

Expanding animosity typology as antecedent consumer ethnocentrism toward purchase intentions of foreign products

Ramadania

Faculty of Economics and Business
Universitas Tanjungpura, Indonesia

Keywords

Animosity, Consumer Ethnocentrism, Purchase Intention, Foreign Products

Abstract

Animosity and Consumer Ethnocentrism is a concept of psychological-social which describes the negative attitude in evaluating foreign products. The aim of this study is to provide empirical facts of the expansion of the four-typology animosity as an antecedent of consumer ethnocentrism (CE). In addition, this study aims to test CE as a predictor of foreign products purchase intention in developing countries, namely Indonesia. This study uses survey method. The research sample are 225 respondents from Indonesia. The product categories are supplement foods from the United States. The results show that the national stable animosity, personal stable animosity and personal situational animosity are antecedent of CE. Meanwhile, national situational animosity is not proven to have an influence on CE. This study also proves that CE has a negative influence on foreign products purchase intention.

Corresponding author: Ramadania

Email addresses for corresponding author: ramadhania@ekonomi.untan.ac.id

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Introduction

Animosity and Consumer Ethnocentrism (CE) are negative attitudes in evaluating foreign products (Klein and Ettention, 1998, 1999). The marketing literature describes animosity and ethnocentrism as the concepts that have implications for psychological and behavioral reactions to a particular country of origin. (Nisjssen and Douglas, 2004; Jimenez and Martin, 2010; Klein *et al.*, 1998) argues that animosity, as well as CE influence consumer's purchase intention, which ignores product judgment. Negotiable emotions such as animosity and CE can cause rejection of foreign products. Animosity is different from ethnocentrism. Ethnocentrism concerns beliefs about foreign products in general. While animosity is directed to certain countries (Klein, 2002; Klein *et al.* 1998; Klein and Ettenson, 1999). Thus, the consumer's animosity is considered capable to explain the consumer's negative attitudes toward products from certain countries and consumers are reluctant to buy products from the concerned country. (Rose *et al.*, 2009).

Previous studies have found that animosity have negatively affects toward attitudes of foreign products (Klein *et al.*, 1998, 1999, 2002; Russel and Russel 2006; Nakos and Hadijimitriou, 2007; Rose *et al.*, 2009; Ramadania *et al.*, 2013). Other studies have found that animosity may decrease the willingness and intention to purchase foreign products (Klein *et al.*, 1998, 1999, 2005; Nisjeen and Douglas, 2004; Torres and Gutierres, 2007; Bahaee and Pisani, 2009; Maher 2010; Lee and Tae Lee, 2013). Recent studies also showed that CE may affect negative attitudes toward foreign products (Sharma *et al.*, 1995; Javalgy *et al.*, 2005; Bahaee and Pisani, 2009; Ramadania *et al.*, 2015). Then the CE will have an impact in decreasing the desire and intention to purchase foreign products (Rose *et al.*, 2009; Nakos and Hadijimitiou, 2007; Torres and Gutierres, 2007; Jun & Ma. 2012; Spillan and Harcar., 2012; Giang and Dinh, 2015).

Klein *et al.*, (1998; 1999) stated that animosity and CE may be interconnected. Although (Klein *et al.*, 1998;1999) recognized both of them are interconnected. but they do not provide the fact that there is a relationship between these two variables. The opinions and findings of (Klein *et al.*, 1998;1999) are supported by the findings of Rose *et al.* (2009), which showed that animosity and CE have an effect on the

reluctance to purchase foreign products. Animosity and CE are interconnected but it is not known clearly for the position of the relationship between both of them. According to Klein *et al.*, 1998. CE and animosity can arise due to political and economic events that may affect consumer attitudes toward imported products. Nakos and Hadijimitrou (2007), stated that if a person has a strong negative view on foreign countries. it is very likely that this view will affect his/her buying behavior. Nisjenn and Douglas (2004) stated that hostile out-group can increase ethnocentrism behavior. Therefore, it can be said that there is a chain of relationship between moral and social norms and consumer behavior, when a person emphasizes animosity in increasing consumer emotional on the country of origin of a product (Balabanis *et al.*, 2002; Shimp and Sharma 1987; Jimenez and Martin. 2010). This is supported by the findings of Ang *et al.*, (2004).

