1	8.68**			1	2.02
Article liking					1	29.80***	1	21.45***
<b>Error</b>	88		87		87		86	

\*\*\*  $p < .001$ , \*\*  $p < .01$ , \*  $p < .05$ .

P.s.: Results for explicit NI ads were not significant.

**TABLE 4B**  
**Mediation Analysis – Effects of NI Salience on Apr**  
**(purchase Intention)**

<b>Source of variation</b>	<b>df</b>	<b>ANOVA F</b>	<b>df</b>	<b>ANCOVA F</b>	<b>df</b>	<b>ANCOVA F</b>	<b>df</b>	<b>ANCOVA F</b>
Ad Appeal: Implicit NI ads								
<b>NI Salience</b>	1	9.43**	2	7.92**	2	5.83*	3	5.55*
<b>Covariate</b>								
Affective Response			1	2.67*			1	.260
Article liking					1	12.25***	1	9.48**
<b>Error</b>	88		87		87		8	6

\*\*\*  $p < .001$ , \*\*  $p < .01$ , \*  $p < .05$ .

P.s.: Results for explicit NI ads were not significant.

**TABLE 4C**  
**Mediation Analysis – Effects of NI Salience on Apr**  
**(Products’ Likelihood of Success)**

<b>Source of variation</b>	<b>df</b>	<b>ANOVA F</b>	<b>df</b>	<b>ANCOVA F</b>	<b>df</b>	<b>ANCOVA F</b>	<b>df</b>	<b>ANCOVA F</b>
Ad Appeal: Implicit NI ads								
<b>NI Salience</b>	1	8.23**	2	6.46**	2	4.55*	3	4.16*
<b>Covariate</b>								
Affective Response			1	5.93*			1	1.40
Article liking					1	17.35***	1	12.14***
<b>Error</b>	88		87		87		86	

\*\*\*  $p < .001$ , \*\*  $p < .01$ , \*  $p < .05$ .

P.s.: Results for explicit NI ads were not significant.

Furthermore, the results of Sobel tests (Baron and Kenny 1986, Preacher and Leonardelli 2001) showed that the drop in the amount of variance explained was significant for article liking ( $z = 2.35, p < .05$ ) and approached significance for the affective response ( $z = 1.67, p < .10$ ). In summary, this indicates that affective response and article liking are potent mediators but not sufficient conditions for the effect to occur. These results support H3e.

## Study 2

*Purpose and Overview.* Although study 1 provided consistent support for the proposed hypotheses, some questions were left unanswered by this study. The results suggest that the activation of the respondents’ national identity by inducing them to feelings of sadness and sorrow influenced their perception of the ads in the implicit NI ads condition, leading them to engage in an altruistic behavior by giving high evaluations for those ads. The question is: Would similar effect occur when respondents are induced

to other kinds of negative feelings (shame and anger, for instance)? Conversely, what would be the effect of inducing positive feelings such as pride and happiness? Also, Study 1 investigated the effect of NI salience on the evaluation of ads that were implicitly or explicitly linked to the respondents' national identity. What would happen in the case of ads that are explicitly linked to other nations?

Study 2 will try to replicate the results found in Study 1 and at the same time address the above questions. In order to do that, the stimuli used to manipulate NI salience will be altered to raise either negative mood of shame and anger or positive mood of pride and happiness. The expectation is that no significant difference will be found in the results for negative and positive mood for the effects of NI salience on Aad and Apr. It is believed that the process underlying this effect, for the negative mood condition, will be the same one outlined in Study 1. That is, respondents will engage in an "altruistic behavior" toward the ads in order to counter the negative mood and the identity threat. As for the positive mood condition, it is believed that respondents will try to enhance their identification with the positive references to the in-group and reflect their positive mood on their attitude toward the ads (Aad) and the associated products (Apr) by giving positive evaluations to them. As Murry and Dacin (1996) argue, people in a positive mood use a "passive and simple heuristic" approach ("how do I feel about it") in evaluating the elements surrounding their environment.

In addition, a third condition will be added to the Ad appeal manipulation. This new condition will be explicitly linked to an out-group (explicit out-group ads). The

primary idea here is, as it is expected, that NI salience will result in high Aad and Apr in the NI primed/implicit NI ads condition but not in the NI primed/explicit out-group ads condition. This is because in the implicit NI ads condition, as explained in Study1, respondents' perception of the product origins will be influenced by the activation of their NI. That is, the ads and products in the implicit NI ads condition will be seen as associated with the in-group (i.e., Brazilian products) and therefore entitled to the benefit of such membership (an in-group favoritism behavior). The ads and products in the explicit out-group ads condition will be associated with the out-group and therefore not entitled to the benefit of the in-group membership.

It is expected that the results will be similar to the results found in study 1 with the addition of a fourth hypothesis.

**H4:** For NI primed, Aad and Apr will be higher in the implicit NI ads condition than in the explicit out-group ads condition.

## **Method**

*Respondents and Study Design.* Two hundred and fifty undergraduate students majoring in business at a large Brazilian university participated in this study as part of a class requirement. Respondents were randomly assigned to one of the 2 (Mood valence: negative or positive) x 2 (NI salience: NI primed or NI nonprimed) x 3 (Ad appeals: implicit NI ads, explicit NI ads, explicit out-group ads) conditions. The final sample contained 131 men (52%) and 114 women (46%). Five respondents (2%) did not report their gender. The average age of participants was 24 years.

*Procedure.* Respondents were randomly assigned to one of the twelve experimental conditions. On entering the classroom, respondents were informed that they would be participating in a market research for a newspaper that was launching a special edition targeting college students and that they would be evaluating an article and some ads that were intended for that special edition. They were then handed two booklets. The first booklet contained an article about a United Nations report mentioning that the social conditions in Brazil or Latin America (NI salience: NI primed or NI nonprimed) were deteriorating or improving (Mood valence: negative or positive). Following the exposure to the first booklet, respondents were given a questionnaire that measured their feelings related to the content of the news (affective response) and their evaluation of the article (article liking). The second booklet contained a set of three experimental ads and two filler ads. Similar to Study 1, all experimental ads were in the same condition (Ad appeals: implicit NI ads or explicit NI ads or explicit out-group ads) and the order of the ads was varied. Following exposure of each ad, respondents were asked a set of questions that measured the dependent variables (evaluation of the ads and evaluation of the products).

