

Antecedents and Consequences of Consumer Animosity: An Exploratory Study

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Abstract

Brand strategies involve inherent choices between using global brand across markets and developing brands for specific market. In the present context, it is proposed that influence of religion is causing unfavourable attitude towards products manufactured or associated with a specific country. This animosity labelled as religious animosity in addition to economical, political, or direct military conflict. The study intends to establish that religious animosity is a related construct to country of origin and is unique from consumer ethnocentrism. A critical review of empirical studies on consumer animosity was done to identify the antecedents of consumer animosity by Indian consumers and underlying reasons for such animosity. A model explaining Indian consumer animosity towards Pakistani products is developed and tested. Further, a conceptualisation model has been proposed to establish religious animosity as one of the antecedent of consumer animosity. There is a significant link between religious animosity and purchase intentions. The results indicate a strong inverse relationship between the two indicating that both correlate highly, albeit in a negative fashion.

Keywords: Consumer Animosity, Ethnocentrism, Religious Animosity, Pakistan

Introduction

Many distracting issues under the aegis of globalization of markets lead to the emergence of two new constructs from the marketing literature and suggest important additional factors that the international managers should consider while making branding decisions. These are consumer animosity towards a producing nation, and consumer ethnocentrism. Negative attitude towards foreign countries and their products can arise from a number of sources. The consumers may possess different belief for certain countries about the quality of the products. They may hold the feelings of hostility or animosity towards a specific country and hence may create a negative attitude towards that nation and may boycott their products.

In this background the two of the most important constructs in international marketing research have been the concepts of ethnocentrism (Sharma, Shimp and Shin, 1995; Shimp and Sharma, 1987) and the country of origin concept (LeClerc and Schmitt, 1994). These two constructs examine why consumers either prefer products produced domestically or they show a bias towards products produced abroad (Bilkey and Nes, 1982; Netemeyer, Durvasula and Lichtenstein, 1991; Shimp and Sharma, 1987; Sharma, Shimp and Shin, 1995). Another important construct that needs to be studied and which play an important role in influencing the purchase behaviour of consumers, is the concept of consumer animosity (Morris, 1998 and Klien, 2012).

Klein, Ettenson and Morris (1998) defined animosity as the “remnants of antipathy related to previous or ongoing military, political or economic events.” They

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proposed that the construct of animosity affects consumer's purchase behavior in the international market place. As developed by Ettenson and Klein (2000, 2005), consumer animosity towards another nation can only be properly understood if international marketers have a good grasp of a country's history and the nature of its relations with their neighbours. The glimpse of the relationship between two countries gives us the impetus to study this evolving concept in marketing literature. Consumer purchasing decisions relating to foreign products are influenced by many factors. The previous researches have established that the reasons for animosity between countries are war, politics and economies. Yet only few researchers have cited the cause of religious animosity as its antecedents. The critical examination of the relationship of India and Pakistan draws the assumption that religious differentiation is the main cause of all the tension between the two countries and which affects the purchase intent and the willingness of the customer to go for any product.

The principal focus of this study is to analyse the impact of religious animosity on purchase intention and the causal relationship between ethnocentrism, animosity, country-of-origin reputation and purchase intention for foreign products. The study explores the attitude of Indian consumers towards Pakistani products. Due to the feeling of ethnocentrism some consumers might consider it wrong to buy foreign products believing that such purchases may adversely affect their national economy. In addition, now and more than ever, consumers are associating political events, war and religion with their purchase behaviour and are becoming hostile towards certain countries. It is a great assumption that consumers do not evaluate products based only on variables such as quality or price but also take into account other variables like ethnocentrism, country-of-origin and animosity.

Research Objectives

This research has been conducted with a view to understand the interrelationship between consumer, consumer ethnocentrism and its effects on purchase intentions. Importantly, the major objectives of this study are to explore and establish the religious animosity as antecedents of consumer animosity. Based on that, the research objectives are as follows:

1. To study the antecedents of consumer animosity in Indian context.
2. To identify/establish that consumer animosity and consumer ethnocentrism are separate sociological concepts.
3. To identify, if religious animosity have an impact on purchase intention of the Indian consumers for Pakistani products.

Research Review and Conceptual Framework

From the international marketer's point of view, understanding of the possibility of animosity between nations and its effects on product purchase is important because the marketers has no choice but to deal with "country-of-origin" (COO) construct as part of the product bundle (Klein, Ettenson and Morris, 1998). In marketing literature, it has been widely shown that a consumer will purchase a foreign product depending on the consumer's quality perceptions of that specific product but in international purchase situations, to a great extent, quality perception is also influenced by the concepts of ethnocentrism and country of origin.

The literature on "Country of origin" has produced two prominent streams of research namely, "consumer ethnocentrism" (Good & Huddleston, 1995; Huddleston, Good, & Stoel, 2001; Klein, Ettenson, & Krishnan, 2006; Netemeyer, Durvasula, & Lichtenstein, 1991; Sharma, Shimp, & Shin, 1995; Shimp & Sharma, 1987) and "consumer animosity" (CET) (Klein et al., 1998) specifically linked animosity to COO effects, arguing that a product's COO has an independent impact on consumer buying decisions, such that consumers might avoid products from the offending nation not because of concerns about the quality of goods, but because the exporting nation has engaged in military, political, or economic acts that a consumer finds both grievous and difficult to forgive.

Consumer animosity focuses on a specific country and measures consumers' attitudes toward the products of manufacturer's country whereas consumer ethnocentrism deals with consumers' general attitudes toward all imports. This "buy domestic" notion is not just limited to a specific country, but continues to be practiced worldwide (Durvasula, Andrews, & Netemeyer, 1997); Even as non ethnocentric consumers evaluate products on their own merits with respect to price, quality and

other desired features, ethnocentric consumers consider purchasing imported products to be incorrect due to perceptions of losses to the domestic economy (Shimp and Sharma, 1987). These studies have elaborated on the specific properties of CET. First, it is a general tendency as opposed to a specific attitude. Second, it results from a perceived concern for one's own country and harmful effects that imports may bring to one-self and countrymen. Third, it has an ethical dimension in that buying imported goods is regarded as being unpatriotic and indifferent to the plight of fellow countrymen put out of work. Fourth, it is inelastic with respect to price or other product related attributes. Fifth, it is assumed to be socialized during early childhood like other behavioural patterns. Sixth, overall CET in a social system is considered to be an aggregation of individual tendencies.

Though, under both the conditions consumers avoid buying products from foreign countries. But indeed, animosity and ethnocentrism were shown to be distinct constructs (Klein and Ettenson, 1999; Witkowski, 2000; Hinck, 2004), and clearly having distinguishable effects on

foreign product preferences. It was conceptualised as an ethnocentric consumers tend to avoid buying products from any foreign country, whereas consumers possessing feelings of animosity may find it well acceptable to buy products from a variety of foreign countries but refuse to purchase products coming from one specific foreign country which is the target of animosity feelings. These studies have provided support for the cross-cultural validity of the animosity construct in different bi-national contexts.