The original animosity model (Klein *et al.*, 1998) did not put animosity as the antecedent of CE. Similarly, the CE theory proposed by Shimp and Sharma (1987) also did not put animosity as the predictor of CE. In general, most of the studies conducted on CE also lacked of consideration on the importance of animosity variable as the predictor in CE models they built (Ranjbarian *et al.*, 2010; Watson and Wright, 2000; Javalgi *et al.*, 2005; Moon and Jain, 2002; Kwak *et al.*, 2006; Hsu and Nien., 2008; Nguyen *et al.*, 2008; Ruyter *et al.*, 1998). Recently, few studies that replicated the study conducted by Klein *et al.*, (1998), for example Nakos and Hajidimitrou (2007) and Rose *et al.* (2009) Russel and Russell (2006), Bahae and Pisani (2009) seemed to incorporate animosity variable into the CE model but did not put animosity as the predictor of CE. In line with that thought, Shankarmahesh (2006) suggested for future study to examine animosity as the predictor of CE. This opinion is supported by several recent findings that found that animosity has a positive effect on CE, including Nisjenn and Douglas (2004), Torres and Gutieres (2007) and Jimenez and Martin (2010). However, these studies still used the measurement of war animosity and economic animosity as proposed by Klein (1998, 1999, 2001 & 2002).

Some previous studies (Jung *et al.*, 2002; Ang *et al.*, 2004; Hamim and Elliot, 2006; Lwim *et al.*, 2010; Sutikno and Cheng, 2011) provided a fact that, Indonesian people have relatively high levels of CE and animosity towards America. However, these studies did not put animosity as the antecedent of CE. Negative attitudes can have an effect on the rejection of products from the concerned country (Amine, 2008; Bahae and Pisani, 2009). Some of these studies (Jung *et al.*, 2002; Ang *et al.*, 2004; Hamim and Elliot. 2006; Lwim *et al.*, 2010) did not examine CE in Indonesia on the supplement foods product category. Currently, the largest imported supplement foods are from America. These supplement foods consist of traditional medicines and herbs for health. The market share of the American traditional and herbal medicines in Indonesia reached 47% of the total import. Based on data from the Ministry of Trade, the value of imports of traditional and herbal medicines throughout 2011 reached US\$ 40.48 million. From this amount, the US products were recorded reaching US\$ 19.13 million. (<http://industri.bisnis.com>. 2011). Therefore, this study had several purposes. as follows; first. to test the animosity as the antecedent of CE that has not been revealed by Klein (1998). Second, the measurements used by Klein (1998, 1999, 2001 & 2002) in measuring animosity were based on war and economic animosity. This study is different from that of Klein (1998, 1999, 2001 & 2002). This study will develop four typologies of animosity based on the concept of Ang *et al.*, (2004) and Jung *et al.*, (2002) as the antecedent of CE. The four typologies of animosity are national stable animosity, personal stable animosity, national situational animosity and personal situational animosity (Ang *et al.*, 2004 & Jung *et al.*, 2002). Third. this study examined the CE in predicting the purchase intention of foreign products of the consumers in a developing country. namely Indonesia. Some previous studies, such as Klein (1998, 1999, 2001 & 2002) and other studies examined animosity and CE of consumers in developed countries. Rejection towards foreign products is possible because domestic products are relatively good. It is in contrast to developing countries, as the domestic products have a relatively lower quality compared to those of developed countries in general. This study contributes to the testing of animosity and CE in a developing country, namely Indonesia.

Literature Review

Consumer Ethnocentrism dan Animosity

Consumer ethnocentrism is essentially derived from the concept of ethnocentrism (Shimp and Sharma, 1987). This concept states that consumers have a "tendency" rather than an "attitude". which is commonly used in referring consumer feeling to a particular object. (Shimp and Sharma, 1987; Sharma *et*

al., 1995). Shimp and Sharma (1987) defined CE as consumer confidence "about the appropriateness, or morality of foreign product purchase ... [which gives the individuals] ... sense of identity, sense of belonging, and most importantly, whether the buying behavior is acceptable or unacceptable to the group he/she belongs to".

