

Consumers' Emotional Bonds with Foreign Brands: Animosity, Affinity, and Ethnocentrism*

Hatice Aydın**

Bandırma Onyedi Eylül University

Sevtap Ünal***

İzmir Kâtip Çelebi University

Abstract

Emotions are recognized to be an important factor in the consumer decision-making process. Generally, consumers' motives are not utilitarian but are driven by hedonic benefit expectations. Especially in international markets, negative emotions about foreign countries (i.e. a product's country of origin) might be just as determinative of consumers' decisions. Negative bias about foreign countries can even prevent consumers from wanting to try their products. But if it is recognized that negative feelings about foreign countries are important identifiers of international consumer behavior, recently it has been claimed that positive feelings have a strong or even stronger effect on international consumer behavior. This study therefore aims to investigate the role of negative and positive feelings on international consumer decisions. It examines the influence of consumers' affinity, animosity, and ethnocentrism on foreign product purchase intention, alongside the moderating effect of the lack of alternative domestic products and the mediating effect of the brand image.

Data were collected from Turkish consumers who have U.S. branded computers. Findings showed that affinity, ethnocentrism, and brand image affect foreign brand purchasing intention. Moreover, brand image has a mediating role in the relationship between affinity and purchase intention and the lack of alternative domestic products has a moderating role in the relationship between affinity and purchase intention.

Keywords: Consumer affinity, animosity, ethnocentrism, brand image, lack of domestic alternative brands.

JEL Classifications: M21, M30, M31

Tüketicilerin Yabancı Markalarla Duygusal Bağları: Düşmanlık, Yakınlık ve Ethnocentrism

Özet

Duygular, tüketici karar alma sürecinde önemli bir faktör olarak kabul edilmektedir. Genel olarak, tüketiciler faydacı değil hedonic beklentiler tarafından güdülenirler. Özellikle uluslararası pazarlarda, yabancı ülkeler (menşe ülke gibi) hakkındaki duygular karar sürecinin belirleyicisi olabilmektedir. Yabancı bir ülkeye yönelik olumsuz duygular, tüketicilerin kararlarında temel belirleyici olabilmektedir. Tüketiciler belirli bir yabancı ülkeyle ilgili olumsuz duygular nedeniyle, o ülkelerin ürününü denemek bile istemeyebilmektedir. Dolayısıyla, yabancı ülkeler hakkındaki olumsuz duygular, uluslararası tüketici davranışının önemli bir tanımlayıcısı olarak kabul edilmektedir. Ancak son zamanlarda olumsuz duyguların yanı sıra olumlu duyguların da tüketicilerin davranışlarını açıklamada güçlü bir etkiye sahip

* This study was first presented at **ICOAEF'18- IV: International Conference on Applied Economics and Finance (Nov. 28-29-30, 2018)**.

** Hatice Aydın. Associate Professor. Omer Seyfettin Applied Sciences. Bandırma Onyedi Eylül University, 10200, Balıkesir, Turkey. E-mail: haydin@bandirma.edu.tr. ORCID: 0000-0002-5581-7216

*** Sevtap Ünal. Professor. Department of Economics, Faculty of Economics and Administrative Science İzmir Kâtip Çelebi University, İzmir, Turkey. E-mail: sevtap.unal@ikc.edu.tr. ORCID: 0000-0002-3227-0756

olduğunu açıklanmıştır. Bu nedenle bu çalışmada, olumsuz ve olumlu duyguların tüketici kararları üzerindeki rolünün araştırılması amaçlanmıştır. Tüketici hayranlığı, düşmanlığı ve etnosentrizminin yabancı ürün satın alma niyeti üzerindeki etkisi, alternatif yerli malı yokluğunun düzenleyici ve marka imajının aracılık etkisi araştırılmıştır.

Veriler ABD markalı bilgisayarlara sahip Türk tüketicilerden toplanmıştır. Bulgular; hayranlık, etnosentrizm ve marka imajının satın alma niyetine etkisinin anlamlı olduğunu göstermektedir. Ayrıca, marka imajının hayranlık ve satın alma niyeti arasındaki ilişkide aracılık rolüne ve alternatif yokluğunun hayranlık ve satın alma niyeti arasındaki ilişkide düzenleyici role sahip olduğu tespit edilmiştir.

