

A Cross-Cultural Investigation of the Effect of Consumer Animosity on Purchase Involvement

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Abstract

The effects of consumer involvement on product choice have been studied extensively. However, to the knowledge of the researcher of this work, only a single pilot study has been conducted to examine whether consumers become more involved with a product choice when it is associated with a country towards which they harbor feelings of animosity (Abraham (2013)). Hence, the purpose of the present study is to examine whether the model proposed by Abraham may be extrapolated to other contexts (i.e. countries and product categories). This is a cross-cultural investigation conducted in the context of the Holocaust. 340 Israeli and British Jews took part in this experimental research. Structural equation modeling was employed to examine the relationship between consumer animosity and purchase involvement employing a model originally adapted from Klein et al.(1998). A positive and statistically significant relationship was observed between consumer animosity and purchase involvement. This work provides support to the research model proposed by Abraham and suggests that the model is both reliable and valid when employed in other contexts.

Keywords: Country of origin, economic animosity, consumer animosity, consumer ethnocentrism, purchase involvement

1. Introduction

Klein et al. (1998) conducted a seminal study on the effects of animosity on consumer behavior in the context of the Nanjing massacre in WWII. Klein's et al. study demonstrates that Chinese consumers continue to boycott Japanese products even though over 60 years have elapsed since the Nanjing massacre. Examining the effects of events such as the Nanjing massacre on consumer behavior may have not been necessary if country of origin information would have not played a decisive role in consumers' decision-making. However, the overwhelming majority of consumer behavior research demonstrates that country of origin cues (henceforth referred to as COO cues) are likely to have a significant effect on assessments of product quality and product choice (Bilkey and Nes (1982), Han and Terpstra (1988), Hu and Wang (2010), Tse and Gorn (1993), Lee et al. (2005), Maher and Carter (2011), Urbonavicius et al. (2010)).

Russell and Russell's study (2006) provides further support to the significance of COO cues to consumers' decision-making. Russell and Russell find that economic animosity results in prevention-focus, that is, "resistance to products from powerful competitors" on the part of consumers (p.322). In order to resist "products from powerful competitors" consumers need to search for COO information as this is the only way they can learn about the origin of the products they intend to buy. Because of the relationship between consumer animosity and cue utilization, the research of consumer animosity on consumer behavior is essentially a study of country of origin effects (Klein (2002), Shin (2001)).

The importance consumers attribute to COO cues is mediated by the level of purchase involvement (Ahmed et al. (2004), Johansson (1989), Sadurin and Alain (2008)). In particular, consumers tend to pay more attention to extrinsic cues such as COO when their level of involvement is high (Li and Wyer (1994)). Thus, it stands to reason that consumer animosity's effect on consumer behavior is mediated by involvement. A study conducted by Abraham (2013) suggests that consumer animosity increases purchase involvement. However, this relationship was examined with a relatively small sample (N = 100) using a single product category (i.e., shower gel).

Hence, the purpose of the present study is to further validate and test the reliability of the model employed in Abraham's study. For this purpose, two product categories and a considerably larger sample size will be employed in this cross-cultural investigation of the influence of consumer animosity on purchase involvement. The present paper will examine the relationship between the two constructs with a model adapted from Abraham (2013). The model employed in Abraham's study was originally adapted from Klein et al. (1998) and includes the following constructs: War animosity, general animosity, consumer ethnocentrism, judgments of product quality, purchase (consumer) involvement, and product choice.

2. Background and Literature Review

2.1 Consumer Involvement

The involvement construct is a multi-dimensional construct. The involvement construct is comprised of three dimensions: (1) intensity – an individual's extent of involvement; (2) direction – the object or issue towards which an individual is motivated; (3) persistence – duration of the involvement intensity (Broderick (2007)).