Intra-personal conflict theory views "in-group favoritism Vs Out-group prejudice" (Haitem *et al.*, 2010). This theory implies that a person always sees what is good or not in the group and looks at what is in the other group with prejudice or the "in-group love and out-group hate." (Sumner's 1906; Haitem *et al.*, 2010). That is to love something that belongs to the group he/she belongs to and to hate something that belongs to another group. Ethnocentric consumers assume that buying foreign products is unpatriotic, and they will tend to consider and select local products. (Shimp and Sharma, 1987 ; Shankarmahesh, 2006; Liu *et al.*, 2006). The nationalism will affect consumers in purchasing local products and reject foreign products. Klein *et al.* (1998) defined animosity as "a remnant of antipathy related to something that happened previously (in the past), or sustainable military, political or economic events". Consumer animosity describes negative emotional or antipathic attitudes toward a particular country or group (Klein and Ettension, 1998, 1999 & 2002). Emotion can not be separated from the outcome of the ongoing territorial disputes, economic events, Diplomatic disagreements and/or religious conflicts (Riefler and Diamandtopoulos, 2007). Klein *et al.* (1998) distinguished animosity based on war and economic animosity. However, Jung *et al.*, (2002) and Ang *et al.*, (2004) distinguished the types of animosity into personal animosity Vs national animosity and stable animosity vs situational animosity. The construct of consumer animosity is placed ahead by Klein *et al.* (1998), as a country of origin phenomenon that results in differences derived from past studies and cannot be explained by consumer ethnocentrism.

Typologies of Animosity as the antecedent of Consumer Ethnocentrism

Animosity and CE are the concepts associated with the country of origin of a product (Jimenez and Martin, 2010). Klein (1998) stated that animosity is different from CE. However, Klein *et al.* (1998) recognized that these two constructs are interconnected. This opinion is supported by the findings of Rose *et al.*, (2009), which showed that animosity and CE have an effect on the reluctance to purchase foreign products. Animosity and CE are interconnected, but it is not clearly known for the position of the relationship between both of them. Nisjenn and Douglas (2004) suggested that *hostile out-group* increases ethnocentric behavior. Shankarmahesh (2006) suggested for future study to examine animosity as the antecedent of CE. "The existence of a chain of relationship between moral and social norms and consumer behavior, when consumer emphasizes animosity, will add an emotional level of consumer on the country of origin of a product." (Balabanis *et al.*, 2002; Shimp and Sharma, 1987; Jimenez and Martin, 2010).

In the context of Indonesia as a developing country, there are at least four studies related to ethnocentrism and/or animosity. They are Jung *et al.*, (2002). Ang *et al.*, (2004) Hamim and Elliot (2006) and Lwin *et al.*, (2010). The studies conducted by Jung *et al.*, (2002) and Ang *et al.*, (2004), which had conducted surveys in five countries in Asia (Indonesia, Malaysia, Singapore, Korea and Thailand), were aimed to validate the typologies of animosity using the targeted American and Japanese entities. The results of study conducted by Jung *et al.*, (2002) suggested that four typological structures factors (personal Vs national animosity and situational vs stable animosity), could be proven. This study found that Indonesia has the greater situational animosity towards America than Japan. The findings are supported by Ang *et al.*, (2004), which showed the Indonesian people have the highest personal situational animosity compared to other Asian countries in fighting against America regarding the condition of economic problems occurred in Indonesia. In addition. Ang *et al.*, (2004) found that Indonesia has the highest ethnocentrism level against American and Japanese products compared to other Asian countries (Malaysia, Singapore, Thailand and Korea). The findings are supported by Hamim and Elliot (2006) who found that the CE of Indonesian society is high. The study conducted by Hamim and Elliot (2006) also showed that there is a relationship between CE and purchase intention both on physical goods and services. Meanwhile, Lwin *et al.*, (2010) who conducted a study on seventeen countries found high animosity towards America. From these studies (Jung *et al.*, 2002; Ang *et al.*, 2004; Hamim and Elliot. 2006; Lwin *et al.*, 2010) it was informed that in general Indonesian people have a relatively high level of CE and

animosity towards America. The study conducted by Sutikno and Cheng (2011) showed that the United States of America is a country that has the highest score of animosity from the Indonesian people.