Anahtar Kelimeler: Tüketici hayranlığı, düşmanlık, etnik merkezcilik, marka imajı, yerli marka alternatif yokluğu. JEL Sınıflandırması: M21, M30, M31

Consumers' purchases of foreign products are not only affected by the quality of the products but also their feelings toward the products' country of origin (Shi et al., 2017). Emotions, especially, are important factors that affect consumers' buying decisions. Consumer decision-making is often explained as though the consumer is a problem-solver, whose decision-making process can be modeled like a computer. But this view doesn't capture the important role that feelings and emotions have in consumers' decisions and behavior (Solomon, 2018: 182).

International marketing literature has taken into account emotions to explain consumers' decisions about consuming foreign products. For years this literature has mostly investigated negative feelings like ethnocentrism and consumer animosity regarding foreign countries, and these studies have produced a deeper understanding of international consumer behaviour, but more recently it was realized that positive emotions and attitudes towards foreign countries and their products have received only scant consideration. The feelings are more relevant today because of the way countries and economies are more intertwined?. For example, the emerging economy of Turkey, after passing through an economically and politically turbulent period, entered into a structural transition process. Import substitution policies pre-1980 were laid aside and more liberal policies were put into effect. In the cultural context after the 2000s, attention to the American way of life has reached a different dimension depending on differences within the population (Fettahoğlu and Sümbül, 2015). In brief, the older generation continues to be more ethnocentric and hostile, while the new generation feels greater affinity for foreign branded products.

Yet even when consumers feel animosity and display ethnocentric tendencies toward a foreign country, the strong image of a foreign brand or a lack of alternatives may lead them to buy foreign products despite their negative feelings. According to the literature, affinity, animosity, and ethnocentrism are interconnected and should, therefore, be addressed together (Nijssen and Douglas, 2004; Oberecker and Diamantopoulos, 2011). However, the literature lacks research that addresses affinity, animosity, and ethnocentrism simultaneously. Besides, a limited number of studies exclusively address affinity when compared to studies on animosity and ethnocentrism. And affinity, foreign brand image, and the moderating role of the lack of domestic alternatives have not been adequately addressed in the literature to date (Nijssen and Douglas, 2004).

Therefore, this study aims to analyze consumers' positive and negative feelings toward a foreign country and their effect on purchase intention. Additionally, the study analyses the mediating effect of brand image and the moderating effect of a lack of domestic alternatives. The following section explains negative feelings and positive feelings towards foreign

countries and their influence on international markets and consumer behavior, while also indicating their changing role and importance in marketing literature over time.

Literature Review and Theoretical Framework

Animosity and ethnocentrism are two negative feelings that reflect consumers' negative attitudes toward a foreign country. But they have distinct aspects and represent different phenomena (Klein et al., 1998). Consumer ethnocentrism refers to the sense of protection towards domestic products against the foreign product, while animosity represents a feeling of unwillingness to consume the products of certain countries (Nijssen and Douglas, 2004: 27). This basic difference suggests that the negative effect of feelings toward foreign countries may lessen over time and give over to positive feelings (Maher et al., 2010) even as ethnocentrism endures. Social identity theory explains that individuals enhance their self-esteem by classifying themselves and others into in-groups and out-groups (Tajfel, 1982). In-groups are defined as those groups with which individuals identify, and out-groups are defined as those groups with which individuals do not have a sense of belonging. So, the consumer who has enhanced awareness of their own identity may feel enhanced negative emotions for foreign countries and their products (Duckitt and Parra, 2004). They might be positively disposed toward specific out-groups and feel more attached and sympathetic to them (Druckman 1994: 45). However, the "unified theory" approach offers an alternative perspective to social identity theory. This theory explains that a foreign country could be linked to two opposed nodes. One node is negative feeling toward a country due to its being foreign or an out-group. The other is positive feeling due to a country's differentiation as an out-group from other out-groups (Greenwald et al, 2002). Thus, a country for which an individual has a special affinity can be conceived as a (highly) positively valenced out-group.