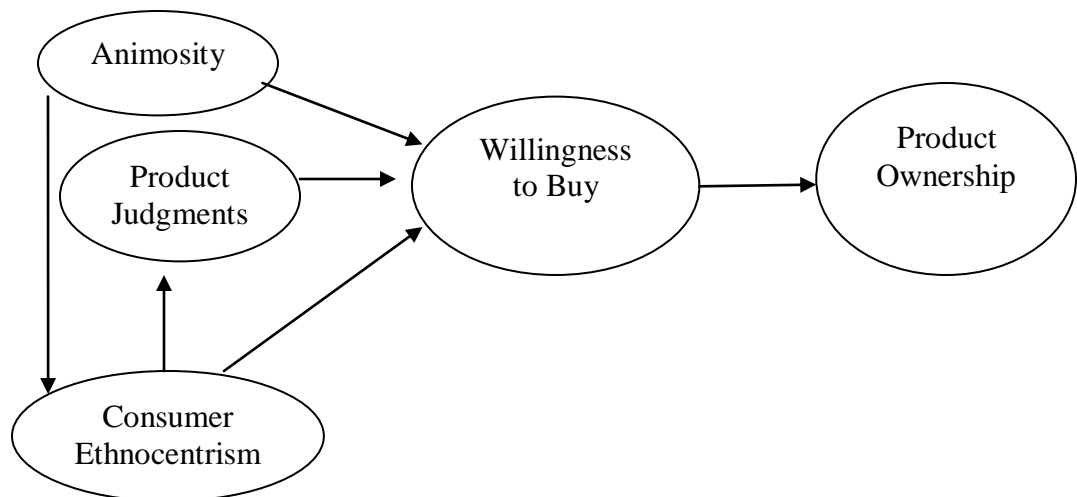
2.2 Consumer Animosity

Animosity is defined as a strong emotion of dislike and hatred stemming from past or present military, political, or economic aggression and actions either between nations or peoples that are perceived to be unjustifiable or as going against what is socially acceptable (Averill (1982)). Previous research demonstrates that animosity has long-term effects on consumer behavior (Abraham (2013), Darrat (2011), Klein et al. (1998) Nakos and Hajidimitiou (2007), Podeshen (2005), Shimp et al. (2004), Shin (2001)). Despite the importance of both animosity and purchase involvement to understanding consumer behavior, the relationship between these two constructs was examined by only a single study (Abraham (2013)).

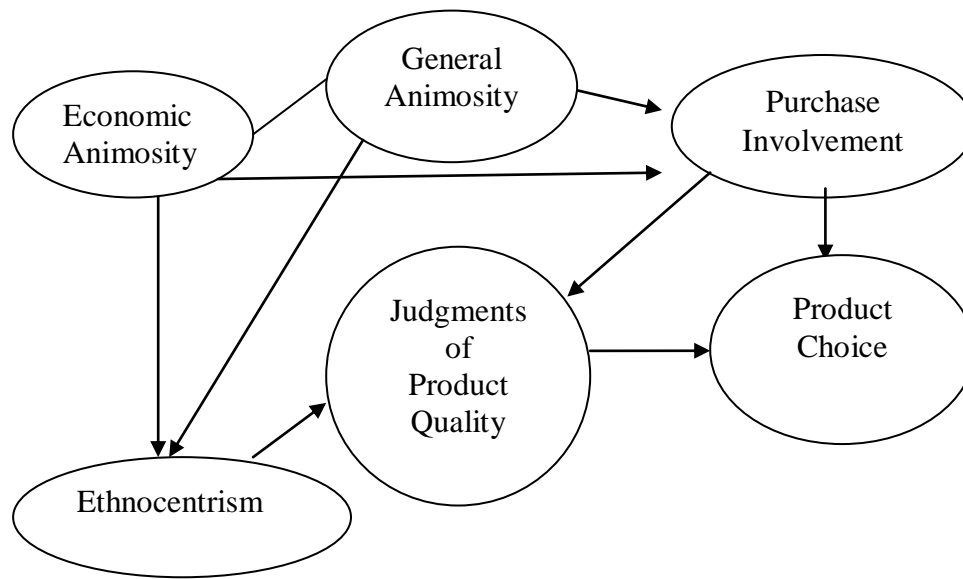
3. Model Development & Hypotheses

The present work is based on Klein's et al. (1998) Animosity Model of Foreign Product Purchase (see Figure 1).