Based on thorough review of the literature pertaining to the consumer animosity and the objectives of this study, an integrated model has been proposed to establish religious animosity as one of the antecedent of consumer animosity and specific hypotheses have been developed. The basic conceptualization of an Integrated Model of Consumer animosity is presented as Figure [1]. This figure illustrates the basic structural relationships that link the religious animosity as an antecedent of consumer animosity.

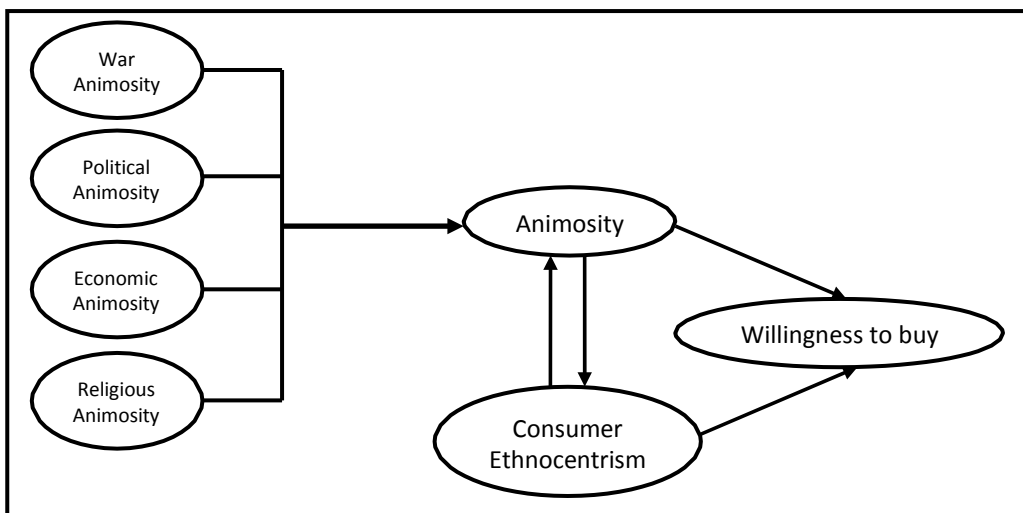


Figure 1: Integrated Model of Consumer Animosity

Hypothesis Development

The key constructs of animosity and consumer animosity have been identified and theoretical base for each construct in the conceptualised integrated model is defined in order to begin the hypothesis development process.

Consumer Animosity

Klein et al (1998) define animosity as the remnants of antipathy related to previous or ongoing military, political, or economic events. They hypothesized that feelings of animosity would affect consumers' purchasing behaviour towards foreign products. It is hypothesized

that if Indian consumer have animosity towards Pakistan it affects willingness to buy.

H1: Consumer Animosity lowers the willingness to buy.

Consumer Ethnocentrism

Consumer ethnocentrism is defined as beliefs held by consumers about the appropriateness or morality of purchasing foreign products (Shimp and Sharma, 1987). Purchasing imported goods is seen as wrong as it will harm the domestic economy, have an adverse impact on domestic employment, and is unpatriotic. Previous studies (Sharma et al 1995, Klein et al 1998) have found high ethnocentrism scores are related to reluctance to purchase foreign products and tendencies to evaluate them negatively.

H2: Consumer ethnocentrism; lower the willingness to buy.

Consumer Animosity and Consumer Ethnocentrism

Consumer animosity and consumer ethnocentrism are the two different sociological concepts. Though, under both the condition consumers avoid buying products from foreign countries. But indeed, animosity and ethnocentrism were shown to be distinct constructs (Klein and Ettenson, 1999; Witkowski, 2000; Hinck, 2004), and clearly having distinguishable effects on foreign product preferences. It was conceptualised that an ethnocentric consumer tend to avoid buying products from any foreign country, whereas consumers possessing feelings of animosity may find it well acceptable to buy products from a variety of foreign countries but refuse to purchase products coming from one specific foreign country which is the target of animosity feelings.

H3: Consumer animosity is different from consumer ethnocentrism

Religious Animosity and consumer Animosity

Consumers differ in their animosity targets, and there may be a number of (different) reasons causing animosity feelings such as economic, political, religious or personal (Riefler and Diamantopoulos, 2007). Emphasis had been laid on religion as a reason causing animosity feeling in earlier studies.

H4: Religious animosity is an antecedent of consumer animosity.

However, Riefler and Diamantopoulos (2007) included religion for the first time as probable factors that can also cause animosity feelings. The behaviour of the consumer who feels animosity towards other country on the basis of religion may indulge in ethnocentric behaviour.

H5: There is significant relationship between Religious animosity and Consumer ethnocentrism.

In addition, if religious animosity is also an antecedent along with war, political and economic then how far it affects the willingness to buy? So, it has been hypothesised as below:

H6: Higher the Religious animosity; lower the willingness to buy.

The key variables related to the developed set of hypotheses were operationalised so as to measure the dominant factors of interest, namely, Consumer Animosity and, Consumer Ethnocentrism. The relation between these hypothesis and constructs are shown diagrammatically below.

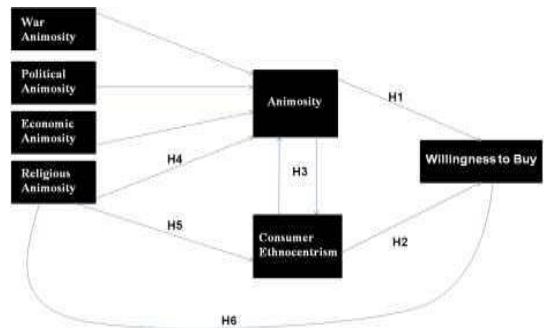


Figure 2: Hypothesised Model of Consumer Animosity

Research Methodology

For this study on exploring the antecedents of consumer animosity, the population from which the sample is to be drawn is defined students and consumers across all religions in major districts of Uttar Pradesh viz: Aligarh, Moradabad, Lucknow, and Bareilly. Non Probability Sampling Technique is used because it gives the good estimates of population characteristics. Convenience sampling technique is adopted to obtain a sample of

target respondents. The sample size consists of 400 respondents across all religion.

Data collection instrument were developed and adapted based upon a thorough review of literature on Consumer Animosity, Consumer Ethnocentrism, Religion and Willingness to Buy. The operationalisation of the dominant factors of interest, namely, Consumer Animosity and, Consumer Ethnocentrism is done. The questionnaire included the following constructs.

Consumer Animosity Items:

Consumer animosity first entered the literature in 1998 in an article published in the Journal of Marketing by Klein et

al. (1998). The authors sought to determine the level of Chinese consumer animosity directed toward the Japanese; hence, the anti-Japanese orientation of the questions. Further, items related to political animosity has been adapted from research Witkowski (2000), between China and USA. The reliability and validity of the scale has been established in all the research regarding animosity till date. The adapted scale is modified to suit the items in Indian context and to generate valid results for analysis. Finally, few items were deleted from the adapted scale because it does not fit to the context of the study.