*Stimuli.* The article stimuli presented a United Nations report about the social conditions of the world's population. (See a copy of the ads in the appendix F.) Respondents in the NI primed (national identity salient) condition were said that Brazil's social conditions have improved (positive mood condition) or deteriorated (negative

mood condition). Respondents in the NI nonprimed condition were told that Latin America's (instead of Brazil) social conditions have improved or deteriorated.

The ads stimuli followed closely the ones used in Study 1, except that an explicit out-group ads condition was added to the present study. That is, in that condition, respondents saw ads of products paired with an out-group, in this case the European Union (EU.) (See a copy of the ads in the appendix E.) All stimuli, articles and ads were in Portuguese, the respondent's mother language.

*Measures.* In the first booklet, following the exposure to the article stimulus, respondents were asked what thoughts passed through their mind while they were reading the article. This open-ended question was followed by a set of questions that asked the respondents to evaluate the article (article liking). Those were the same five seven-point semantic differential items used in Study 1. An average score across these five items was calculated to provide an overall evaluation of the article (article liking) (Cronbach's  $\alpha = .80$ ). The measures evaluating the article were followed by a set of questions that asked "how much concerned they are with", "how much they care about", "how ashamed (proud) they are with", and "how sad (happy) they are with the social conditions of Brazil (Latin America)"; and "how much the UN report made them feel ashamed of being a Brazilian (Latin American)". Those were three seven-point items anchored with "not at all"/"extremely." An average score across these three items was calculated to provide an overall assessment of the respondents' affective response to the content of the article

(Cronbach's  $\alpha = .73$ ). The last question in this booklet asked the respondents to describe everything that they could remember from the article that they read.

Similar to Study 1, the second booklet presented the experimental ads. Following exposure to each ad, respondents were asked a set of questions about that specific ad and the associated product. First, the same eight seven-point semantic differential items used in Study 1 were used in Study 2 to assess respondents' evaluations of the ad. An average score across these eight items was calculated to provide an overall evaluation of the ad (Cronbach's  $\alpha = .97$ ). The measures evaluating the ad were followed by a set of questions that asked the respondents to evaluate the product being advertised. Those were five seven-point semantic differential items anchored with "bad"/"good," "unfavorable"/"favorable," "dislike"/"like," "uninteresting"/"interesting," "negative"/"positive". An average score across these five items was calculated to provide an overall evaluation of the product (Cronbach's  $\alpha = .97$ ). The next question asked the respondents to, "Write down the thoughts that crossed your mind, and how you were feeling, as you read the article." The question after that was a multiple-choice question that asked, "On your opinion, this product was made in.... (Argentina, Brazil, Canada, Japan, USA, Malaysia, France, Italy, other). After being exposed to the three different ads and have answered the questions above, respondents were asked to list everything that they could remember from each ad that they saw. The final set of measures asked some demographic questions such as gender and age.

## Results

*The effects of NI salience on affective response and article liking.* It was expected that exposure to a report about the world's social conditions will have a higher impact on both the respondents' affective response to the article's content and their overall evaluations of the article (article liking) if the report explicitly refers to the home country rather than to elsewhere (a patriotism effect). A 2 (NI salience: NI primed or NI nonprimed) x 2 (Mood valence: positive or negative) between-respondents analysis of variance of the respondents' affective reaction to the article content was conducted. The results showed a significant interaction between NI salience and mood valence in regards to respondents' affective response to the article's content ( $F(3, 246) = 6.75, p < .001$ ). Simple effects tests showed that this interaction was driven by three main factors. First, consistent with the results found in Study 1, there was a significant positive effect of NI salience on how respondents in the negative mood reacted to the article's content (affective response:  $F(1, 246) = 14.89, p < .001$ ). That is, the negative feeling response to the UN report was significantly higher for the respondents who read the report about Brazil ( $M_{NI \text{ primed}} = 5.96$ ) than for the respondents who read the report about Latin America ( $M_{NI \text{ nonprimed}} = 5.31$ ). Second, consistent with expectation, mood valence had no significant impact on the affective response of the respondents who read the report about Brazil (NI primed condition). That is, respondents presented high affective responses in both mood valence conditions. Third, contrary to expectation, mood valence was a factor in the affective responses of the respondents in the NI nonprimed condition (affective

response:  $F(1, 246) = 13.20, p < .001$ ). That is, for the NI nonprimed condition, positive mood elicited significantly higher affective responses ( $M_{\text{positive}} = 5.91$ ) than negative mood ( $M_{\text{negative}} = 5.31$ ). A possible explanation for this result lies in the fact that the association of the respondents with the NI nonprimed stimulus (“Latin America”) was weaker, certainly than the NI prime (“Brazil”) but still possible. Thus, negative mood stimuli could psychologically “permit” disassociation with the broaden group of countries while positive mood stimuli could have encouraged identification with the positive-represented group. This is consistent with theories on social identity that assert that people tend to emphasize their in-group membership after their in-group experiences a success (Cialdini *et al.* 1976 and Lee 1985) but tend to, whenever possible, distance themselves from their in-group when their in-group experiences a failure (Snyder *et al.* 1986).

A 2 (NI salience: NI primed or NI nonprimed) x 2 (Mood valence: positive or negative) between-respondents analysis of variance of the respondents’ evaluation of the article (article likeness) was then conducted. As expected, no significant interaction was found between NI salience and mood valence with regard to how much respondents liked the article. However, the simple effects tests showed two unexpected results. First, NI salience did not seem to have influenced article liking. No significant difference was found between respondents in the NI primed and NI nonprimed condition on the evaluation of the article (article liking). That is, respondents in both NI salience conditions (NI primed and NI nonprimed) liked the article almost equally. Second, a positive effect of mood valence

on how respondents in the NI primed condition liked the article was found significant (Article liking:  $F(1, 246) = 4.56, p < .05$ ). That is, the respondents in the NI primed condition gave a significantly higher evaluation to the article when the article was a negative report about Brazil ( $M_{\text{Negative}} = 5.19$ ) than when the article was a positive report about Brazil ( $M_{\text{Positive}} = 4.69$ ). As respondents witness the social conditions in Brazil on a daily basis, they may simply not have believed the report of improving social conditions in their home country. Or, in view of the actual social situation, they may have taken the report as a mix of a negative and positive connotation. That is, Brazil might be improving but it is still far from being good.