Figure 1. The Animosity Model of Foreign Product Purchase (Klein et al. (1998))



Abraham (2013)) has modified Klein's et al. model so as to examine the relationship between consumer animosity and purchase involvement (see Figure 2). The author of the present study has opted to adapt Abraham's research model (see Figure 2) for a number of reasons. First, the validity of the model was established in previous research (Abraham (2013)). Second, the model is based on Klein's et al. (1998) Animosity Model of Foreign Product Purchase which has been proven to be both valid and reliable by other researchers (Ettenson and Klein (2005), Klein (2002), Nijssen and Douglas (2004), Shin (2001)).

Figure 2. The Research Model

The model tested in the present study is comprised of six constructs: Economic animosity, general animosity, ethnocentrism, purchase involvement, judgments of product quality, and product choice. Consumer animosity and consumer ethnocentrism are unique constructs (Klein and Ettenson (1999)). However, the constructs differ in that consumer animosity (as opposed to consumer ethnocentrism) is directed toward a particular country and results from consumers' negative perceptions of the actions of a certain country (Ettenson and Klein (2005)). Despite the difference between consumer animosity and consumer ethnocentrism, the two constructs are related. The two constructs are related in that the more consumers harbor feelings of animosity towards a particular country the greater the likelihood they will avoid buying foreign products altogether (Huang et al. (2010), Klein et al. (1998), Levine and Campbell (1972), Shankarmahesh (2006)). Hence,

H1: The greater the level of general animosity harbored by consumers, the more they are likely to be ethnocentric.

Consumer ethnocentrism is negatively related to judgments of product quality (Klein (2002), Nakos and Hajidimitiou (2007), Shimp and Sharma (1987)). A number of studies (Akdogan and Ozgener (2012), Wall et al. (1991), Hamlin and Elliot (2006)) have demonstrated that consumer ethnocentrism affects the willingness to buy indirectly through product judgments. In other words, the more a consumer is ethnocentric, the more negatively he/she is likely to evaluate a foreign product. Consequently, an ethnocentric consumer is not likely to purchase a foreign product. Thus,

H2: Ethnocentric consumers are likely to denigrate foreign products.

Another construct comprising the model tested in the present study is economic animosity. Economic animosity can result from two factors: trade disagreements between countries (Klein and Morris (1996), Klein and Ettenson (1999), Hinck et al. (2004)) and feelings of economic dominance or aggression (Klein et al. (1998)). Economic animosity is more likely to be prevalent in small nations or economies where the population may be discontent with the fact that their country's economy is dominated by a larger and stronger country. These feelings may lead to general animosity and in turn to reluctance to buy products from the country in question (Nijssen and Douglas (2004)). Hence,

H3: Economic animosity is positively associated with general animosity.

Russell and Russell (2006) find that economic animosity results in prevention-focus, that is, "resistance to products from powerful competitors" on the part of consumers (p.322). Powerful competitors could either be firms or countries. In order to resist "products from powerful competitors" consumers would need to search for extrinsic product cues such as the brand name and COO cues while shopping.

In other words, a high level of economic animosity is likely to lead to a high level of purchase involvement which will, in turn, result in greater attention and importance attributed to COO cues. This possible relationship between animosity, purchase involvement, and the importance attributed to the salience of COO cues is supported by previous research (Abraham (2013)). Thus,

H4: Economic animosity is likely to increase consumers' level of purchase involvement.

COO cues are one of the many informational cues consumers take into consideration prior to making a purchase decision. But since COO cues cannot be used to describe a situation, they are not considered to be part of the several situational factors that are likely to impact consumers' behavior. However, COO cues may trigger consumers' memory of a particular ambient event thereby making them important to consumers' decision-making process in particular situations (Hadjimarcou and Hu (1999)).

This argument is line with studies that have demonstrated that the more it is difficult for consumers to evaluate a product the more it is likely that they will depend on extrinsic product cues (e.g., COO) in assessing product quality and product choice (Abraham (2013), Kwon (1990), Li et al. (2000), Park and Hastak (1994), Richardson et al. (1994)). Hence, it may be assumed that an ambient event (e.g. general animosity resulting from an even such as the Holocaust) is likely to increase the level of purchase involvement experienced by individuals. Thus,

H5: General animosity will increase the level of purchase involvement experienced by consumers.