Some recent studies have found that animosity has a positive effect on CE (Nisjenn and Douglas, 2004; Torres and Gutierres, 2007; Jimenez and Martin, 2010). At the time of economic crisis in Asia, the negative feeling in the form of consumer animosity towards America/Japan increased. When animosity is activated, it will simultaneously bring out a latent consumer ethnocentrism (Ang *et al.*, 2004). According to (Klein *et al.*, 1998; Klein, 2002; Nijssen and Douglas 2004), in addition to war and economic animosity, there are a number of sources of animosity found in the literatures, such as ecological animosity, policy animosity and socio-cultural animosity. Klein *et al.*, (1998) distinguished animosity based on the war and economic animosity. Meanwhile, Jung *et al.* (2002) and Ang *et al.* (2004) distinguished the types of animosity into four. They are; personal animosity vs national animosity and stable animosity vs situational animosity. The type of animosity is divided by 1) National stable animosity, 2) National situational animosity, 3) personal stable animosity, and 4) personal situational animosity. According to Ang *et al.*, (2004) stable animosity shows negative feelings arising from general historical backgrounds, such as military or economic problems that occurred previously between two countries. Situational animosity shows negative feelings associated with certain circumstances. Animosity can also be differentiated on a personal or national level. "Animosity at the national level indicates a macro level, that is the animosity of a country based on the perception of how a foreign country treats this country. At a micro level. animosity is based on personal negative experience of a foreign country or people of the concerned country, (Ang *et al.*, 2004).

National Stable Animosity and CE

Riefler and Diamantopoulos (2007) stated that National stable animosity comes from a general historical background. Unequal treatment from foreign countries against our country in the past may cause sentiment at the macro level (Ang *et al.*, 2004). Hence, animosity towards other countries caused by historical events in the past can increase the love of people to their own country. Therefore, the first hypothesis in this study is:

H1: National Stable Animosity has a positive effect on CE

Personal Stable Animosity and CE

Riefler and Diamantopoulos (2017) stated that personal stable animosity is a General negative feeling due to personal experience. Therefore, it can cause anger towards foreign countries (Ang *et al.* 2004). Animosity caused by the general negative feelings that a person feels toward the treatment of people from a foreign country can increase consumer's love towards domestic products.

H2: Personal Stable Animosity has a positive effect on CE

National Situational Animosity and CE

National situational animosity arises temporarily caused by specific, (Riefler and Diamantopoulos (2007). This sentiment arises against foreign countries from macro issues rather than personal perspectives. For example, the economic crisis caused by foreign countries can cause animosity (Ang *et al.* 2004). Therefore, national situational animosity may cause rejection of products from foreign countries and may increase consumer ethnocentrism against domestic products.

H3: National situational Animosity has a positive effect on CE

Personal Situational Animosity and CE

Personal situational animosity is a temporary negative sentiment caused by specific circumstance, Riefler and Diamantopoulos (2007), such as anger at a foreign country that causes an economic crisis that creates unemployment for close friends and family can result in animosity towards the concerned foreign country. (Ang *et al.*, 2004). Thus, has an impact on the rejection of foreign products and increases consumer love and ethnocentrism.

H4: Personal Situational Animosity has a positive effect on CE

Consumer Ethnocentrism and Purchase Intention

Shimp and Sharma (1987) who conducted an approach of *ethnocentrism* in the consumers' perspective depicting ethnocentrism as a belief developed in the process of purchasing foreign products. The main impact of CE is to direct consumers on the purchase of domestic products as opposed to the

purchase of foreign products (Shankarmahesh, 2006). Several studies have found that CE has a positive effect on consumer confidence to purchase domestic products (Ranjbarian *et al.*, 2010 and Vida *et al.*, 2008), the intention or willingness to buy local products (Nguyen *et al.*, 2008 and Jun and Ma. 2012). In contrast, the study conducted by Jun & Ma (2012) found that CE has a negative effect on the evaluation and willingness to buy against foreign products from Japan and USA. Spillan and Harcar (2012) stated that, in general ethnocentric consumers do not intend to buy goods made in foreign countries, because they think it's dangerous for the domestic economy. The effect of CE has been shown to lead to a decrease in the willingness and intention to buy foreign products (Rose *et al.*, 2009; Nakos and Hadijimitiou, 2007; Torres and Gutierrez, 2007), on the decision towards imported products (Nguyen *et al.*, 2008). Other researchers found that ethnocentrism has been proven to have a strong effect on domestic brand preferences, (Hsu and Nien. 2008; Evanscitzky *et al.*, 2008) and foreign product preferences (Evanscitzky *et al.*, 2008).