*The effects of national identity salience and ad appeal on Aad and Apr for both mood valence conditions.* In order to analyze the effects of national identity salience on Aad and Apr for both mood valence conditions, a 2 (Mood valence: negative or positive) x 2 (NI salience: NI primed or NI nonprimed) x 3 (Ad appeals: implicit NI ads, explicit NI ads, explicit out-group ads) between-respondents repeated measures analysis of the experimental ads was conducted. Figures 4A and 4B present schematically the findings.

FIGURE 4A

Results of Study 2: Attitude toward the Ads  
(Aad: NI Salience x Mood Valence)

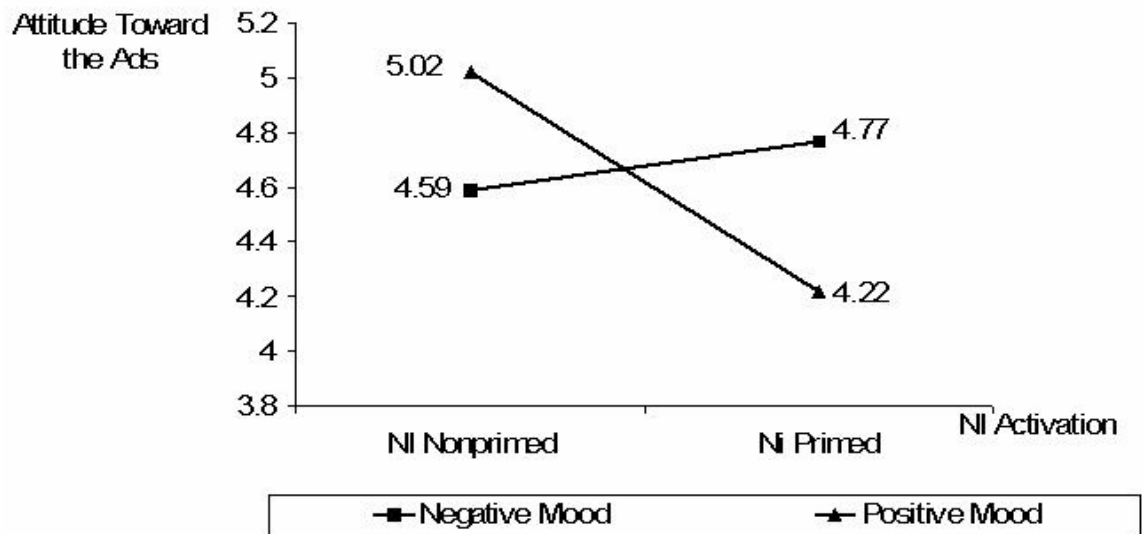
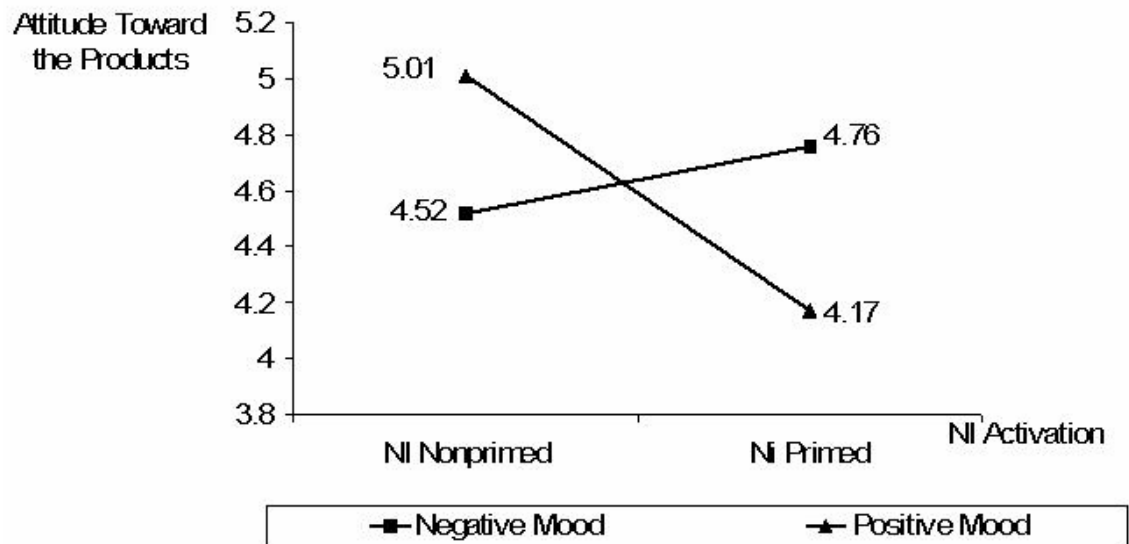


FIGURE 4B

Results of Study 2: Attitude toward the Products  
(Apr: NI Salience x Mood Valence)



No significant three-way interaction was found between NI salience, mood valence and ad appeal on Aad or Apr. However, the results revealed a significant two-way interaction between NI salience and mood valence for respondents' evaluation of the targeted ads ( $F(1, 238) = 9.78, p < .01$ ), and respondents' evaluation of the products ( $F(1, 238) = 11.28, p < .001$ ). Simple effects tests revealed that these interactions were driven by three main factors. First, there was a significant positive effect of NI salience (NI primed x NI nonprimed) on how much respondents on the positive mood condition liked the ads (Aad:  $F(1, 238) = 13.41, p < .001$ ), and liked the products (Apr:  $F(1, 234) = 13.81, p < .001$ ). Second, there was a significant positive effect of mood valence (negative x positive) on how much respondents on the NI primed condition liked the ads (Aad:  $F(1, 238) = 5.99, p < .05$ ), and liked the products (Apr:  $F(1, 234) = 6.54, p < .01$ ). Third, there was also a significant positive effect of mood valence (positive x negative) on how much respondents on the NI nonprimed condition liked the ads (Aad:  $F(1, 238) = 3.88, p < .05$ ), and liked the products (Apr:  $F(1, 234) = 4.78, p < .05$ ).