The arguments above suggest that consumers may display animosity and ethnocentric tendencies toward a country simultaneously (Nakos and Hajidimitriou, 2007: 54). In other words, consumers may simultaneously experience such negative emotions towards foreign products/services and may react under the influence of such internal conflict or conscientious discomfort. Thus, they can exhibit two opposite behaviors at the same time; they can approach a country under the effect of positive feelings, and they can avoid it under the effect of negative feelings (Wongtada et al., 2012: 148). The impact of negative emotions has received considerable attention in the literature for years. But, the nature of affinity as a positive emotion and its diminishing effect on ethnocentrism and animosity have not been taken into consideration. The affinity tendency will be more effective than the ethnocentric or animosity tendency because the new middle class defines itself as more global and cosmopolitan in emerging markets. Such affinity among the new generation shows that the dynamics related to the preference of foreign brands tend to change. Increasingly we are all influenced by multicultural attitudes, products, and trends (Aydin, 2017).

Consumer Animosity

Amine et al. (2005) argue that national animosity transforms into product animosity, becomes influential in consumer behavior over time, and has an undesirable effect on consumers' intention to purchase products from countries toward which they feel animosity. According to Rose et al. (2009), animosity leads to an unwillingness to buy products from countries for which consumers feel dislike. These opinions demonstrate that animosity has a negative influence on consumers' intention to buy foreign-made products (Park et al., 2017; Harmeling et al., Latif et al., 2019). Based on the literature the following hypothesis is developed:

H1: Consumer animosity has a negative effect on the purchase intention of buying a foreign brand.

Consumer Ethnocentrism

Consumer ethnocentrism refers to individuals' feelings of love and concern about their home country, and an unwillingness to buy foreign-made products (Sutikno and Cheng, 2011: 15). Ethnocentric consumers may believe that purchasing imported products damages their domestic economy (Shimp and Sharma, 1987: 280). Ethnocentrism may lead to increases in the number of domestic products and brands and the tendency of consumers to prefer domestic products, while it may lead to a decrease in the tendency to prefer foreign products (Guo and Zhou, 2017; Klein et al., 1998; Suh and Kwon, 2002).

The results reveal that a high ethnocentric tendency positively affects domestic product preferences but negatively affects foreign product preferences (Hamin and Elliott, 2006). Indeed, research on ethnocentrism has found that it has a negative effect on consumers' purchase intention (Fernandez-Ferrin and Bande-Vilela, 2015). Based on this literature the following hypothesis is developed:

H2: Consumer ethnocentrism has a negative effect on the purchase intention of buying a foreign brand.

Consumer Affinity

Consumer affinity refers to a feeling of sympathy toward a country for any number of reasons, including lifestyle, economic power, art, educational system, business achievements, climate, music, human environment, technological innovation, general location and infrastructure (Wongtada et al., 2012: 148;). The affinity toward all of these features is expressed as sympathy and attachment (Nes et al., 2014). Affinity toward a foreign country refers to a feeling of fondness toward a specific foreign country and a willingness to use the products and services of that country (Wongtada et al., 2012: 149).

Affinity affects product evaluation and consumer behavior (Maher et al., 2010; Papadopoulos et al. 2017). Nes et al. (2014) argue that if a consumer feels an affinity for a foreign country, s/he will attribute symbolic meaning to the purchase of a product from that country and will keep buying the products and brands of that country to maintain his/her emotional bonds with that country. Based on this literature the following hypothesis is developed:

H3: Consumer affinity has a positive effect on the purchase intention of buying a foreign brand.

Mediating Role of Brand Image

Image refers to a set of perceptions related to a country, an institution, a user, a product, a service or a brand. Brand image refers to a set of negative and positive perceptions, beliefs and associated feelings held in a consumer's mind about a brand (Koubaa, 2008:140). Foreign brands represent different images to their users. It is not only consumers' feelings toward foreign-made products that are important, but also their brand image perceptions. Thus, a brand image affects buying intentions. Recent research has also demonstrated that brand image is an important factor in foreign-made product preferences in developing countries (Fakharmanesh and Miyandehi, 2013).