Table 1: Scale for measurement of Consumer Animosity

| Adapted | Modified |
|--|--|
| General Animosity [Klien, 1998, 1item] | General Animosity |
| I dislike Japanese. | I dislike Pakistanis. |
| War Animosity [Klien, 1998, 3items] | War Animosity |
| I will never forgive Japan for Nanjing Massacre | I will never forgive Pakistan for Kargil, Parliament attack and 26/11 Mumbai attack. |
| I feel angry towards Japanese. | I feel angry towards Pakistan. |
| Japan should have to pay for what it did to Nanjing during the occupation. | Pakistan should have to pay for what it did to damage our country's peace. |
| Economic Animosity [Klien, 1998, 3items] | Economic Animosity |
| Japan is not a reliable trading partner. | Pakistan is not a reliable trading partner. |
| Japan is taking advantage of china by pushing their product and music. | Pakistan is taking advantage of India by pushing their product and music. |
| China is fairer in its trade dealing with Japan than Japan is with China. | India is fairer in its trade dealing with Pakistan than Pakistan is with India. |
| Political Animosity [Witkowski, 2000, 5items] | Political Animosity |
| I believe the Chinese have been spying on us. | Pakistanis working across India are spies of Pakistani government. |
| I feel angry toward Chinese for the way they treat Christian and other religious minorities. | I feel angry toward Pakistanis for the way they treat other religious minorities. |
| I feel angry toward the Chinese for their behaviour in Japan. | I feel angry toward the Pakistanis for their behaviour in Kashmir. |
| I believe the Chinese have been giving money to friendly politician in Japan. | I believe the Pakistanis have been giving money to friendly politician in India. |
| China should keep its hands off Japan. | Pakistan should keep its hands off Kashmir. |

Consumer Ethnocentrism Items:

The consumer ethnocentrism scale first came into the literature a generation ago with a seminal article in the Journal of Marketing Research by Shimp and Sharma (1987). Originally introduced as a 17-item scale, the

CETSCALE was developed in the American context. In order to establish the concept of ethnocentrism is a distinct concept from animosity Klein, 1998 taken 6-items from the CET scale. The 6-item used by Klein while measuring the relationship in context to Chinese

consumer against Japan was adopted because its reliability and validity was established. Finally the adapted scale items are modified to fit in Indian context.

Table 2: Scale for measurement of Consumer Ethnocentrism

| Adapted | Modified |
|---|---|
| CET SCALE [Shimp & Sharma, 1987, Klien, 1998, 6items] | CET SCALE |
| Chinese products, first, last, and foremost. | Indian Products are first, last and foremost. |
| We should purchase products manufactured in China instead of letting other countries get rich off of us. | We should purchase products manufactured in India instead of letting other countries get rich off us. |
| It is not right to purchase foreign products. | It is not right to purchase foreign products. |
| We should buy from foreign countries only those products that we cannot obtain within our own country. | We should buy from foreign countries only those products that we cannot obtain within our own country. |
| Purchasing foreign-made products is Un-Chinese. | Purchasing foreign-made products is Un-Indian. |
| Chinese consumers who purchase products made in other countries are responsible for putting their fellow Chinese out of work. | Indian consumers who purchase products made in other countries are responsible for putting their fellow Indian out of work. |

Religious Animosity Items:

Due to non-availability of a scale which measure religious animosity directly, scale items were developed by thoroughly reviewing studies on religion and consumer behaviour, religiosity, values, attitude, life-style, religion influence on culture to understand the impact of religion on these factors.

Especially, a study by Riefler and Diamantopoulos (2007), which explained consumers differ in their animosity

targets, and there may be a number of (different) reasons causing animosity feelings such as economic, political, religious or personal. This study helps me further to establish this scale. Finally, the 12-item scale is developing mainly on the basis of hatred towards Muslim, role of religion on culture, values and life-style etc. In the context of my study which measure the animosity of Indian consumer (Hindu dominated country) with respect to Pakistan (Islamic republic).

Table 3: Scale for measurement of Religious Animosity

| Adapted & Modified |
|---|
| I hate Pakistan because it is a Muslim country. |
| I hate Pakistan because it promotes Islam across Hindu & Christian countries. |
| I hate Pakistani brands as they are owned by anti -Hindu. |
| I hate Pakistani brands as many of them own by Muslim, who hate Hindus. |
| Pakistani brands promote Islam. |
| Pakistani brands promote Islamic values, norms and life style across India. |
| Pakistani brands promote anti-Hindu values, norms and life style. |
| Pakistan wishes to impose its own concept of religion on Indian consumers. |
| Pakistani brands are making Hindu consumer Un-Hindu. |
| Pakistani government is anti-Hindu and anti-Hinduism. |
| Pakistani Culture is anti-Hinduism. |
| Pakistani society hates Hinduism and Hindu. |

Willingness to Buy:

Willingness to buy was measured by the scale proposed by Darling and Arnold 1988; Darling and Wood 1990; Wood and Darling 1993. This scale is adapted and then

modified to generate valid result for analysis. This instrument was also used by Klein, 1998 in context to China and Japan. So the scale directly borrowed from there.

Table 4: Scale for measurement of Willingness to Buy

| Adapted | Modified |
|--|--|
| <i>Willingness to buy</i> [Wood and Darling 1993, Klien, 1998] | <i>Willingness to buy</i> |
| I would feel guilty if I bought a Japanese product. | I would feel guilty if I buy a Pakistani product |
| I would never buy a Japanese car. | I would never buy a Pakistani brand |
| Whenever possible, I avoid buying Japanese products. | Wherever possible, I avoid buying Pakistani products. |
| Wherever available, I would prefer to buy products made in Japan. | Wherever available, I would prefer to buy product made in India. |
| I do not like the idea of owning Japanese products. | I do not like the idea of owning Pakistani product |
| If two products were equal in quality, but one was from Japan and one was from China, I would pay 10% more for the product from China. | If two products are equal in quality, but one was from Pakistan and one was from India, I would pay 10% more for the product from India. |

Therefore, these modified scales were used for the collection of related data.

Data Analysis

The empirical analysis of survey data discusses the attributes of the respondents, measurement variables and the reliability tests of measurement scales. It consists of the evaluation of the item-to-total correlation, principal components factor analysis and coefficient alpha followed, by exploratory factor analysis, confirmatory factor analysis, Structural Equation Modeling for model fit.

Demographic profile of sample respondents

The sample profile reveals that 42% of the respondents are 18-24 years old and 54% while 30% of the respondents are salaried and the remaining explained by self-employed, housewife, and retired. Majority of the respondents are students which constitute around 55% of the total sample while. The graduate and post-graduate constitute 86% of the total respondents. Most of the respondents 62.5% are single while 36.5% are married. Lastly, out of the total respondents, the majority of respondent follow Hindu religion which is 58% while other religious minorities includes Islam and Christian are 34.5% and 7.5% respectively.

Inferential Analysis

Inferential statistics includes measurements, estimation and hypothesis testing. Based on purpose of data analysis discussed the analysis undertaken are reliability tests of measurement scales. It consists of the evaluation of the item-to-total correlation, principal components factor analysis and coefficient alpha followed, by exploratory factor analysis, confirmatory factor analysis, Structural Equation Modeling for model fit.