*The effects of NI salience on Aad and Apr on the negative mood condition.* The main goal of study 2 on the negative mood condition was to replicate the effects of NI salience on Aad and Apr observed in study 1 by using a different setting and including a third condition to the ad appeal manipulation (explicit out-group ads). Figures 4C and 4D present schematically the findings.

FIGURE 4C

Results of Study 2: Negative Mood Condition – Attitude toward the Ads  
(Aad: NI Salience x Ad Appeals)

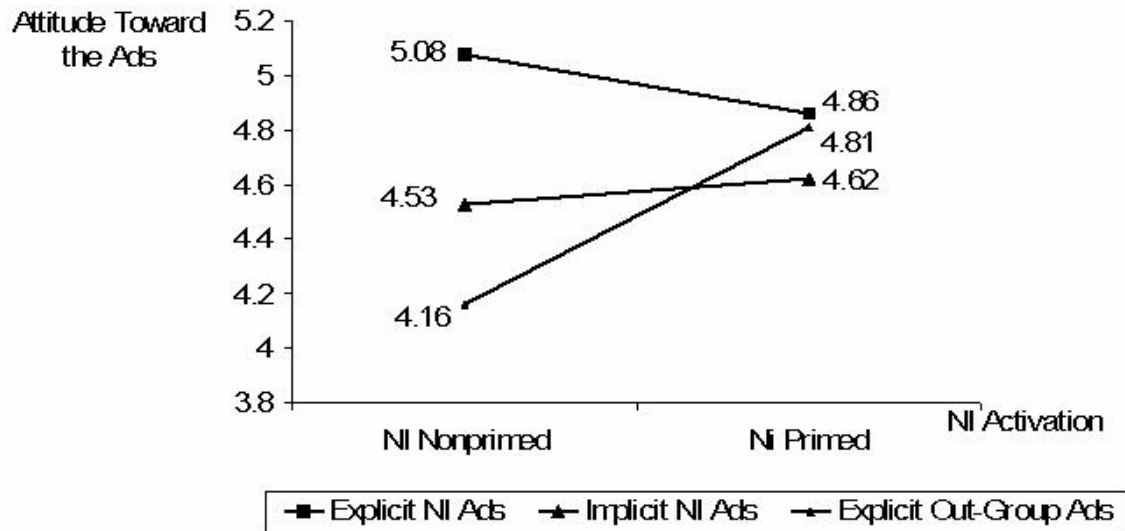
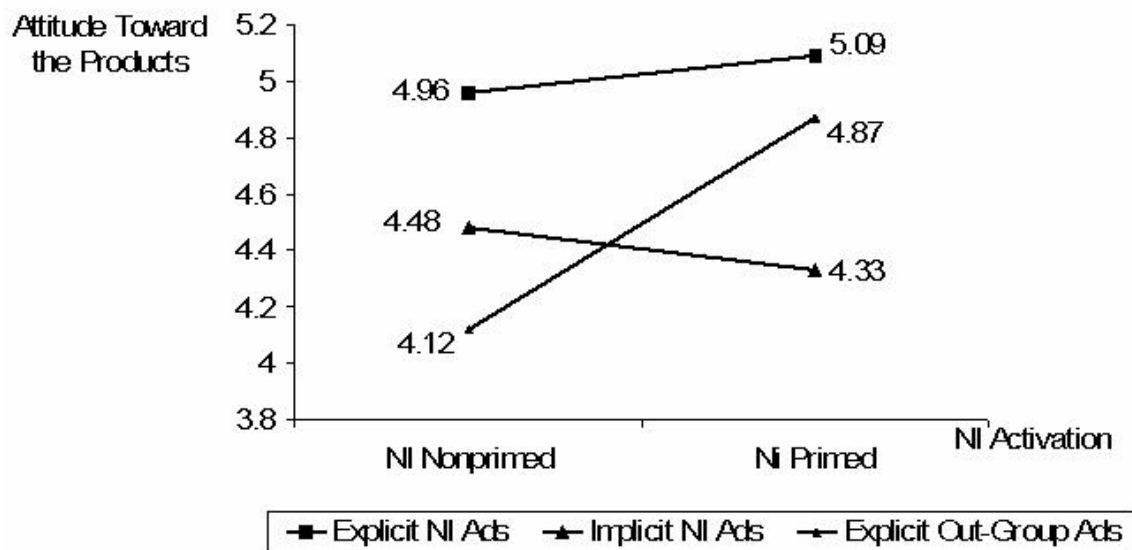


FIGURE 4D

Results of Study 2: Negative Mood Condition – Attitude toward the Products  
(Aad: NI Salience x Ad Appeals)



Consistent with the findings of study 1, results showed that, in the NI nonprimed condition, respondents who were exposed to ads that explicitly pair the brand with their national identity (explicit NI ads) demonstrated a much higher evaluation of the ads (Aad:  $M_{\text{explicit NI ads}} = 5.09$ ), than the respondents who were not exposed to the explicit NI ads (Aad:  $M_{\text{implicit NI ads}} = 4.53$ ,  $p < .13$ ;  $M_{\text{explicit out-group ads}} = 4.16$ ;  $p < .05$ ). They also demonstrated a higher evaluation of the associated products (Apr:  $M_{\text{explicit NI ads}} = 4.97$ ;  $M_{\text{implicit NI ads}} = 4.48$ ,  $p < .20$ ;  $M_{\text{explicit out-group ads}} = 4.12$ ;  $p < .05$ ). The differences in the evaluation of the ads and the associated products between the respondents who were exposed to the explicit NI ads and the respondents who were exposed to the implicit NI ads were not statistically significant. It is believed that this is due to the fact that a great number of respondents in the NI nonprimed condition who were exposed to the implicit NI ads classified the associated products as Brazilian products (61.5% for the first experimental ad and 17.3% for the second experimental ad). This inflated the evaluation of the implicit NI ads and the associated products in the NI nonprimed condition. This may also be the reason why the results did not show any significant effect of NI salience (NI nonprimed x NI primed) on Aad or Apr in the implicit NI ads condition. As for the explicit out-group ads condition, consistent with expectation (H4), there was no significant effect of NI salience (NI nonprimed x NI primed) on how much respondents on the explicit out-group ads condition liked the ads or the associated products. Mean values for Aad and Apr for each condition are given in table 5A.