4. Methodology

4.1 Selection of Countries

The present study was conducted in a cross-cultural setting. Conducting cross-cultural research is important for several reasons. First, in order to make generalizations from one research context to another it is necessary to conduct research in more than one country (Strodbeck (1964), Triandis et al. (1972)). Second, COO effects, which are likely to become salient to consumers when they harbor feelings of animosity, are likely to vary from country to country (Sadrudin and d'Astous (1993), Powers and Fetscherin (2008)). In particular, research shows that COO effects are moderated by culture (Heslop et al. (1998), Laroche and Papadopoulos et al. (2003) Mihalyi (1984)).

The present study was conducted in two countries, namely, Israel and the UK for two main reasons. First, both Israel and the UK have been classified by the World Bank (2009) as high –income economies alongside other countries such as Estonia, Greenland, Hong Kong, and China. Therefore, they are both economically developed countries. Choosing two countries that are economically developed is crucial as consumers in developing countries have more positive perceptions towards foreign products than consumers in developed countries (Chao (1989), Kaynak et al. (2000)). Thus, no statistically significant differences are likely to be observed in the attitudes of Israeli and British consumers towards Germany.

Second, the present study is conducted in the context of the Holocaust for which Germany is held responsible by Jews the world over. However, at present, Germany is an important trade partner to both countries (Israeli Central Bureau of Statistics (2008),The Office for National Statistics (2009)).

4.2 Research Design

The present study is a 2 economic animosity (high vs. low) X 2 product type (shower gel vs. refrigerator) X 3 COO (Israel, USA, Germany) between subjects design. Thus, all in all, the study consists of 12 experimental conditions. Participants were assigned to each of the experimental conditions at random. All participants were given a copy of a fictitious advertisement for either refrigerators or shower gels each of which includes three alternatives that are identical in all attributes but the COO information. Because brand familiarity is likely to impact the choices consumers make, they were not employed as one of the informational cues in the advertisements. Animosity was successfully manipulated in previous studies with statements describing the trade relationship between Germany and Israel (Abraham (2013)) and France and Australia (Russell and Russell (2006)). In line with previous research, economic animosity was manipulated with a statement about the trade relations between Germany and Israel.

Participants in the experimental group read a negative statement about the trade relations between the countries. However, the participants in the control group read a positive statement about the trade relations between the countries.

4.3 Sampling

This study was conducted over the summer of 2010. The mall-intercept method was used to collect data from the Jewish populations in both countries. A total of 486 questionnaires were distributed while 340 usable questionnaires were returned making for a 70% response rate. Data was collected from permanent Jewish residents of both Israel and the UK. Non-Jewish Israeli or British citizens whose family has been affected by the Holocaust may not harbor the same feelings toward Germany as those citizens whose family members were victimized by the Nazis. Thus, Non-Jews were omitted from this study. The religion of subjects was verified with a question in demographic data section in the questionnaire. Subjects were asked to indicate whether they are Jewish, Christian or Muslim.

4.4 Measuring Instruments

All the scales employed in the present study (general animosity, economic animosity, Purchase Decision Involvement, judgments of product quality, the CETSCALE, and product choice) but product choice were measured on seven point Likert scales. Product choice was assessed by providing participants a copy of a fictitious advertisement for either a shower gel or a refrigerator. Three alternatives of each product were presented. The alternatives were identical in all attributes but the COO information. Participants were asked to state which one of the alternatives they would be willing to buy. All of the scales employed in the present work have all been adapted from previous studies. Mittal's (1989) Purchase Decision Involvement scale was employed to measure purchase involvement. The items measuring judgments of product quality were adapted from Klein et al. (1998) which were originally developed by Darling and Arnold (1988), and Darling and Wood (1990). In line with previous research, the shortened ten-item CETSCALE was employed to collect data for this research (Abraham (2013), Chandrasen and Dusit (2009), Dmitrović and Vida (2007), Mittelstaedt et al. (2004), Netemeyer et al. (1991)). The scales employed to measure both economic animosity and general animosity constructs were adapted from Klein's (2002) study.