Reliability Testing

Reliability refers to the property of a measurement instrument that causes it to give similar results for similar inputs. Internal Consistency Analysis (Cronbach's alpha). Coefficient alpha (R) is a measure of squared correlation between observed scores and true scores. In other words, reliability is measured in terms of the ratio of true score variance to observed score variance. It can test the internal consistency of each factor. According to Robinson and Shaver (1973), if R is greater than 0.7, it means that it has high reliability and if R is smaller than 0.3, then it implies that there is low reliability. Here, the value of Internal Consistency Analysis (Cronbach's alpha) is 0.943 which is greater than 0.7 that implies that the data is highly reliable.

Table 5: Reliability Statistics

| Reliability Statistics | | |
|------------------------|--|------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .943 | .943 | 36 |

Validity Testing

Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is an index used to examine the appropriateness of data. High values between (0.5 and 1) indicate factor analysis is appropriate. Bartlett's test of sphericity is used to examine the hypothesis that the variables are un-correlated in the population. Both the test statistics Table [6] in this study support the appropriateness of factor analysis. the value is 0.900 which is very much near to 1. It implies that data is appropriate and valid to conduct analysis.

Table 6: KMO and Bartlett's Test

| KMO and Bartlett's Test | | |
|--|--------------------|-------------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | | .900 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 4254.213 |
| | df | 630 |
| | Sig. | .000 |

Table 7: Total Variance Explained

| Total Variance Explained | | | | | | | | | |
|--------------------------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 10.250 | 34.169 | 34.169 | 10.251 | 34.169 | 34.169 | 3.725 | 12.417 | 12.417 |
| 2 | 2.827 | 9.423 | 43.593 | 2.827 | 9.423 | 43.593 | 3.309 | 11.031 | 23.448 |
| 3 | 2.224 | 7.413 | 51.005 | 2.224 | 7.413 | 51.005 | 2.793 | 9.309 | 32.757 |
| 4 | 1.712 | 5.708 | 56.713 | 1.712 | 5.708 | 56.713 | 2.755 | 9.183 | 41.939 |
| 5 | 1.239 | 4.131 | 60.844 | 1.239 | 4.131 | 60.844 | 2.754 | 9.181 | 51.120 |
| 6 | 1.044 | 3.479 | 64.323 | 1.044 | 3.479 | 64.323 | 2.568 | 8.560 | 59.680 |
| 7 | 1.027 | 3.425 | 67.748 | 1.027 | 3.425 | 67.748 | 2.420 | 8.068 | 67.748 |

Exploratory Factor Analysis

Factor analysis assumes that a small number of unobserved (i.e., latent) constructs are responsible for the correlation among a large number of observed variables. The latent constructs cannot be directly observed, but they affect observable variables. Specifically, 36 factor analyses assumes that the variance of each observed variable comes from two parts: a common part shared with other variables that cause correlation among them, and a unique part that is different from other variables. The common parts are called factors, and these factors represent the latent constructs. Factor analysis can be used not only to summarize or reduce data but also for exploratory or confirmatory purpose.

To run the exploratory factor analysis method chosen is Principal Component Analysis. This method is selected because the primary concern of this analysis is to determine the minimum no of factors that will account for maximum variance of the data.

The rotation procedure selected for factor analysis is "Varimax" which is used very commonly. This is an orthogonal method of rotation that minimizes the number of variables with high loadings on a factor, thereby enhancing the interpretability of the factors. Following is the result:

For the purpose of analysis it was ensured that eigen values greater than 1 were extracted and the table above was created from the initial solution showing the first 8 principal components form the extracted solution.

In the first section of the table 7, total column gives the eigen value, or amount of variance in the original variables accounted for by each component/factor. The % of Variance column gives the ratio, expressed as a percentage, of the variance accounted for by each component to the total variance in all of the variables. The Cumulative % column gives the percentage of variance accounted for by the first n components. For example, the cumulative percentage for the second component is the sum of the percentage of variance for the first and second components.

The second section of the table shows the extracted components. They explain 67.721% of the variability in the original 34 variables, so it can considerably reduce the complexity of the data set by using these components, with only a 32.279% loss of information whose eigenvalue are less than 1 which can be better explained by Scree Plot below.

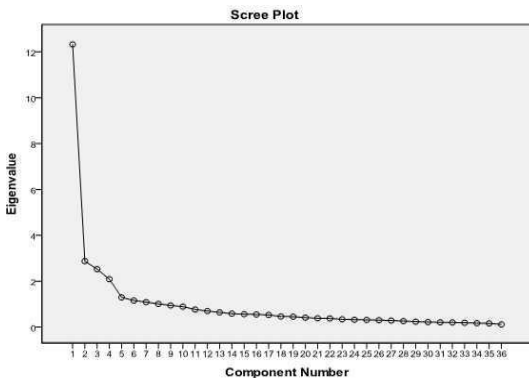


Figure 3: Scree Diagram

Scree Plot is plot of the eigenvalues against the number of factors in order of extraction. The scree plot helps to determine the optimal number of components. The eigenvalue of each component in the initial solution is plotted.

Generally, for the analysis components on the steep slope is extracted which is displayed on the graph on the left side standing straight and whose eigenvalues started

from 12 and above to 3.5 the component falls under these values are 1 and 2. The components on the shallow slope contribute little to the solution and whose eigenvalues are also less than 1. These components are from 7 to 3.

In third section of the table above, the rotation maintains the cumulative percentage of variation explained by the extracted components, but that variation is now spread more evenly over the components. The large changes in the individual totals suggest that the rotated component matrix will be easier to interpret than the un-rotated matrix.

The rotated component matrix helps us to determine what the components represent. An important output from factor analysis is the factor matrix, also called the factor pattern matrix. The factor contains the coefficients to express the standardized variables in terms of the factors. These coefficients, the factor loadings, represent the correlations between the factors and the variables. A coefficient with a large absolute value indicates that the factor and the variable are closely related. The coefficient of the factor matrix can be used to interpret factors.

Table 8: Rotated component Matrix loadings

| Rotated Component Matrix | | | | | | | |
|--------------------------|-----------|------|------|---|---|---|---|
| | Component | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| r3 | .802 | | | | | | |
| r4 | .728 | | | | | | |
| r2 | .698 | | | | | | |
| r1 | .697 | | | | | | |
| c5 | .594 | | | | | | |
| r9 | .503 | | | | | | |
| w2 | | .801 | | | | | |
| w1 | | .783 | | | | | |
| p1 | | .646 | | | | | |
| w3 | | .628 | | | | | |
| p2 | | .502 | | | | | |
| c4 | | | .724 | | | | |
| c3 | | | .719 | | | | |
| c6 | | | .713 | | | | |

| | | | | | | | | |
|-----|--|--|------|------|------|------|------|------|
| c2 | | | .712 | | | | | |
| c1 | | | .494 | | | | | |
| r11 | | | | .789 | | | | |
| r12 | | | | .726 | | | | |
| r10 | | | | .706 | | | | |
| r6 | | | | | .765 | | | |
| r7 | | | | | .719 | | | |
| r5 | | | | | .708 | | | |
| r8 | | | | | .486 | | | |
| e1 | | | | | | .666 | | |
| e2 | | | | | | .643 | | |
| p4 | | | | | | .601 | | |
| e3 | | | | | | .574 | | |
| A | | | | | | .528 | | |
| p5 | | | | | | | .745 | |
| p3 | | | | | | | | .692 |