**TABLE 5A**  
**Means and Standard Deviations – Effects of NI Salience on Aad and Apr**  
**(Negative Mood Condition)**

Effect	Attitude Toward the Ads		Attitude Toward the Products	
	M	(SD)	M	(SD)
<b>Implicit NI Ads</b>				
NI nonprimed	4.53	1.27	4.48	1.37
NI primed	4.62	1.38	4.33	1.62
<b>Explicit NI Ads</b>				
NI nonprimed	5.08	1.23	4.96	1.27
NI primed	4.86	1.22	5.09	1.05
<b>Explicit Out-Group Ads</b>				
NI nonprimed	4.16	.77	4.12	.75
NI primed	4.81	1.00	4.87	.86

*The effects of NI salience on Aad and Apr on the positive mood condition.* The goal of study 2 in the positive mood condition was to replicate the effects of NI salience on Aad and Apr observed in study 1 by activating national identity linking it to a positive experience (inducing respondents to a temporary positive feeling state). Results showed a significant positive effect of NI salience (NI primed x NI primed) on how much respondents on all three ad appeal conditions (implicit NI ads, explicit NI ads and explicit out-group ads) liked the ads (implicit NI ads:  $F(1, 238) = 3.22, p < .07$ ; explicit NI ads:  $F(1, 238) = 3.39, p < .07$ ; explicit out-group ads:  $F(1, 238) = 7.33, p < .01$ ), and liked the products (implicit NI ads:  $F(1, 234) = 3.81, p < .05$ ; explicit NI ads:  $F(1, 234) = 3.14, p < .08$ ; explicit out-group ads:  $F(1, 234) = 7.50, p < .01$ ). However, these positive effects of

NI salience on Aad and Apr were opposite from the expected direction. That is, respondents in the NI nonprimed/positive mood condition gave a significantly higher evaluation for Aad and Apr for all three ad appeals than respondents in the NI primed/positive mood condition. Mean values for Aad and Apr for each condition are given in table 4B. It is believed that this is due to the existence of a significant positive effect of mood valence on how strong respondents in the NI nonprimed condition reacted to the article's content (affective response:  $F(1, 246) = 13.20, p < .001$ ). Figures 4E and 4F present schematically the findings. The next section will further explore this finding.

**FIGURE 4E**

**Results of Study 2: Positive Mood Condition – Attitude toward the Ads  
(Aad: NI Salience x Ad Appeals)**

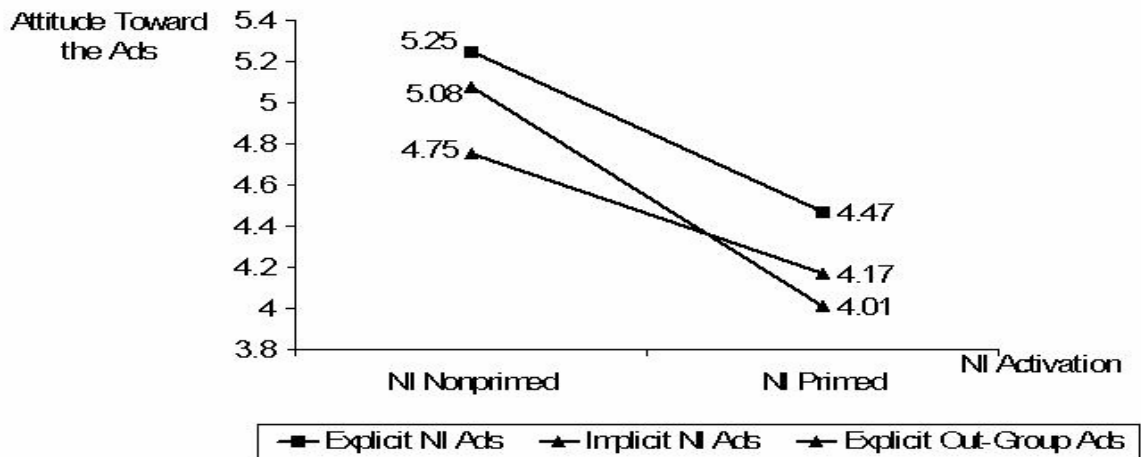


FIGURE 4F

Results of Study 2: Positive Mood Condition – Attitude toward the Products  
(Aad: NI Salience x Ad Appeals)

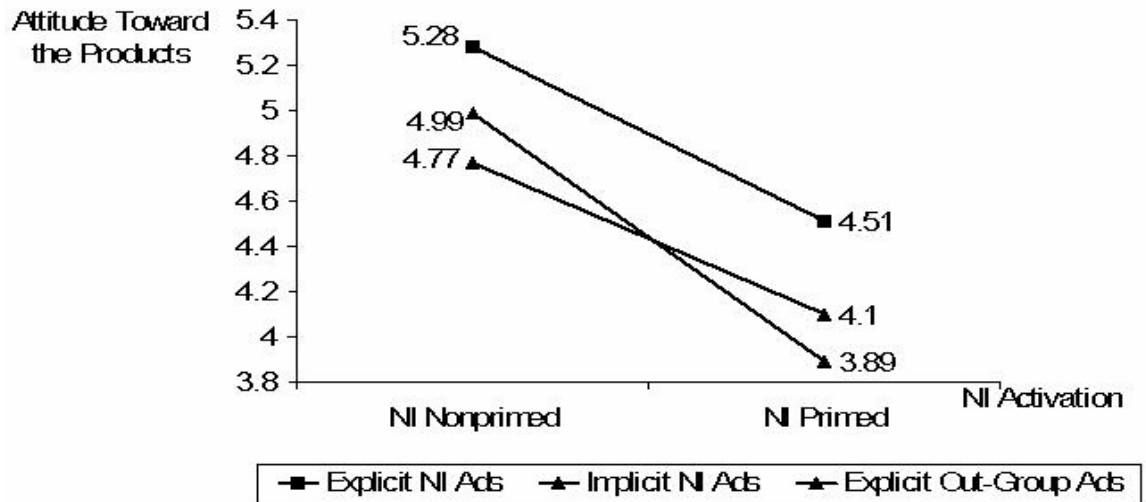


TABLE 5B

Means and Standard Deviations – Effects of NI Salience on Aad and Apr  
(Positive Mood Condition)