5. Results and Analysis

The overwhelming majority (91%) of participants were between the ages of 18 to 45. Furthermore, 49% of participants were females and 51% were male. Finally, 51% of the participants were either professional or clerical workers while 33% were either retirees or unemployed. Consistent with the majority of previous consumer animosity studies Structural Equation Modeling in SPSS (AMOS) was used to analyze the fit of the full measurement model (Ben Mrad (2008), Ettenson and Klein (2005), Funk et al. (2010), Ishii (2009), Klein et al. (1998), Klein (2002), Leong et al. (2008), Nijssen and Douglas (2004), Rose et al. (2009), Shin (2001), Shoham et al. (2006)). Each construct was analyzed separately and the fit of indicators to constructs were evaluated (Klein et al. (1998)). Items left unanswered by research participants were omitted from analysis with the SPSS software. ANOVA and MANOVA were also used to analyze that data where appropriate.

5.1 Manipulation Checks

The researcher of the present study assumed that the manipulation of economic animosity would increase subjects' level of economic animosity and general animosity which would, in turn, affect their level of purchase involvement. Thus, a multivariate analysis (see Table 1) was conducted to examine whether there are statistically significant differences between the experimental group and the control group in terms of economic animosity, general animosity, war animosity, and purchase involvement. Statistically significant differences were observed between the groups in their level of economic animosity ($F(1, 337)=31.39, P=.000$), general animosity ($F(1,337)=4.96, P=.027$), and purchase involvement ($F(1,337)=4.96, P=.027$).

Table 1. An Examination of the Effects of the Manipulation of Economic Animosity Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	General animosity	8.941 ^a	1	8.941	4.962	.027
	War animosity	1.260 ^b	1	1.260	.690	.407
	Economic animosity	38.138 ^c	1	38.138	31.390	.000
	ResPI2/PI1	6.320 ^d	1	6.320	4.955	.027
	Familiarity GR	3.208 ^e	1	3.208	1.253	.264
	Familiarity US	.735 ^f	1	.735	.249	.618
Treatment	General animosity	8.941	1	8.941	4.962	.027
	War animosity	1.260	1	1.260	.690	.407
	Economic animosity	38.138	1	38.138	31.390	.000
	ResPI2/PI1	6.320	1	6.320	4.955	.027
	Familiarity GR	3.208	1	3.208	1.253	.264
	Familiarity US	.735	1	.735	.249	.618

a. R Squared = .015 (Adjusted R Squared = .012)

b. R Squared = .002 (Adjusted R Squared = -.001)

c. R Squared = .086 (Adjusted R Squared = .083)

d. R Squared = .015 (Adjusted R Squared = .012)

e. R Squared = .004 (Adjusted R Squared = .001)

An ANOVA analysis was carried out to examine the effect of the experimental manipulation on economic animosity and ethnocentrism (see Table 2). Results of the analysis demonstrate that the experimental manipulation of economic animosity did have an effect on economic animosity ($F(1,338)=33.195$, $p=0.000$) but not ethnocentrism ($F(1,338)=0.739$, $p=0.391$). Hence, the experimental manipulation of economic animosity was successful.

Table 2. ANOVA analysis – The Effect of Treatment on Economic Animosity vs. Ethnocentrism Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	Ethnocentrism	1.769 ^a	1	1.769	.739	.391
	Economic Animosity	40.635 ^b	1	40.635	33.195	.000
Intercept	Ethnocentrism	5323.384	1	5323.384	2222.617	.000
	Economic Animosity	2935.253	1	2935.253	2397.857	.000
Treatment	Ethnocentrism	1.769	1	1.769	.739	.391
	Economic Animosity	40.635	1	40.635	33.195	.000
Error	Ethnocentrism	807.148	337	2.395		
	Economic Animosity	412.527	337	1.224		
Total	Ethnocentrism	6131.000	339			
	Economic Animosity	3394.760	339			
Corrected Total	Ethnocentrism	808.917	338			
	Economic Animosity	453.161	338			

R Squared = .002 (Adjusted R Squared = -.001)

5.2 The Relationship between Experimental Treatment and Purchase Involvement

Economic animosity was manipulated in the experimental group to examine whether animosity will increase subjects' level of purchase involvement. Therefore, the relationship between the experimental treatment of economic animosity and purchase involvement was examined. The results of an analysis of mean scores show that purchase involvement was higher among subjects assigned to the experimental group than subjects assigned to the control group for both product classes (see Table 3). Thus, economic animosity increased the study participants' level of purchase involvement.