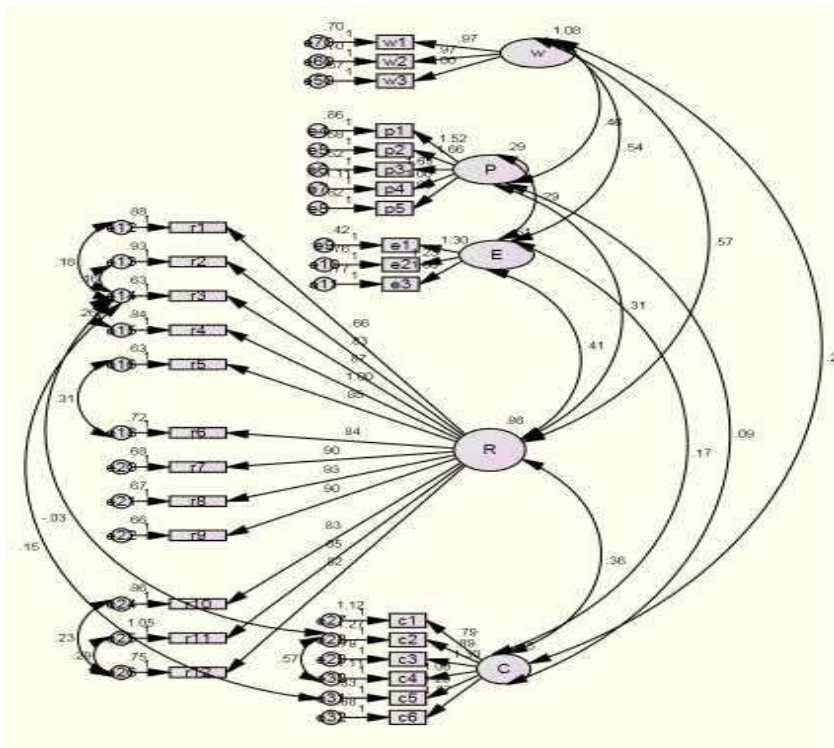
Confirmatory Factor Analysis

The items were subjected to confirmatory factor analysis. The researcher can assess the contribution of each scale item and determine how well the scale measures the concept (Hair et al., 1998). In the CFA, model fit is determined. Model modification may be necessary if model fit indices are less than satisfactory, parameters may be eliminated when they do not exceed the tabulated t- value ($t > 1.96$) for statistical significance. Good fit measures are NFI, GFI, TLI, AGFI, CFI while bad fit measures are CMIN/df and RMSEA. The CFA for the particular study shows that the data is fit as per the study.

Path Diagram:

Based on the integrated model designed in conceptual frame path diagram has been constructed. It is visual representation of the model and the complete set of relationship among the model constructs. Curved arrows, represents the correlations between constructs or indicator, but here important to note that no causation is implied.

Figure 4: Path Diagram with loadings



Based on the hypothesised model, and path diagram I conducted the Confirmatory Factor analysis following is the statistics obtained for interpretation.

Table 9: Standardized Regression Weights

| | | | Estimate |
|----|------|---|----------|
| r4 | <--- | R | 0.713 |
| r3 | <--- | R | 0.713 |
| r2 | <--- | R | 0.623 |
| r1 | <--- | R | 0.547 |
| p4 | <--- | P | 0.453 |
| p3 | <--- | P | 0.776 |
| p2 | <--- | P | 0.759 |
| p1 | <--- | P | 0.66 |
| e3 | <--- | E | 0.629 |
| e2 | <--- | E | 0.707 |
| e1 | <--- | E | 0.818 |
| c4 | <--- | C | 0.536 |
| c3 | <--- | C | 0.699 |
| c2 | <--- | C | 0.465 |

| | | | |
|-----|------|---|-------|
| c1 | <--- | C | 0.449 |
| w3 | <--- | W | 0.809 |
| w2 | <--- | W | 0.77 |
| w1 | <--- | W | 0.771 |
| p5 | <--- | P | 0.506 |
| c5 | <--- | C | 0.662 |
| r5 | <--- | R | 0.708 |
| r6 | <--- | R | 0.678 |
| r7 | <--- | R | 0.712 |
| r8 | <--- | R | 0.725 |
| r9 | <--- | R | 0.715 |
| r10 | <--- | R | 0.639 |
| r11 | <--- | R | 0.61 |
| r12 | <--- | R | 0.664 |
| c6 | <--- | C | 0.743 |

Based on the regression and standardised regression weight table the integrated model along with relationship has been evolved.

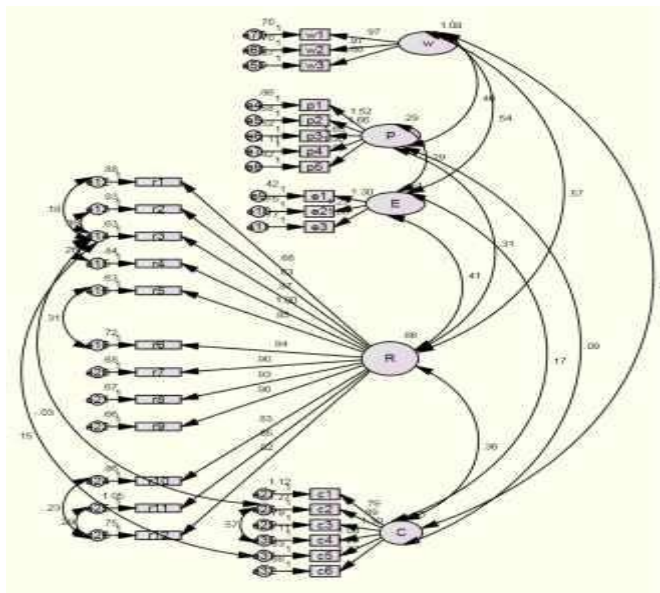


Figure 5: Path Diagram with loadings

Interpretations are given below

Table 10: Interpretation of Exploratory Factor Analysis

| <i>Factor(s)</i> | <i>statement(s)</i> | New Dimension |
|------------------|---|---|
| 1 | I hate Pakistan because it is a Muslim country. | Religious hatred; because of Muslim |
| | I hate Pakistan because it promotes Islam across Hindu & Christian countries. | |
| | I hate Pakistani brands as they are owned by anti-Hindu. | |
| | I hate Pakistani brands as many of them own by Muslim, who hate Hindus. | |
| | Pakistani brands are making Hindu consumer Un-Hindu. | |
| | Purchasing foreign-made products is Un-Indian. | |
| 2 | I will never forgive Pakistan for Kargil, Parliament attack and 26/11 Mumbai attack. | Attacks and disturbing country's peace at large |
| | I feel angry towards Pakistan. | |
| | Pakistan should have to pay for what it did to damage our country's peace. | |
| | Pakistanis working across India are spies of Pakistani government. | |
| | I feel angry toward Pakistanis for the way they treat other religious minorities. | |
| 3 | Indian Products are first, last and foremost. | Ethnocentrism |
| | We should purchase products manufactured in India instead of letting other countries get rich off us | |
| | It is not right to purchase foreign products. | |
| | We should buy from foreign countries only those products that we cannot obtain within our own country. | |
| | Indian consumers who purchase products made in other countries are responsible for putting their fellow Indian out of work. | |
| 4 | Pakistani government is anti-Hindu and anti-Hinduism. | Religious Influence on culture and society |
| | Pakistani Culture is anti-Hinduism. | |
| | Pakistani society hates Hinduism and Hindu. | |
| 5 | Pakistani brands promote Islam. | Religious values, norms and life style |
| | Pakistani brands promote Islamic values, norms and life style across India. | |
| | Pakistani brands promote anti-Hindu values, norms and life style. | |
| | Pakistan wishes to impose its own concept of religion on Indian consumers. | |
| 6 | I believe the Pakistanis have been giving money to friendly politician in India. | |