H5: CE has a negative effect on the purchase intention of foreign products.

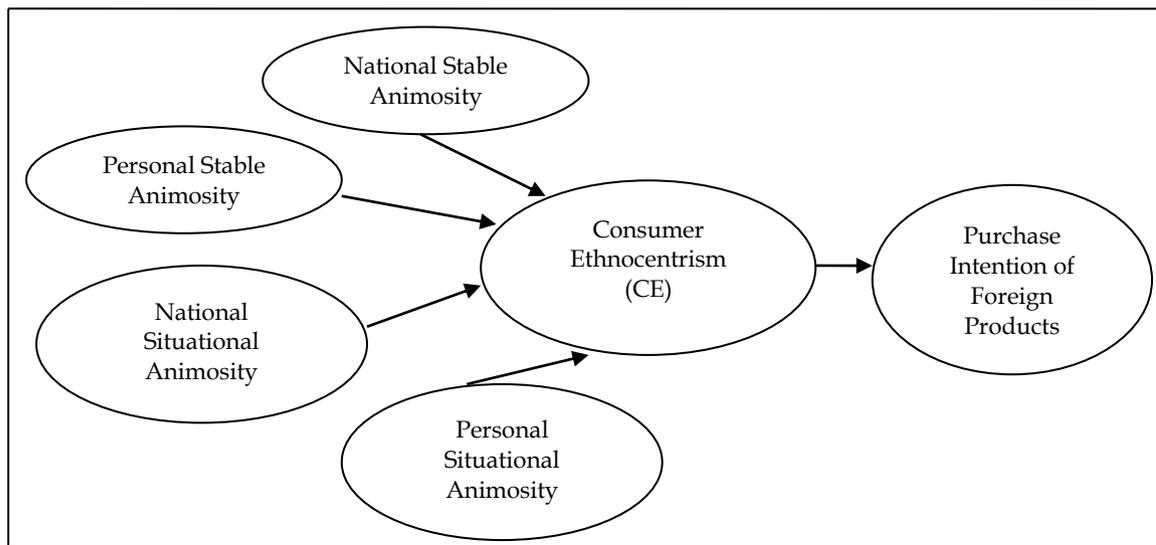


Figure 1. Conceptual Framework

Research Method and Measures

This study was conducted on 225 consumers in West Kalimantan, Indonesia. The product category included supplement foods from America. The data were collected using questionnaires with accidental methods. The questionnaires were distributed in shopping and community centers. The data were analyzed using Structural Equation Modeling (SEM). The construct of animosity based on the concept of Jung *et al.*, (2002) and Ang *et al.*, (2004) that divided animosity into; national stable animosity, personal stable animosity, national situational animosity and personal situational animosity. Meanwhile, CE was measured by 5 items (Shimp & Sharma. 1987; and Klein *et al.*, 1998; Ramadania *et al.*, 2015). The construct measurement used a Likert scale of 1-5. Purchase intention was measured by using two items (Edell and Staelin, 1983; Mackenzie *et al.*, 1986; Liu *et al.*, 2006). Furthermore, the measurement items of constructs can be seen in Table 1.

Table 1. Measurement of Constructs

Items of Construct	Source:
<i>National Stable Animosity</i>	
1) America does not have consistent attitudes	Jung <i>et al.</i> , (2002); Ang <i>et al.</i> (2004)
2) America has never been fair towards our country.	
3) America is a friend of our country only in pleasant condition	
<i>Personal Stable Animosity</i>	
1) I do not like American people.	Jung <i>et al.</i> , (2002); Ang <i>et al.</i> (2004)
2) I am angry to American people.	
3) I will never make friends with American people.	