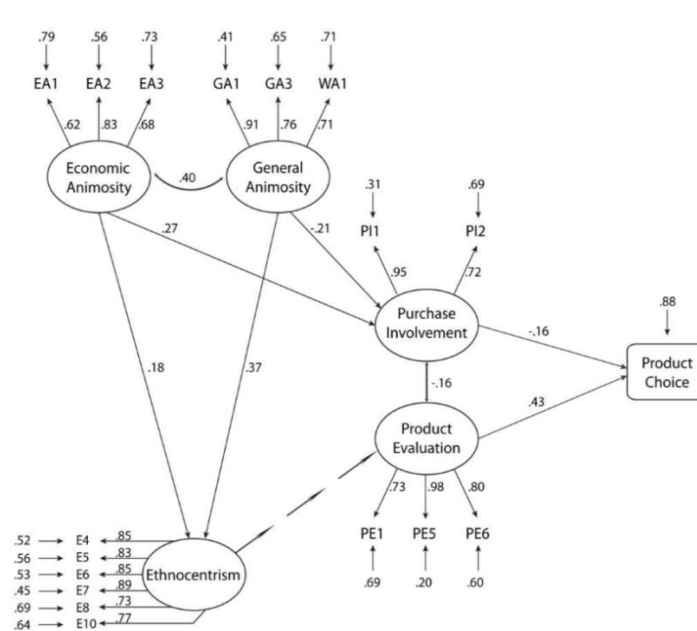
Table 3. Purchase Involvement by Experimental Condition and Product Type - Mean and Standard Deviation

Dependent Variable: Purchase Involvement

Treatment	product	Mean	Std. Deviation	N
Control group	shower gel	4.0000	1.47406	82
	refrigerator	4.9031	1.24393	86
	Total	4.4623	1.43055	168
Experimental group	shower gel	4.2602	1.42005	82
	refrigerator	5.0674	1.37361	89
	Total	4.6803	1.44952	171
Total	shower gel	4.1301	1.44874	164
	refrigerator	4.9867	1.31032	175
	Total	4.5723	1.44216	339

The research model developed for this study was constructed and analyzed with Structural Equation Modeling. The independent variables included in the model were animosity, ethnocentrism, purchase involvement and judgments of product quality. The depended variable included was product choice (see Figure 3).

Figure 3. Structural Equation Modelling



The research model adapted to this work accounts for 28.6% of the variance in the Product Choice construct. Three items were employed to measure the general animosity construct in the model: (1) I feel angry towards Germany; (2) I like Germany; (3) I don't like Germany.

However, only two items, namely, items 1 and 3 loaded well on the construct. Furthermore, one of the three items employed to measure the war animosity construct, namely, "I still feel angry towards Germany because of WWII", loaded well with the general animosity construct. Further analysis demonstrated that the three items (i.e., two items from the general animosity construct and one item from the war animosity construct) loaded well on the general animosity construct. Therefore, the three items were combined to measure general animosity. Three out of the five items in the economic animosity scale loaded well on the construct. In line with previous studies, a positive relationship was also observed between consumer animosity and consumer ethnocentrism (Klein et al. (1998)). In particular, a positive and significant relationship was observed both between economic animosity and consumer ethnocentrism ($\gamma = .18, P < .01$) and general animosity and consumer ethnocentrism ($\gamma = .37, P < .01$). Thus, hypothesis 1 is supported.

The relationship between consumer ethnocentrism and product evaluation was also examined in the analysis. In contrast to previous research (Hamin and Elliot (2006), Orth and Firbasova (2003), Shimp and Sharma (1987), Wall et al. (1991)), no statistically significant relationship was observed between consumer ethnocentrism and product evaluation. Thus, hypothesis 2 is not supported.

The fact that Germany is known for its superior high-quality refrigerators is likely to explain why no statistically significant relationship was observed between consumer ethnocentrism and product evaluation in the present study. Previous research shows that ethnocentric consumers are likely to denigrate the quality of domestic products if foreign products are superior to the same products produced domestically (Supphellen and Rittenburgh (2001)). The quality of German refrigerators is perceived to be superior to that of Israeli refrigerators. Consequently, even subjects that are ethnocentric apparently preferred a German refrigerator to an Israeli one due to quality considerations. The relationship between product evaluation and purchase involvement was also examined in the model. A negative but yet statistically significant relationship was observed between purchase involvement and product evaluation ($\gamma = -.16, P < .01$). However, a positive and statistically significant relationship was observed between product evaluation and product choice ($\gamma = .43, P < .01$).