The image of a brand has an enhancing and/or antagonistic effect on the relationship between country-associated feelings and purchase intentions. If a consumer has positive feelings, a positive brand image will reinforce his/her buying intention. In light of these arguments, the following hypotheses are proposed:

H4: A foreign brand's image mediates the relationships between a) consumer animosity, b) ethnocentrism, and c) affinity and purchase intention.

Moderating Effect of the Lack of a Domestic Brand Alternative

The unavailability of alternatives in some product categories refers to the lack of alternative domestic products. This concept represents the product category, in which a country has a strong or weak production capacity. More specifically, economically underdeveloped and foreign-dependent countries may not have alternatives in some product categories (Nijssen and Douglas, 2004: 24). Consumers may have to buy imported goods in a country where similar domestic products are unavailable. In this case, consumers less commonly have negative attitudes toward foreign products (Nijssen et al., 1999). Therefore, even though a consumer has hostile feelings toward a foreign country, s/he may have a willingness to buy foreign products due to the lack of alternative domestic products and brands (Nijssen and Douglas, 2004: 27-29). Thus, the negative effect of ethnocentrism on the intention to buy foreign products may be diminished (Sohail and Opoku, 2016: 121). Consumers cannot be expected to engage in ethnocentric behavior when there is no alternative. However, the increase of domestic alternatives may also lead to an increase in the influence of ethnocentric tendencies on the intention to buy foreign products (Nakos and Hajidimitriou, 2007: 54). In light of these arguments, the following hypotheses are proposed:

H5: The negative effect of ethnocentrism on the intention to buy a foreign brand is moderated by the lack of the availability of a domestic brand.

H6: The negative effect of animosity on the intention to buy a foreign brand is moderated by the lack of the availability of a domestic product/brand.

H7: The positive effect of affinity on the intention to buy a foreign brand is moderated by the lack of the availability of a domestic brand.

Figure 1 shows the research model.