| | | |
|---|---|---------------------|
| | I dislike Pakistanis. | un-reliable |
| | Pakistan is not a reliable trading partner. | |
| | Pakistan is taking advantage of India by pushing their product and music. | |
| | India is fairer in its trade dealing with Pakistan than Pakistan is with India. | |
| 7 | I feel angry toward the Pakistanis for their behavior in Kashmir. | Territorial tension |
| | Pakistan should keep its hands off Kashmir. | |

Now, based on the new emerged dimension through exploratory factor analysis it is required to apply Structure Equation Modelling.

Structure Equation Modeling:

Structural Equation Modelling (SEM) is a family of statistical models that seek to explain the relationships

among multiple variables. In doing so it examines the structure of interrelationships expressed as a series of equations similar to the series of multiple regression equations.

Goodness of Fit Indices

Table 11: Statistics with Interpretation of Goodness of Fit for SEM

| Test Statistics | Critical value | Interpretation | Structural Model |
|--|---|--|------------------------|
| <i>Chi-squared Tests</i> 1. Normed chi-squared test | $\text{Chi-squared}/df \leq 2$ | Good fit to the just-identified model. | 1.840 |
| <i>Incremental Measures</i> 1. Bentler-Bonnet Non-Normed Fit Index (BBNFI) | $0 \leq \text{BBNFI} \leq 1$ | Comparative Index between proposed and null models | 0.83 |
| <i>Test Statistics Using Covariance Matrix</i> 1. Goodness of fit index (GFI) 2. Adjusted goodness of fit index (AGFI) | $0.9 < \text{GFI} < 1$ $0.9 < \text{AGFI} < 1$ | Assessing the proportion of the variability in the sample covariance matrix explained by the model; $\text{GFI} > 0.9$ suggests a good Fit Good fit to the just-identified model. | .958 .919 |
| <i>Comparisons with Independence Models</i> 1. Normed fit index (NFI) 2. Non-normed fit index (NNFI) [the Tucker-Lewis Index] 3. Comparative fit index (CFI) | $0.9 < \text{NFI} < 1$ $0.9 < \text{NNFI} < 1$ $0.9 < \text{CFI} < 1$ | Not parsimony adjusted; normed; $\text{NFI} > 0.9$ suggests a good fit Percent improvement over null model | 0.933 0.929 .957 |

| | | | |
|---|-----------------|--|------|
| | | Assuming non-central chi square distribution; assessing the improvement of the hypothesized model relative to the independence model. About 0.90 or higher suggests a good fit | |
| Root mean square error of approximation (RMSEA) | 0 < RMSEA < .08 | Good model fit | .041 |
| NNFI and CFI values of .97 seem to be more realistic than the often reported cut-off criterion of .95 for a good model fit. | | | |

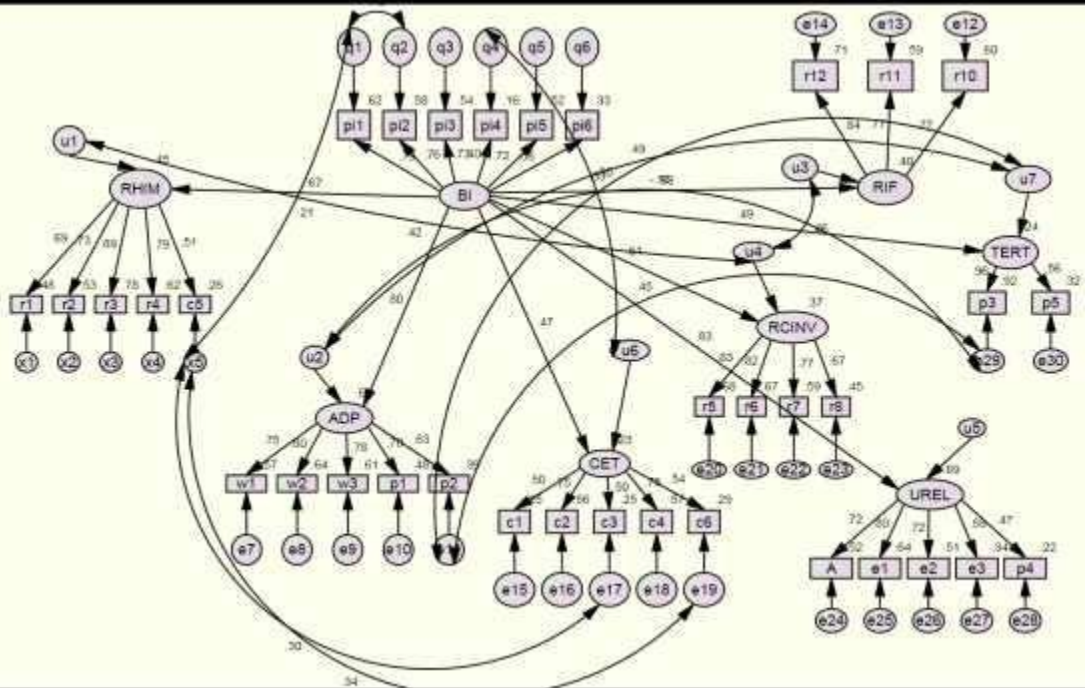
Irrespective of the results of the test statistics chosen, it is possible to have a model that is statistically acceptable (because the tests indicate a good fit), but has a poor fit in different parts of the model, little predictive power, or poor theoretical value. It is thus common practice to report a number of test statistics, with the greater the number of tests supporting the model's fit, the greater the confidence with the chosen model. It is also advisable

to assess whether model relationships are in the expected direction.

Model define though SEM

Structure Equation Modelling (SEM) is a family of statistical method that seeks to explain the relationship among multiple variables.

Figure 6: Model define though SEM



| | | |
|---|---|---------------------|
| | I dislike Pakistanis. | un-reliable |
| | Pakistan is not a reliable trading partner. | |
| | Pakistan is taking advantage of India by pushing their product and music. | |
| | India is fairer in its trade dealing with Pakistan than Pakistan is with India. | Territorial tension |
| 7 | I feel angry toward the Pakistanis for their behavior in Kashmir. | |
| | Pakistan should keep its hands off Kashmir. | |

It should be noted, however, that the correlations of the seven exogenous constructs were significant and all positive. This suggests that these constructs are somehow interlinked with one another and cannot be completely isolated from the concept of consumer animosity though the consumer ethnocentrism established as a separate concept from consumer animosity. Moreover, the all the antecedents of consumer animosity have been reason for animosity. Like in case of war animosity the terrorist attacks and territorial tension related to Kashmir are the main antecedents of war

animosity. The dimension of political animosity and economic animosity has been clubbed into one and the respondents find it as an un-reliable country as a whole. The most important dimension religious animosity has the antecedents like hatred on the basis of religion, the impact of religion on culture and religious values norms and life-style. These entire construct has directly affecting willingness to buy of Pakistani products and bands. The simple model (below) has been derived from the complex structural equation model.