Similarly, a positive and statistically significant relationship was observed between economic animosity and general animosity ($\gamma = .40, P < .01$). Thus, the higher the level of economic animosity consumers harbor, the more likely they are to harbor feelings of general animosity. This finding supports hypothesis 3.

A positive and statistically significant relationship was also observed between economic animosity and purchase involvement ($\gamma = .27, P < .01$). Hence, hypothesis 4 is supported. In contrast to the relationship between economic animosity and purchase involvement, a negative and statistically significant relationship was observed between general animosity and purchase involvement ($\gamma = -.21, P < .01$). Hence, hypothesis 5 is not supported.

The relationship between purchase involvement and product choice was also tested in the model. A negative statistically significant relationship was observed between these two variables ($\gamma = -.16, P < .01$). This may be accounted for by the school of thought that the higher the level of involvement experienced by consumers, the more likely they are to relate more importance to extrinsic product cues such as COO (Li and Wyer (1994)). Table 4 describes the construct interrelations of the constructs in the Study's research model. The variance extracted (VE) values for all the constructs included in both research models are higher than the 0.5 minimum (Hair et al. (1995)). The CFI values of the constructs in both research models are in line with previous animosity research (Ettenson and Klein (2004), Funk et al. (2010), Klein et al. (1998), Nijssen and Douglas (2004), Shoham et al. (2006)). The CFI values observed in these studies ranged from 0.91 (Klein et al. (1998)) to 0.99 (Ettenson and Klein (2004)). The fact that the indicators of model fit are within the acceptable value ranges indicates that the model is a sound account of the observed covariances and variances among constructs (Hair et al. (1995)). In line with previous research, discriminant validity was tested by performing χ^2 difference tests on each of the estimated interfactor correlations (Jung et al. (2002)). Two models were constructed, a constrained model and unconstrained model.

In the constrained model ϕ_i was set to 1 while in the unconstrained model it was freely estimated. The results were then compared. Discriminant validity is supported if the χ^2 value of the unconstrained model is markedly lower than that of the constrained model (Anderson and Gerbing, 1988; Bagozzi and Phillips, 1982). All χ^2 difference tests with a restricted model, where $\phi = 1$, were significant ($p < .05$).

All the items were observed to be significantly related ($p < .001$ & $p < .005$) to their respective constructs with acceptable factor loadings. Hence, the test findings lend support to discriminant validity.

Table 5 presents values for the indicators of model fit (e.g., RMSEA, RMR, GFI, etc.). The values for the construct reliability range from 0.74 to 0.93. These values are acceptable as the value of construct reliability should be above 0.7 (Hair et al. (1998)). In addition, the variance extracted (VE) values for all the constructs included in this study's research models are higher than the 0.5 minimum (Hair et al. (1995)). Furthermore, the CFI values of the constructs in employed in the research model are in line with previous animosity research (Ettenson and Klein (2004), Funk et al. (2010), Klein et al. (1998), Nijssen and Douglas (2004), Shoham et al. (2006)). The CFI values observed in these studies range from 0.91 (Klein et al. (1998)) to 0.99 (Ettenson and Klein (2004)). The fact that that the indicators of model fit are within the acceptable value ranges indicates that the model is a sound account of the observed covariances and variances among constructs (Hair et al. (1995)).