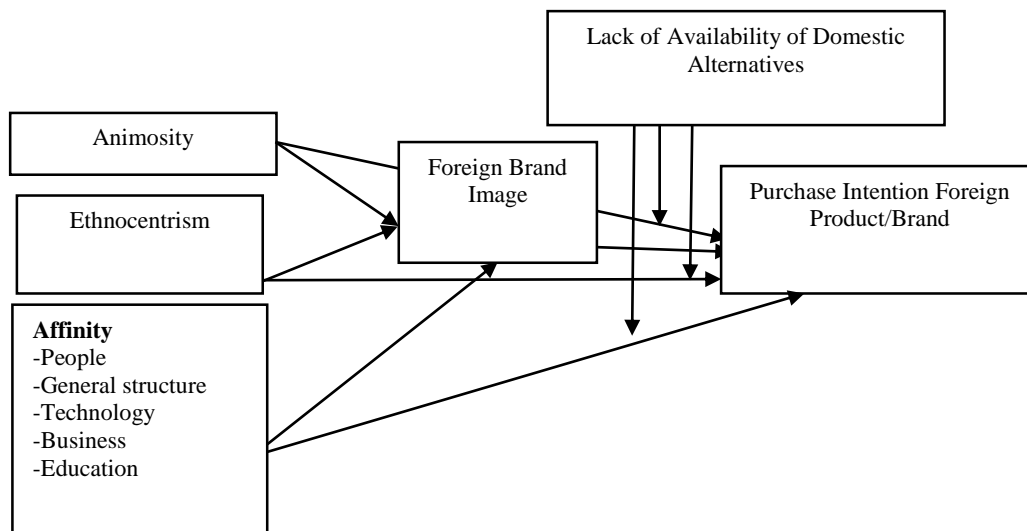


Figure 1. Proposed Research model

Methodology

Purpose and Scope of the Research

The purpose of this study is to examine the effects of animosity, ethnocentrism, and affinity on the intention to buy foreign-made products. The study also attempts to determine whether the foreign brand image has a mediating role and whether the lack of domestic alternatives has a moderating role in this relationship. While Turkey has domestic alternatives for ready-to-wear products and brands, it lacks alternatives for technology products and brands. This causes Turkish consumers to be dependent upon and feel admiration for foreign technology products and brands. Thus, although consumers may feel animosity toward a foreign country, they may also feel an affinity toward that country and this product category. Consumers may also prefer to purchase the products and brands of that country. In light of these assertions, and also considering the political and economic conflicts that have been prevalent in recent history between the U.S. and Turkey, the scope of the research here includes the U.S. Previous research on Turkish consumers' attitudes toward foreign products and brands revealed that they had a positive attitude toward products from Western Europe and the United States (Ger and Belk, 1999). Furthermore, Turkish participants, who are citizens of a developing country, may perceive a developed country such as the U.S. as a country of opportunities thanks to its advanced technology (Kotler and Gertner, 2004). This reveals that 82,5 % of consumers have a positive tendency in their relations with the U.S. and feel a level of affinity toward the country concerning their evaluations of living, studying, and working conditions (Gelibolu, 2015: 35).

These represent additional reasons for explaining the designation of the scope of this research, which includes technology products and brands. Technology products were limited to the most commonly used technology products in everyday life, and computers were chosen for the scope of the study. Because 42 % of the consumers prefer foreign branded computers than other products (Baş and Şahin, 2013), and according to the theory of comparative advantage, the U.S. was found to hold a better position in computer manufacturing when compared to Turkey. 61 million Turkish consumers primarily prefer technology products manufactured in the U.S. and Japan (Jeffrey, 1997). Since Turkey and Japan have never been in any wars or conflicts, Japan's products were eliminated, and only U.S products and brands were included in the study.

Sampling and Data Collection

The questionnaire for this study was circulated in November 2017 among consumers living in İstanbul, Turkey. Participants were chosen from among adult consumers 18 years of age or over. Considering the time and cost limitations, convenience sampling methods were used. The sample size of the study was 384 with 5% error and 95% confidence interval with the formula $n = \pi (1 - \pi) / (e / Z)^2$ (Kurtuluş, 1998, p. 235). 400 questionnaires were sent. A total of 355 questionnaires were taken into consideration after eliminating wrong and missing questionnaires. The questionnaire was administered in the Turkish language. A professional translator back-translated and reviewed the scales to prevent any ambiguities. There are 59 questions in the survey. The first 3 include descriptive statements and the last 6 include demographic features. The remaining questions are scale expressions. The scale items used are shown in appendix 1.

The survey consists of two groups of questions. The first group measures animosity, ethnocentrism, affinity, brand image, and the purchasing behavior of foreign-made products, while the second group reports descriptive and demographic characteristics. The scales used in this study are as follows: affinity (Wongtada et al., 2012), animosity (Chan et al., 2010), ethnocentrism (Shimp and Sharma, 1987; Nijssen and Douglas, 2004), brand image (Low and Lamb, 2000), the purchase intention of foreign products (Abzari et al., 2014), and the lack of

alternatives (Nijssen and Douglas, 2004). The data were analyzed using SPSS 20.0 and AMOS20 statistics software.

Findings

Demographic Characteristics and Descriptive Statistics

The majority of the respondents are single (54.6%), male (50.1%), private sector employees (20.3%), between ages 29 and 39 (36.6%) and have a middle-income level (27.9%) and a university degree (79.7%). Table 1 shows demographic characteristics.

Table 1 *Demographic Characteristics*

Marital Status	Frequency	%	Gender	Frequency	%
Married	161	45,4	Male	178	50,1
Single	194	54,6	Female	177	49,9
Job	Frequency	%	Age	Frequency	%
Retired	4	1,1	18-28	118	33,2
Officer	52	14,6	29-39	130	36,6
Private sector	72	20,3	40-50	71	20,0
Hausewife	24	6,8	51-61	19	5,4
Worker	5	1,4	<61	17	4,8
Student	46	13,0	Income	Frequency	%
Self-employed	70	19,7	> 2000 TL	96	24,2
Merchant	14	3,9	2000-4000 TL	83	23,4
Other	68	19,2	4001-6001 TL	99	27,9
Education	Frequency	%	6002-8002 TL	47	13,2
Primary	20	5,6	< 8002 TL	40	11,3
Secondary	52	14,6			
High education	283	79,7			
Total	355	100	355	100	100

The respondents were given computer brand names of U.S. origin and were asked which of them they had. Then, the respondents were asked about the U.S. computer brands they have used in the past and currently. The results are shown in Table 2.