<i>National Situational Animosity</i>	Jung <i>et al.</i> , (2002); Ang <i>et al.</i> (2004)
1) It is disappointing that America is making a little effort to solve the political problems with my country.	
2) America does not care to my country which has unsafe condition.	
3) America wants to take control of my country	
<i>Personal Situational Animosity</i>	Jung <i>et al.</i> , (2002); Ang <i>et al.</i> (2004)
1) I feel that the mess caused by America has resulted in discomfort to my friends from similar country of origin	
2) I feel that the mess caused by America has resulted in discomfort to my family	
3) I hate American that has put my friends from similar country of origin in suffering.	
4) I hate America that has put my friends from similar country of origin in more suffering.	
5) I find it difficult to forgive America for what they did for our intervention so far.	
6) America has made me feel more insecure at this time.	
7) America has made us worrying about our future.	
<i>Consumer Ethnocentrism</i>	Shimp and Sharma (1987); Klein <i>et al.</i> , (1998); Ramadania <i>et al.</i> (2015)
1) The products made in Indonesia are the first, last and leading.	
2) Purchasing foreign products is not Indonesian	
3) It is not the right thing to purchase foreign products as it can lead to Indonesian to experience unemployment	
4) We should purchase product that is produced in Indonesia instead letting other countries get rich by oppressing us	
5) Indonesian consumers who buy foreign-made products are responsible for the placement of a countryman (Indonesia) out of the job	
<i>Purchase Intention of Foreigns Product</i>	Edell and Staelin (1983); Mackenzie <i>et al.</i> , (1986); Liu <i>et al.</i> , (2006)
1) Maybe, I will buy some products from America	
2) Maybe, I will give a recommendation to my friends and relatives to buy some products from America	

Result and Discussion

Table 2 shows the respondent characteristics which consist of gender, age, education, occupation and income.

Table 2. Respondent Characteristics

Information	Total (N=225)	%
Gender		
Male	120	53.3
Female	105	46.7
Age		
17-20 years old	28	12.4
21-30 years old	110	48.9
31-40 years old	46	20.4
41-50 years old	33	14.7
51+ years old	8	3.6
Education		
Elementary School	1	0.4
Junior High School	9	4.0
Senior High School	101	44.9
DIPLOMA	28	12.4
S-1 (Bachelor)	81	36.0
S-2 (Master)	5	2.2
Occupation		
No Answer	1	.4
Civil Servant	31	13.8
Private Employee	98	43.6

Labor	5	2.2
Seller/Trader	26	11.6
Unemployed	21	9.3
College Student	30	13.3
Others	13	5.8
Income		
No Income	3	1.3
< Rp. 1.000.000.-	52	23.1
1 million – 3 million	92	40.9
3 million – 5 million	46	20.4
5 million – 10 million	22	9.8
10 million – 20 million	9	4.0
million -50 million	0	0
>50 million	1	0.4

Table 3. Loading Factor

Indicator of Constructs	Loading Factor	S.E	C.R	P
National Stable Animosity				
NSA1A	0.701			
NSA2A	0.885	0.123	10.203	***
NSA3A	0.780	0.116	10.231	***
Personal Stable Animosity				
PSA1A	0.931			
PSA2A	0.885	0.060	15.401	***
PSA3A	0.675	0.054	11.400	***
National Situational Animosity				
NSTSA1A	0.763			
NSTSA2A	0.825	0.133	7.989	***
NSTSA3A	0.581	0.112	7.547	***
Personal Situational Animosity				
PSTSA1A	0.788			
PSTSA2A	0.839	0.075	14.562	***
PSTSA3A	0.932	0.081	16.492	***
PSTSA4A	0.921	0.083	16.166	***
PSTSA5A	0.832	0.080	13.988	***
PSTSA6A	0.799	0.081	13.204	***
PSTSA7A	0.760	0.090	12.378	***
Consumer Ethnocentrism				
CE1	0.671			
CE2	0.751	0.129	9.380	***
CE3	0.779	0.127	9.447	***
CE4	0.754	0.117	9.572	***
CE5	0.672	0.110	8.459	***
Intention to Purchase				
Intention 1	Unidentified			
Intention 2	Unidentified			

The Loading Factor for the indicator of all constructs was above 0.5 (the lowest value is 0.581) and was statistically significant at the level of 5% (Table 3). Thus, it can be said that the indicators that measure the constructs have a good convergent validity (Anderson and Gerbing, 1988). The construct reliability test using construct reliability and Cronbach's α had a value above 0.70 (Table 4). It shows that all constructs had a high reliability value. (Hair, 1998).