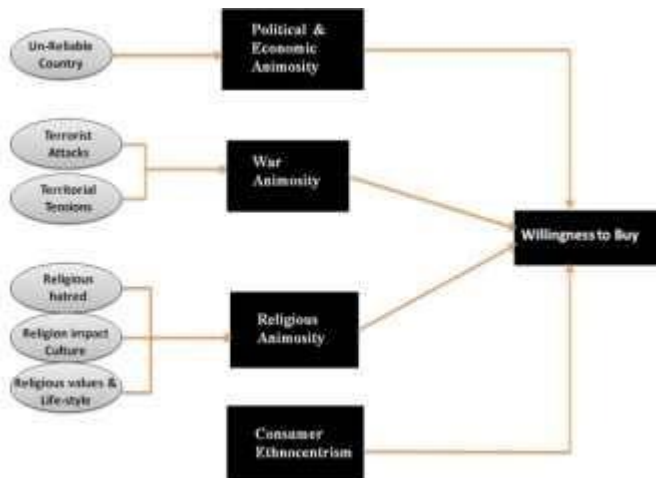


Figure 7: Simplified Model based on SEM [version I]

Further, this model can be simplified for better understanding and hypothesis testing. Here in this all the

7 factor are represented as the antecedents of consumer animosity.

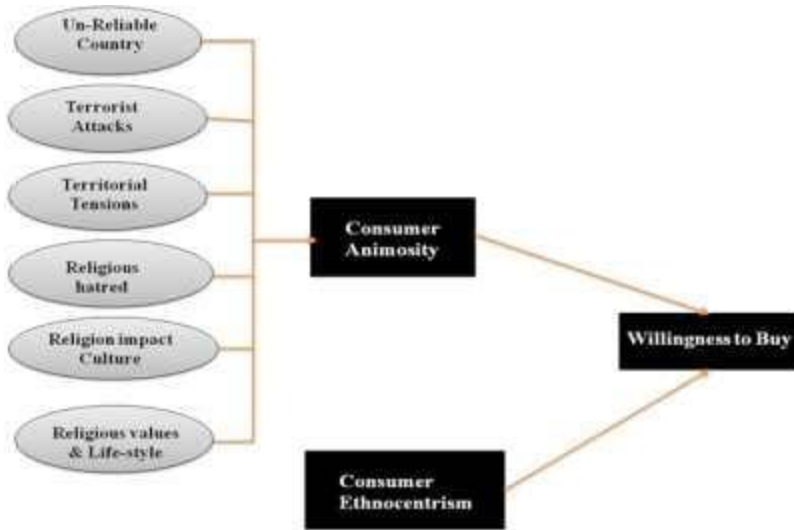


Figure 8: Simplified Model based on SEM [version II]

Hypothesis Testing

To test the study hypothesis, the structural parameters produced by the Structural Equation Model analysis for each of the items of consumer animosity, religious animosity, consumer ethnocentrism and willingness to buy or integrated model are assessed in terms their significance.

Where the C.R. of the structural parameter (equal to the ratio between a parameter estimate and its standard error) is greater than 1.96, the parameter is considered significant at the 0.05 level ($p > 0.05$).

A companion table of all the value is given below to accept and reject hypothesis accordingly. Further, the model derived out by structural Equation Modeling will also help in hypothesis testing.

Table 12: Hypothesis Testing Values

| | | | Estimate | S.E. | C.R. | P |
|----|------|-------------------------------|----------|-------|-------|-----|
| c5 | <--- | RELIGIOUS HATRED | 1 | | | |
| r4 | <--- | RELIGIOUS HATRED | 1.824 | 0.239 | 7.638 | *** |
| r3 | <--- | RELIGIOUS HATRED | 1.86 | 0.232 | 8.023 | *** |
| r2 | <--- | RELIGIOUS HATRED | 1.595 | 0.218 | 7.32 | *** |
| r1 | <--- | RELIGIOUS HATRED | 1.38 | 0.194 | 7.119 | *** |
| p2 | <--- | DISTURBING PEACE | 1 | | | |
| p1 | <--- | DISTURBING PEACE | 1.168 | 0.145 | 8.08 | *** |
| w3 | <--- | DISTURBING PEACE | 1.359 | 0.155 | 8.773 | *** |
| w2 | <--- | DISTURBING PEACE | 1.422 | 0.159 | 8.929 | *** |
| w1 | <--- | DISTURBING PEACE | 1.344 | 0.157 | 8.567 | *** |
| r8 | <--- | RELIGIOUS AND CULTURAL ISSUES | 1 | | | |

| | | | | | | |
|-----|------|-------------------------------|-------|-------|--------|-----|
| r7 | <--- | RELIGIOUS AND CULTURAL ISSUES | 1.136 | 0.122 | 9.292 | *** |
| r6 | <--- | RELIGIOUS AND CULTURAL ISSUES | 1.186 | 0.121 | 9.793 | *** |
| r5 | <--- | RELIGIOUS AND CULTURAL ISSUES | 1.165 | 0.118 | 9.861 | *** |
| r12 | <--- | RELIGIOUS INFLUENCE | 1 | | | |
| r11 | <--- | RELIGIOUS INFLUENCE | 1.005 | 0.089 | 11.24 | *** |
| r10 | <--- | RELIGIOUS INFLUENCE | 0.943 | 0.083 | 11.333 | *** |
| e3 | <--- | UNRELIABLE | 1 | | | |
| e2 | <--- | UNRELIABLE | 1.35 | 0.18 | 7.507 | *** |
| e1 | <--- | UNRELIABLE | 1.376 | 0.172 | 7.982 | *** |
| A | <--- | UNRELIABLE | 1.375 | 0.182 | 7.552 | *** |
| c6 | <--- | ETHNOCENTRISM | 1 | | | |
| c4 | <--- | ETHNOCENTRISM | 1.442 | 0.204 | 7.064 | *** |
| c3 | <--- | ETHNOCENTRISM | 0.936 | 0.175 | 5.358 | *** |
| c2 | <--- | ETHNOCENTRISM | 1.467 | 0.208 | 7.05 | *** |
| c1 | <--- | ETHNOCENTRISM | 0.917 | 0.166 | 5.524 | *** |
| p5 | <--- | Territorial Tension | 1 | | | |
| p3 | <--- | Territorial Tension | 1.854 | 0.424 | 4.373 | *** |
| p4 | <--- | UNRELIABLE | 0.851 | 0.153 | 5.549 | *** |
| pi1 | <--- | BI | 1 | | | |
| pi2 | <--- | BI | 0.983 | 0.066 | 14.964 | *** |
| pi3 | <--- | BI | 1.008 | 0.093 | 10.844 | *** |
| pi4 | <--- | BI | 0.5 | 0.09 | 5.569 | *** |
| pi5 | <--- | BI | 0.977 | 0.092 | 10.598 | *** |
| pi6 | <--- | BI | 0.881 | 0.108 | 8.194 | *** |

Based on the table the summary of hypothesis has been tested in a tabular form for ease of understanding.