Table 2 *Computer Brands of Respondents*

Computer Brands	Apple		HP		Dell		None	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Computer brand owned currently	63	17.7	53	14.9	32	9.0	207	58.3
Computer brand owned in the past	33	9.3	65	18.3	30	8.5	227	63.9

The majority of the respondents have used a U.S. brand computer in the present and in the past, and they are familiar with U.S. computers.

Reliability and Validity of the Scales Used In the Research

For the reliability analysis, the study used the internal consistency coefficient Cronbach's alpha, which should be >0.70. As seen in Table 3, Cronbach's alpha values are above the accepted value, and thus, the reliability of the scales was confirmed. But since Cronbach's alpha is not sufficient in determining the reliability of scales, construct validity was also used.

Table 3 *Reliability and validity of scales and correlations*

	Cronbach Alfa	CR	AVE	MSV	MaxR(H)						
Animosity	0.830	0.843	0.575	0.067	0.864	0.759					
Lack of Domestic Alternative	0.850	0.857	0.667	0.239	0.928	-0.003	0.817				
Purchase Intention	0.890	0.896	0.743	0.477	0.960	-0.022	0.378	0.862			
Brand Image	0.890	0.903	0.629	0.498	0.976	0.053	0.363	0.691	0.793		
Ethno.	0.880	0.851	0.535	0.067	0.979	0.258	0.096	-0.249	-0.146	0.731	
Affinity	0.940	0.943	0.767	0.498	0.985	0.092	0.489	0.657	0.706	-0.124	0.876

The construct validity of a measure is based on convergent and discriminant validity. Construct reliability (CR) should be >0.70 , and the average variance extracted (AVE) for each construct in a measure should be >0.50 to establish convergent validity. Furthermore, CR should be higher than AVE. To establish discriminant validity, the correlation coefficient of two constructs should be less than the square root of the AVE of each construct. Maximum Shared Variance (MSV) should also be considered to test discriminant validity and should be less than AVE (Hair et al., 2010: 691).

Testing the Research Model

A structural equation model (SEM) was used to test the research hypotheses. The goodness of fit of the measurement model was first tested, followed by testing of the structural model. Some variables were also removed from the model, consistent with suggested modifications. From technology affinity, “The USA is one of the most important centers of new knowledge in the world”; from economic affinity, “All Americans have the opportunity for a good education”; from scenery affinity, “I admire the lifestyle of Americans”; from people affinity, “Americans are friendly”, “Americans are likable”, “Americans are open to new ideas”, “Americans are studious”, and “Americans are well disciplined”; from brand image, “The country brand is natural”; and from ethnocentrism, “Turkish people should not buy foreign products, because this hurts Turkish business and causes unemployment” (original scale items are in Appendix). After the modifications suggested for goodness of fit and acceptable values were achieved (Chi-square/sd: 1.644, RMSEA: 0.043, GFI: 0.86, AGFI: 0.85, NFI: 0.88, NNFI: 0.95, CFI: 0.95), NNFI value was found to be bigger than 0.90 (Hair et al., 1998). Fit indices values within the range between 0.80 and 0.89 are also acceptable (Schermele-Engel et al., 2003; Hooper et al., 2008).

Analysis of the Mediating Effect

The present research tested the mediating effect of the brand image concerning the effects of animosity, ethnocentrism, and affinity on the intention to purchase foreign-made products. Table 4 shows the mediating role of brand image.