Table 4. Reliability Test

Construct	Items	Construct Reliability	Cronbach's α
National Stable Animosity	3	0.834	0.829
Personal Stable Animosity	3	0.874	0.867
National Situational Animosity	3	0.771	0.758
Personal Situational Animosity	7	0.944	0.945

Consumer Ethnocentrism	5	0.848	0.836
Intention to purchase of Foreign Product	2	-	0.836

Table 5. Goodness of Fit Index

Goodness of Fit Index	Cut-off Value	Value
X ²	Expected to be low	420.514
DF (Prob)		215
X ² -Significance Probability	≥ 0.05	0.000
Relative X ² (CMIN/DF)	≤ 2.00	1.956
TLI	≥ 0.90	0.932
CFI	≥ 0.90	0.942
IFI	≥ 0.90	0.943
RMSEA	≤ 0.08	0.065
PNFI	>0.50	0.756
PCFI	>0.50	0.800

Note: X²: Chi-square statistic. RMSEA: Root-Mean-Square-Error of Approximation. CFI: Comparative Fit Index. IFI: Incremental Fit Index. TLI:Tucker Lewis Index PNFI: Parsimonious Normal Fit Index (PNFI). P < 0.05.

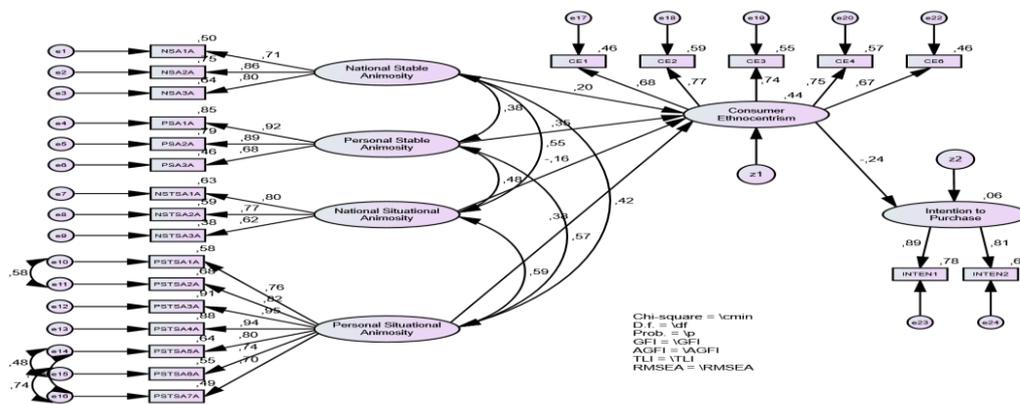


Figure 2. Full Model Structural Test

The result of full model structural test after the modification still shows a high X² value (X²=420.514. df=215. Prob=0.000). The model has not met the fit model criteria. There is a need to see other indicators of conformity. The value of CMIN/DF = 1.956 (CMIN/DF < 2) has met the criteria. The values of TLI=0.932, CFI=0.942 & IFI=0.943 are all above 0.90 and have met the criteria. Similarly, the value of RMSEA = 0.065 (≤ 0.08). PNFI = 0.756 (>0.50) and PCFI=0.80 (>0.50) have also met the fit model criteria. Thus, it can be said that the structural model is good enough for further testing hypothesis.