Table 13: Summary of hypothesis and results

| Consumer Animosity and Consumer Ethnocentrism, Religious Animosity | | Findings |
|--|---|-----------|
| H1: | <i>Consumer Animosity lower the willingness to buy</i> | Supported |
| H2: | <i>Higher the Consumer ethnocentrism; lower the purchase intention.</i> | Supported |
| H3: | <i>Consumer animosity is different from consumer ethnocentrism</i> | Supported |

| | | |
|------------|--|---------------|
| H4: | <i>Religious animosity is an antecedent of consumer animosity.</i> | Supported |
| H5: | <i>There is significant relationship between Religious animosity and Consumer ethnocentrism.</i> | Not Supported |
| H6: | <i>Higher the Religious animosity, lower the willingness to buy.</i> | Supported |

Discussion

This study further provides evidence on how religious factors, which have been included in a limited number of marketing studies are related to firm's country of origin

reputation, consumer trust and consumer purchase intentions. The main contribution of this research lies in studying purchase behavior from the standpoint of the consumer, using multidisciplinary concepts taken from business economics, psychology and sociology, which enrich the understanding of consumer behavior.

Based on the result of the study, the first conclusion can be drawn from the result is that, Indian consumers have strong animosity against Pakistan. India comprises overwhelming majority of Hindu and India Pakistan relation since independence are never stabilised. The same reaction is reflecting through this study. Indian consumer has war animosity against Pakistan but this construct of animosity has been further divided into two parts;

- I. Territorial tension related to Kashmir and,
- II. Series of terrorist attack

These two construct of war animosity have such a great impact on the mind of consumer that they will never show their willingness to buy Pakistani brands/products.

Second conclusion of the study, establish that the Indian consumer consider Pakistan as an un-reliable country. The respondent feels that Pakistan can never be a good neighbouring country to have economic and political relation. Here, in case of my study the political and economic animosity has been perceived as a same construct. However, according to previous research these two are the separate constructs of animosity. The reason Indian consumer feels this way that the two countries have never been succeeded completely in any of the diplomatic dialogue. This anchored the consumer psychology that they ended in defining Pakistan as un-reliable country and has a feeling of animosity which affects the purchase intention at large.

Third and most surprising finding from the research is that there is a significant link between religious animosity and purchase intentions. The results indicate a strong inverse relationship between the two indicating that both correlate highly, albeit in a negative fashion. As all real correlations have some kind of causal foundation.

As the partition, between India and Pakistan has witnessed unprecedented massacre on the basis of religious hostilities. It has been termed to be the bloodiest

political partition in modern history. The political ideology of the division was based on the religious differentiation. Further, given the theory of the clash of civilizations and the current situation in the Middle East as well as the Twin Towers disaster of 2001 in New York highlights the key role that religion plays in our world.

Previous research studies re-enforce our findings and corroborate with the literature to suggest that religion is a fundamental element of our culture and is linked to many aspects of our life and behaviour (Bailey & Sood, 1993; Krausz, 1972; Lupfer & Wald, 1985; Lupfer et al., 1992; McDaniel & Burnett, 1990; Walter, 2002; Wilkes et al., 1986).

Moreover, communal tension within India has supported the ugly truth that the how much the community Hindu and Muslim hate each other. To measure the religious animosity of Indian consumer against Pakistan is the ideal condition. The result of the study supported that the Indian consumer has the strong animosity against Muslim and Pakistani as well only because of their religion. The result also establishes that religious animosity is constituted of three things;

- I. Feeling of hatred towards Pakistan is only because of that Pakistan is a Muslim country and Pakistani people follow the religion Islam. This feeling of animosity is so strong that it shapes the behaviour of Indian consumer to be ethnocentric. As the load of one of the item of consumer ethnocentrism is on this dimension.
- II. Second constructs of religious animosity has been emerged out as the influence of religion on culture and society. Indian consumers feel that the Pakistani brand and products affects their culture orientation and the society at large.
- III. The last constructs emerges out as religious values, norms and life-style. Previous research on religiosity has established that the values, norms and life-style is the sub-set of religion and consumers make decision keeping these sub-set very agile and alive. Here, in the context of animosity these values, norms and life-style are negatively perceived by the Indian consumer because they think that the Pakistani brands/products have Islamic values and life-style.

Thus, the religious animosity which briefly defined by the above construct has strong implication for the marketing managers that consumer associate religious animosity towards their willingness to buy.

Fourth conclusion is based on the hypothesis that whether, consumer animosity and consumer ethnocentrism are the two different sociological concepts. The result shows through factor loadings that these are the separate concepts. Further, consumer ethnocentrism moderately affects the purchase intention of Indian consumer. This is decided on the basis of correlation of the items of consumer ethnocentrism on purchase intention.

Lastly the result of the analysis helps in developing the consumer animosity model based on the integrated model developed during conceptualisation of theoretical framework.

Limitations and Future Research

The study suffers from a number of limitations.

- 1) Geographical extent of the study was three cities of UP, Aligarh, Moradabad and Bareilly only. Being representative of North India, the study may or may not be generalizable to other the whole consumer of India. Moreover, similar study can be conducted by incorporating different cities of country so the sample will be more accurate of the population.
- 2) The sample size of the study is only 200. Due to paucity of time I am not able to collect more data whereas the study of these types requires huge data. Further, I am not able to collect data across all religion. In future the study and findings gives the impetus to find out animosity related to different religion. The results and finding in that case may be completely different.
- 3) The study is limited to one country only whereas, to explore the antecedents of animosity like construct required cross country analysis. Further, to establish the construct of religious animosity as an antecedent of consumer animosity need cross cultural and cross national study. This can be a scope of future study.
- 4) There are no established brand/products from Pakistan. Though many researches has been done earlier without any product specification and came

out with the genuine findings. Yet, established brand and product help in recall the related issue with that. Moreover, in future a study can be conducted taking Chinese products and its effects on animosity.

- 5) The level of education and the number of young people in the sample may affect findings, although these are controlled for in the analysis. However, since young educated consumers are least likely to be ethnocentric, the findings suggest that feelings of consumer ethnocentrism and animosity exist even among such consumers. In future, if any one carefully collects the data which have been divided across all age group the findings can be different.
- 6) The cross sectional nature of the data implies that inferences need to be interpreted with caution.
- 7) Only direct and negative questions were used in the chosen instrument. This could lead to answering by rote on the part of respondents. In future, careful variation in questionnaire can leads to difference in result.
- 8) Convenience Sampling was used instead of probability based sampling techniques. This could lead to sampling errors. To avoid sampling error other method of data collection can be incorporated in future.
- 9) This was largely a quantitative study. The study does not make use of qualitative techniques like focus group, depth interview, brain storming and other creative techniques which could have enriched findings of the study. It can be done in future.

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