Table 4. Correlation Values

Construct	χ^2	<i>df</i>	<i>p-value</i>	RMSEA	RMR	GFI	AGFI	CFI	NNFI	CR	VE	mean
Economic Animosity	.00	1	.99**	0	0	1	1	1	1	.74	.77	3.06
General Animosity	.00	1	.99**	0	0	1	1	1	1	.83	2.76	3.72
Ethnocentrism	20.04	9	.02*	.08	.03	.94	.90	.98	.97	.93	2.40	4.96
Purchase Involvement	.00	1	.99**	0	0	1	1	1	1	.81	2.55	5.25
Product Evaluation	.00	1	.99**	0	0	1	1	1	1	.87	.71	3.41
												3

Results of single-construct measurements

Note. CR = Construct Reliability; VE = Variance Extracted; n = number of items

Note. * $p < .05$, ** $p < .001$

6. Conclusions

Overall, the findings of this work support Abraham's (2013) research findings. The results of the present study demonstrate that the greater the level of economic animosity harbored by an individual, the greater the level of his or her level of involvement with a purchase is likely to be.

In contrast to the positive relationship observed between economic animosity and purchase involvement, a negative association was observed between general animosity and purchase involvement. One possible explanation could be that consumers that harbor general animosity, as opposed to economic and even perhaps war animosity, harbor animosity towards Germany not because of personal negative experiences but due to inter-generational influences of their grandparents and parents (Bar-On (1998)).

An analysis conducted on the research model tested in the present research demonstrates that not only does economic animosity impact product choice but that this relationship is moderated by consumers' level of purchase involvement. This finding is in line with Klein's (2002) finding that US consumers that harbor war or economic animosity towards Japan are less likely to prefer a Japanese product. In contrast to past research, the present investigation shows that the more highly consumers evaluate German products, the more likely they are to buy them despite their feelings of animosity.

As opposed to the majority of previous research, a positive and statistically significant relationship was observed both between economic animosity and consumer ethnocentrism and general animosity and consumer ethnocentrism. That is to say, if an individual avoids buying products from a particular country, eventually, he or she is also likely to avoid buying foreign product altogether. In contrast to most previous research (Hamin and Elliot (2006), Orth and Firasova (2003), Shimp and Sharma (1987), Wall et al. (1991)), no statistically significant relationship was observed between consumer ethnocentrism and product evaluation in the present research.

7. Managerial Implications

The results of the present work have several important implications to marketing practitioners. A positive relationship was observed between economic animosity and purchase involvement and a negative relationship between general animosity and purchase involvement. This may be accounted for by a greater concern over the choices consumers make when buying products made in countries towards which they harbor specific feelings (i.e., economic animosity) rather than general feelings (i.e., general animosity). Hence, when attempting to penetrate new markets, marketing managers should be familiar with the history (economic, diplomatic, etc.) between their country and the host country. If there is a history of animosity between the two countries, then they should conduct surveys to assess consumers' attitudes so as to learn whether they still harbor economic and or general animosity.

Second, a positive and statistically significant relationship was observed both between economic animosity and consumer ethnocentrism and general animosity and consumer ethnocentrism. Thus, as the level of general animosity and economic animosity increases, so does the level of consumer ethnocentrism. Hence, when assessing a market's receptivity to foreign markets, marketing managers need to not only evaluate consumers' level ethnocentrism but also their level of animosity.

Finally, a statistically significant negative relationship was observed between product evaluation and the choice of German-made products. Thus, marketing managers wishing to penetrate a market in which consumers might harbor feelings of animosity towards their country should emphasize the quality attributes of their products in commercials and advertisements.

8. Study Limitations and Directions for Future Research

The present study has several limitations. First, the present study was conducted in a controlled laboratory setting. Future research should repeat the present study with computer programs (e.g., Conjoint Analysis) that enable researchers to study consumer behavior in more realistic settings. Second, the present study was conducted in the context of the Holocaust. More Jewish people were murdered during the Holocaust than any other genocide attempt. Therefore, future research should test the model developed in the present research in other contexts in general and in contexts in which animosity is less intense in particular.

This would serve to demonstrate whether the model presented here is also applicable to other contexts in which animosity is not as intense as is in the case of Jewish consumers.

Finally, overall, the results of the present study demonstrate that Jewish consumers are unlikely to buy German products. However, this does not mean that all Jewish consumers will avoid buying German product. Some research indicates that the effects of COO cues on consumer behavior are likely to vary from one subculture to another subculture (Laroche et al. (2003), Schouten and McAlexander (1995)). Thus, the effects of the Holocaust on the various subcultural groups may not be the same. Therefore, future consumer behavior research should examine the effects of animosity on consumer behavior at the subcultural level.

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