Table 6. Hypothesis Testing

Path	Std Estimate (β)	S.E.	C.R.	P	Hypothesis
National Stable Animosity → CE	0.197	.085	2.292	.022	H1. Accepted
Personal Stable Animosity → CE	0.348	.068	4.108	***	H2. Accepted
National Situational Animosity → CE	-0.157	.089	-1.528	.127	H3. Rejected
Personal Situational Animosity → CE	0.381	.087	4.029	***	H4. Accepted
Consumer Ethnocentrism → Intention	-0.240	.092	-2.930	.003	H5. Accepted

All hypotheses tested the relationship between variables (see Figure 2). The results of hypothesis testing showed that National stable animosity has a positive effect on CE by 0.197 and it is significant (Alpha 5%), thus Hypothesis1 is accepted. Personal stable animosity is also proven to be the predictor of CE with a positive effect of 0.348 and it is significant (Alpha 0.000). Thus, hypothesis2 is accepted. The national situational animosity construct in this study is not proven to have an effect on CE. Therefore, hypothesis 3 is rejected. The effect of situational animosity on CE is 0.381 and it is significant (Alpha 0.000), thus hypothesis 4 is also accepted. CE has a negative effect on purchase intention of foreign products by -0.240 and it is significant (Alpha 0.05). Thus, Hypothesis 5 is also accepted. This study had

proven that animosity as the antecedent of CE, particularly the national stable animosity, personal stable animosity and personal situational animosity. This study had supported and reinforced the findings of Nisjenn and Douglas (2004), Torres and Gutierres (2007) and Jimenez and Martin (2010) that animosity as a strong predictor of CE. The higher the level of consumer animosity towards foreign people and foreign countries, the higher the consumer love towards domestic products. This finding has supported the suggestion from Shankarmahesh (2006) to examine animosity as the predictor of CE. As expressed by Ang *et al.* (2004), when animosity is activated it will simultaneously bring up a latent consumer ethnocentrism. This study also showed that the concept of animosity proposed by Jung *et al.*, (2002) and Ang *et al.*, (2004) that distinguished animosity into personal animosity vs national animosity and stable animosity vs situational animosity is a good measurement in the development of the concept of animosity. This is another alternative to the animosity measurement conducted by Klein (1998 & 1999) that distinguished animosity based on war animosity and economic animosity, because animosity is not only caused by war and economic factors, but also by political issues, cultural differences and other factors. The study conducted by Ang *et al.*, (2004) suggested that the severe suffering experienced by a country causes consumers to be more ethnocentric.

Unfortunately, this study could not prove the effect of national situational animosity on CE. It was due to the animosity towards foreign countries that is situational is not permanent. As expressed by Ang *et al.*, (2004) that this situational animosity arises temporarily caused by certain circumstances. So that, consumers do not feel a deep animosity and they find it is easy to forgive mistakes made by foreign people/countries. As the findings by Ang *et al.*, (2004) that although the animosity of Indonesian people is very high towards Japan, but they find it is easy to forgive the mistakes made by Japan to Indonesia. This study had also proven that CE has a negative effect on the purchase intention of foreign products. Consumers love in their own country tends to direct their attitude to love domestic products and rejects foreign products. The results of this study indicated that CE can predict purchase intention and final purchase of the consumers. The findings of this study supported the study conducted by Rose *et al.*, (2009), Nakos and Hadijimitiou (2007), Torres and Gutierres (2007) and Nguyen *et al.*, (2008).

Managerial Implications

The findings of this study had an implication for the importance of animosity and CE constructs for both marketing managers and academicians. This study showed that animosity is a strong predictor of CE. Therefore, international marketers should be more sensitive to animosity issue in a country because it can increase CE. Ultimately, this attitude will lead to the rejection of foreign products and the shift of consumers to domestic products. Political, religious and cultural issues should be examined more deeply, both the stable and situational as well as national and personal issues. Marketers can incorporate the global branding into local branding. For academicians, this research had given an implication for the expansion of the measurement dimension of animosity, that not only looks at the factors of war and economic animosity, but also to be able to develop the measurement dimension of animosity as proposed by Ang *et al.*, (2004) and Jung *et al.*, (2002), which was based on the personal vs national animosity, and situational vs stable animosity.

Limitations and future research

This study could not prove the national situational effect on CE. There is a need of future study in different contexts and settings. This study has some limitations that it only tested on supplement products from America. Future researchers can examine animosity and CE in predicting the purchase intention of foreign products in other product categories and from different COOs. The future study can examine the antecedent of animosity.

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