Effect	Attitude Toward the Ads		Attitude Toward the Products	
	M	(SD)	M	(SD)
<b>Implicit NI Ads</b>				
NI nonprimed	4.75	1.13	4.77	1.15
NI primed	4.17	1.43	4.10	1.48
<b>Explicit NI Ads</b>				
NI nonprimed	5.28	1.03	5.25	1.11
NI primed	4.51	1.47	4.47	1.44
<b>Explicit Out-Group Ads</b>				
NI nonprimed	5.08	1.08	4.99	1.07
NI primed	4.01	1.08	3.89	1.26

*Mediation Analysis.* To test whether the effect of NI salience on Aad and Apr, for the positive mood condition, were mediated by affective response and article liking, a three-step regression procedure suggested by Baron and Kenny (1986) was used. First, the results pertaining to the effects of NI salience on affective response and article liking provided evidence that NI salience was systematically related to differences in affective response and article liking. That is, the independent variable seems to have affected both potent mediators. Second, the results pertaining to the predictive power of affective response and article liking on the evaluation of the ads and the associated products showed that variations in affective response and article liking significantly account for variations in Aad and Apr. A regression model including affective response and NI salience as predictor variables and Aad as dependent variable was significant for the positive mood (Affective response:  $F(2, 124) = 8.57, p < .001; R^2 = .12$ ). The coefficients for affective response (.23,  $p < .07$ ) and NI salience (.80,  $p < .001$ ) were also significant. A second regression model including article liking and NI salience as predictor and Aad as dependent variable was also significant (Article liking:  $F(2, 124) = 10.27, p < .001; R^2 = .14$ ). The coefficients for article liking (.21,  $p < .01$ ) and NI salience (.72,  $p < .001$ ) were also significant. Third, the analysis of covariance results indicate that, when affective response and article liking are treated as covariates, the effect of NI Salience is reduced but not eliminated demonstrating, as predicted, that affective response and article liking are potent mediators but not sufficient conditions for the effect to occur. This third regression model was also significant ( $F(3, 123) = 6.94, p < .001; R^2 = .15$ ). In this model,

the coefficient was significant for article liking (.17,  $p < .07$ ) and for NI salience (.73,  $p < .001$ ) but not for affective response. For Apr, the results showed that the effect of NI salience on Apr was not mediated by affective response and article liking. Those results are given in tables 6A and 6B.

**TABLE 6A**  
**Mediation Analysis – Effects of NI Salience on Aad**  
**(Positive Mood Condition)**

Source of variation	df	ANOVA F	df	ANCOVA F	df	ANCOVA F	df	ANCOVA F
Induced Mood: Positive Mood								
<b>NI Salience</b>	1	13.67****	2	13.96****	2	11.30****	3	11.53****
<b>Covariate</b>								
Affective Response			1	3.23*			1	.38
Article liking					1	6.28***	1	3.34*
<b>Error</b>	125		124		124		124	

\*\*\*\*  $p < .001$ , \*\*\*  $p < .01$ , \*\*  $p < .05$ , \*  $p < .10$ .

**TABLE 6B**  
**Mediation Analysis – Effects of NI Salience on Apr**  
**(Positive Mood Condition)**

Source of variation	df	ANOVA F	df	ANCOVA F	df	ANCOVA F	df	ANCOVA F
Induced Mood: Positive Condition								
<b>NI Salience</b>	1	14.39****	2	14.45****	2	12.46****	3	12.21****
<b>Covariate</b>								
Affective Response			1	.81			1	.00
Article liking					1	3.38*	1	2.53
<b>Error</b>	123		122		122		121	

\*\*\*\*  $p < .001$ , \*\*\*  $p < .01$ , \*\*  $p < .05$ , \*  $p < .10$ .

## CHAPTER 6

### DISCUSSION AND IMPLICATIONS

The significance of the interaction between national identity and behavioral manifestations associated with it has been extensively studied in sociology, psychology, social-psychology, and political science. However, aside from the measurement of consumer ethnocentric tendencies and consumer animosity in different countries, little has been done in the marketing field to increase the understanding of consumer expressions of national identity and their effects on global business. Given the recent increase in conflicts between nations and the nationalistic sentiments to which they give rise, it is vital to understand the attitudes, feelings and behaviors that may be prompted by national identity.

The research described in this paper represents a novel view in that, drawing on three widely-accepted social psychology theories, it links consumer feelings, attitudes and choice behaviors, and national identity to the individuals' active need for the maintenance of a personal, positive self-concept. Further, it suggests that once the individuals' national identity is salient, it can be expressed in several ways, depending upon whether or not the consumer expressions are positively motivated due to affection for the home country (consumer patriotism, consumer ethnocentrism) or negatively motivated to harm the "adversary" country (consumer animosity and consumer nationalism.) The strength and direction of those consumer expressions depend on the situation (context) in which the identity has been activated. Identity salience is proposed

as the underlying psychological process that leads people to express their national identity in their consumption patterns.

### **Interpretation of findings**

The results of study 1 and study 2 are consistent with the conceptual framework used to derive the hypotheses. Study 1 showed that when national identity is made salient directly, through advertising appeals or through media-context, people's perception and behavior tend to be influenced by that particular identity. That is, heightening the salience of individuals' national identity leads them to react more positively to ads and products associated with that identity. This effect can be clearly seen in the 'NI nonprimed' condition where explicit NI ads scored higher than implicit NI ads. This demonstrates that pairing products with national symbols/rhetoric seems to be sufficient to activate individuals' national identity and consequently generate more favorable responses to the paired ads and their associated products.

Regarding the activation of national identity through media-context, respondents in study 1 and in the negative mood condition of study 2 seemed to have been temporarily induced to a negative feeling state and an identity threat. As a consequence, they used the evaluations of the embedded ads and the associated products to restore their feelings to a more positive state and offset the threat. For instance, the activation of respondents' national identity by the report of a tragedy in the home country (NI primed) seems to have an effect on individuals' evaluation of ads and their associated products even when those ads and products are not paired with national symbols/rhetoric (implicit NI ads). Consistent

with theory on social identity salience (e.g., Dimofte *et al.* 2003), the activation of the respondents' national identity through the media-context influenced their perception of the ads in the implicit NI ads condition. Given that the ads were presented in Portuguese (the native language of the respondents' country) and the brands were Portuguese names and language is one element of national identity, it is possible (although purely speculative) that respondents associated those ads and products with their in-group. This is a social categorization phenomenon through an assimilation process that has been explained by social psychologists such as Abrams 1985, Giles and Johnson 1987, Hinkle and Brown 1990, and Turner 1987. As the respondents' national identity was activated in a context of an identity threat, they felt motivated to engage in "altruistic acts" toward the ads and their associated products (a higher positive evaluation of those ads/products) in an attempt to offset the negative feeling linked to the identity threat and then bring the self-concept to a more positive state.

Moreover, the content of the article seems to have induced the respondents to a temporary negative feeling state (affective response) and prompted good overall evaluations of the article (article liking) for both NI salience conditions (NI primed and NI nonprimed) as the means for those measures were above four – the neutral point in the scale. However, as the content of the NI primed condition article represented an identity threat, respondents on this condition presented significantly higher scores for both variables than the respondents on the NI nonprimed condition. It is also important to note that

affective response and article liking were not perfect mediators for the effect of NI salience on the evaluations of the ads and the associated products.

Although the results related to the positive mood condition of study 2 were somewhat unexpected, they may not contradict the original expectations entirely. The use of Latin America as a NI nonprimed condition may have served to activate the Brazilian national identity for some respondents. Identity researchers have demonstrated that people tend to profit from their in-group memberships after their in-group experiences a success (“bask in reflected glory”) but tend to, whenever possible, distance themselves from their in-group when the status of their in-group becomes less positive. Two things may have triggered the unexpected results of study 2 for the positive mood condition: 1) respondents who read the article about Latin America might have taken it as a praise or a substantial improvement in their in-group social status and reflected their positive feeling state and pride in the evaluations of the embedded ads and the associated products; 2) respondents who read the article about Brazil might have experienced mixed feelings. That is, it seemed that the status of their Brazilian identity was improving but it was still not entirely good. This may explain why the effects of NI salience on the Aad and Apr for the NI primed condition were high, but not as high as the one for the NI nonprimed condition.

### **Limitations**

This research represents a starting point for understanding the process by which national identity is linked to consumer behavior. As such, the findings discussed above should not be considered irrefutable and conclusive.

The fact that those studies were conducted in Brazil created many constraints in terms of finances, time, and access to respondents. For this reason, no pre-test of the different stimuli presented in the two empirical studies was conducted. This fact may have reduced the ability to evaluate the rigor of the two experiments. Therefore, these experiments should only be considered as pilot studies for future research.

In addition, the use of Latin America as a NI nonprimed condition in the second experiment resulted in a number of unexpected results. The Latin America identity seems to be, in some situations, intertwined with the Brazilian identity. Respondents who read the article about Latin America (NI nonprimed condition) seem to have taken it as praise or a substantial improvement in their in-group social status (“bask in reflected glory”). Further work needs to be done to explore the meaning of each of these identities and how they might interact to shape buying behavior. In the same vein, respondents who read the article about Brazil seem have experienced mixed feelings. That is, some respondents took it as praise and positively reflected that in their evaluations as others took it as shame and negatively reflected that on their evaluations. This limitation might be addressed in future research by a pre-test of the stimuli and the use of rigorous manipulation checks.

Further, the use of additional countries as treatment conditions is also essential to check the generalizability of the constructs. Limiting research to the nationals of one country (Brazil) leaves the research open to challenges that the responses were unique to respondents in that country. Future work is needed to examine the above-conceptualized phenomena in other countries.

Finally, in the present manuscript, a conceptual distinction among the concepts of patriotism, ethnocentrism, animosity and nationalism was suggested. Klein et al., [1998] have conducted an experiment that showed construct validity for the distinction between animosity and ethnocentrism. In the same vein, Balabanis et al., [2001] presented construct validity for the distinction among nationalism, patriotism and ethnocentrism. As all four of those concepts are closely related, it seems important to integrate them and develop construct validity for their distinctiveness.

### **Summary**

More work needs to be done to fully elaborate the process by which national identity is linked to consumer behavior. However, this dissertation has presented and supported several factors in the process: The effect of national identity salience on the attitude towards ads and products perceived as associated with the home nation (in-group) and other nations (out-groups) and the moderating role of mood on this effect.

From a managerial perspective, this research suggests a number of situational variables that are likely to influence the success of ads and products linked to national identity. Given the recent increase in conflicts between nations and the nationalistic sentiments to which they give rise, it is vital to understand the attitudes, feelings and behaviors that may be prompted by national identity. Managers need to be able to identify the messages that may be associated in consumers' perceptions with national identity cues and to anticipate reactions to these cues. Managers need to understand the

national identity perceptual environment in which advertising and product messages are received and interpreted.

In summary, this dissertation has revealed a new avenue for future research: individuals' expressions of their national identity through consumption patterns.

## APPENDIX A

### PATRIOTIC APPEALS

#### American Examples

Poster used in the American campaign to encourage conservation of food resources during the World War I



Advertising used by Chevrolet in the USA during the 2004 Olympic Games in Athens Greece



New York Post, an American newspaper, uses the American flag and the American national colors in its cover page



Advertising used by Ford right after the terrorist attacks of September 11, 2001



Advertising used by the search engine Google 2004 – The American Independence Day



Advertising used by New York Sports Clubs right after the terrorist attacks of September 11, 2001



## PATRIOTIC APPEALS

### Canadian Examples

Sears, an American company, carries the maple leaf as a Canadian identity symbol in its Canadian stores



McDonald's, an American company, carries the maple leaf as a Canadian identity symbol in its Canadian stores



Superstore, a Canadian chain of superstores, identify itself as the real Canadian Superstore



Petro-Canada, a Canadian chain of gas stations, carries the Canadian identity in its logo



Canada Inns, a Canadian chain of hotels, carries the Canadian identity in its logo



Canadian Tire, a Canadian chain of superstores, carries the Canadian identity in its logo.



## PATRIOTIC APPEALS

### Brazilian Examples

A Brazilian manufacturer of sandals carries the Brazilian identity in its logo



Advertising used by Polishop, a Brazilian company, on September 7th 2004 – The Brazilian Independence Day



O Boticario, a Brazilian manufacturer of cosmetics, launched the “Linda Brasil” perfume in 2005 exploring the Brazilian national colors.



Havaianas, a Brazilian manufacturer of sandals, carries the Brazilian flag stamped on its sandals.



Amarelo

Peugeot, a French automaker, uses the Brazilian national colors in its Brazilian advertising campaigns

C&A, a Netherlands company, uses the Brazilian national colors in its logo in Brazil (the original logo is red and blue)



## APPENDIX B

### ETHNOCENTRIC APPEALS Buy American Products Campaign

Manufacturing in America Matters



- ★ Makes America Strong
- ★ Provides Good Paying Jobs
- ★ Builds Prosperous Communities



### Buy Canadian Products Campaign



**Be Canadian** Be your best...

**Buy Canadian** Secure a job, support your neighbour...

**Boost Canadian** Build confidence, opportunity and our future...



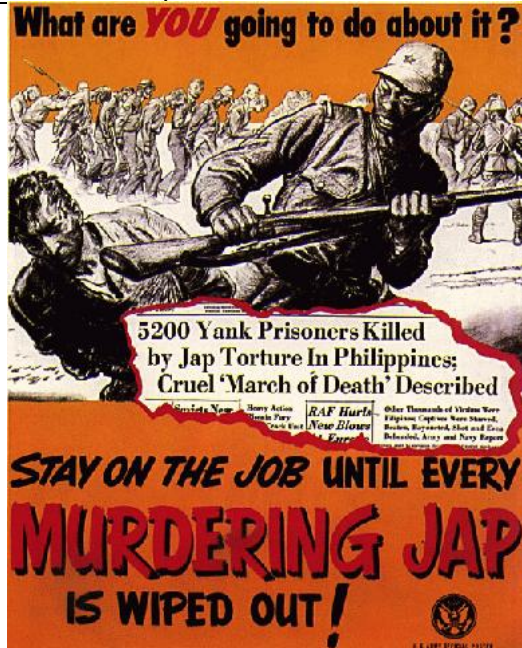
### Buy Brazilian Products Campaign



### APPENDIX C

#### NATIONALISTIC APPEALS

American poster used during the World War II instilling hostility and aggression towards the Japanese



Antiwar protest in Manila, Filipinos were urged to boycott American products



Antiwar protest in Argentina, protester lay down in front of a McDonald's to symbolize Iraqis killed in the war



Antiwar protest in Argentina, protester lay down in front of a McDonald's to symbolize Iraqis killed in the war

Americans trying to raise a boycott against Brazilian products because the Brazilian police arrested a pilot from American Airlines



Brazilian response to the call for boycott raised by Americans



**APPENDIX D****STUDY 1 – ARTICLE STIMULI**

**FOLHA**ONLINE \_\_\_\_\_  
**COTIDIANO**

**A massive tropical storm hits Brazil (South America)**

SAO PAULO, BRAZIL — A day after a massive tropical storm battered the southern coast, Brazilians (South Americans) tended to victims and struggled to understand exactly what hit them.

Civil defense officials said Monday the storm left at least three people dead, 38 injured and more than 2,000 people homeless.

Rescuers plucked two fishermen from the sea and found the body of another off Brazil's (South America's) southern coast Monday.

The Brazilian (South American) National Weather Center in Brasilia estimated the storm packed sustained winds of more than 74 mph. Some gusts reportedly hit 94 mph.

"This system was totally different from anything we've ever seen here," said Laura Rodrigues, a meteorologist at the Brazil federal (Mercosul) weather bureau. "It may be that it was neither a typhoon nor a subtropical cyclone, but rather something completely new."

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## APPENDIX E

## STUDY 1 – ADS STIMULI

Explicit NI AdsImplicit NI ads


*Perfume  
Brasileirinho*

**VIVA A NATUREZA!!!**

Feito com o que o Brasil tem de mais original: nossas raízes. O novo **Perfume Brasileirinho** traz na exuberância de suas notas a tradição dos povos da floresta.



*Perfume  
Florestal*

**VIVA A NATUREZA!!!**

Feito com o que a natureza tem de mais original: suas raízes. O novo **Perfume Florestal** traz na exuberância de suas notas a tradição dos povos da floresta.




 **MOCHILAS CONQUISTA**

Nossa já consagrada mochila cargueira **Conquista** ficou ainda melhor... O acolchoamento das costas, além de mais macio, foi projetado para melhorar a ventilação, permitindo a circulação do ar e reduzindo a transpiração.




**MOCHILAS CONQUISTA**

Nossa já consagrada mochila cargueira **Conquista** ficou ainda melhor... O acolchoamento das costas, além de mais macio, foi projetado para melhorar a ventilação, permitindo a circulação do ar e reduzindo a transpiração.



**CALÇA UNIÃO JEANS**

Confeccionada em Jeans de alta qualidade e costura reforçada evidenciando rebites e costuras duplas. Com bolsos frontais e fechamento em zíper.



**CALÇA UNIÃO JEANS**

Confeccionada em Jeans de alta qualidade e costura reforçada evidenciando rebites e costuras duplas. Com bolsos frontais e fechamento em zíper.

**APPENDIX F**  
**STUDY 2 – ARTICLE STIMULI**

**NATIONAL (LATIN AMERICAN) SHAME  
(PRIDE)**

**Brazil (Latin America) disappoints  
(improves) in all social areas, according  
to the U.N.**

**BY ISABELLE PRADO**

The U.N. report on the world population, disclosed today, indicates that Brazil (Latin America) is significantly behind (improving) in dealing with issues such as maternal and child mortality, fighting Aids and education.

According to Tânia Pompeu, in charge of the U.N. Fund for Population (UNFPA) in Brazil (Latin America), which conducted the survey, "Brazil (Latin America) disappointed (improved) in practically all areas". According to her, the Population Fund reports negative (positive) results especially in the AIDS fighting policy. "The number of infections avoided in Brazil (Latin America) by the National (region's) AIDS Program, which was considered advanced in the entire world, is very insignificant (significant)".

UNFPA's representatives point out that one of Brazil's (Latin America's) main challenges is providing a considerable percentage of the population access to reproductive health care and education, especially to adolescents.

The report "Population, Reproductive Health and Global Effort to Eliminate Poverty" analyzes the achievements and difficulties faced by countries, to reach targets that should be met by 2015. The document analyzes issues such as environmental protection, populations and poverty, migration and urbanization, discrimination against women and girls, in addition to reproductive health issues.

Folha Estudantil

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