Table 4 *The results of the mediating effect of brand image*

Relationships	Direct without Mediating	Direct with Mediating	Indirect
Ani.-B.Image-Purch.Int.	-.054 (CR: -.877; NS)	-0.42 (CR: 1,168; NS)	No mediation
Enth.-B.Image- Purch.Int.	-.115 (CR: -2,645; 0.009)	-.106 (CR: -2,508; 0.007)	No mediation
Affinity-B.Image-Purch.Int	.639 (CR: 12,284; 0.000)	.391 (CR: 6,602; 0.000)	Partial (0.011)

As seen in Table 4, the brand image does not have a mediating effect on the relationships between animosity-purchase intention and ethnocentrism-purchase intention. But it has a

mediating effect on the relationship between affinity and purchase intention. When a brand image is not included in the model, the effect of affinity on purchase intention is 0.639. When a brand image is added to the model, this effect is reduced to 0.391. So the brand image has a partial mediating effect as seen in Table 6. Based on these findings, H4c is supported, while H4a and H4b are not supported.

Analysis of the Moderating Effect

The PROCESS macro developed Andrew Hayes for SPSS software was used to analyze the moderating effect. The results of the analysis are shown in Table 5.

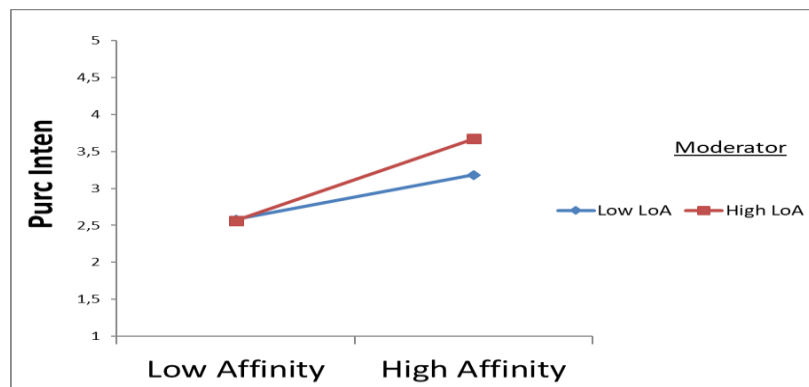
Table 5 *Moderating effect results*

Model	Stand. Regression Weights	T.Val.
Affinity.	0.495	5.456
Lack of Alter.	0.096	1.768
Interaction Variable.	0.119	2.946

Depend Variable: Purchase Intention Product and Brand.
Interaction Variable: Affinity*Lack of Domestic Alternative.

As seen in Table 5, p-value of affinity is 0.000, the lack of alternative product is 0.077, and the interaction variable is 0.003. The lack of alternative domestic products has a moderating effect on the relationship between affinity and purchase intention. Thus, H_7 is accepted. However, the lack of alternative domestic products does not play a moderating role in the effect of ethnocentrism and animosity on purchase intention. Thus, " H_5 " and " H_6 " are rejected. Figure 2 shows the moderating effect of the lack of alternative domestic products on the relationship between affinity and purchase intention.

Figure 2. Moderating effect



As shown in Figure 2, a high lack of alternatives means there are not many domestic products and this situation strengthens the positive relationship between affinity and purchase intention (Purch Inten). If domestic alternatives are fewer in the domestic market, consumers will have a stronger affinity for foreign products and this will have a stronger effect on foreign brand purchase intention. Thus, the results demonstrate that the lack of alternatives plays an enhancing role in the effect of affinity on purchase intention.

Analysis of the Structural Model

The structural model also shows an acceptable fit to the data (Chi-square/sd: 2.815, RMSEA: 0.072, GFI: 0.95, AGFI: 0.90, NFI: 0.94, NNFI: 0.91, CFI: 0.96). GFI, AGFI, NFI and NNFI values are bigger than 0, 90 (Hair et al., 1998). The structural equation model results, which

examine the effect of affinity, ethnocentrism, and animosity on purchase intention, are shown in Table 6.

Table 6 *Research results*

Relationships	Standard Value	Error Value	t Value	R ²
Affinity- Purchase Intention	0.346	0.091	5.456	0.538
Animosity- Purchase Intention	-0.050	0.047	-1.306	
Ethnocentrism- Purchase Intention	-0.108	0.041	-2.766	

As shown in Table 6, p-value for affinity is 0.000, animosity is 0.192 and ethnocentrism is 0.006. The effect on purchasing intention is explained by affinity, ethnocentrism, and brand image as 54%. Hence, when the hypothesis H3: and H2 are supported, H1 is not supported. The final research model is shown in Figure 3.

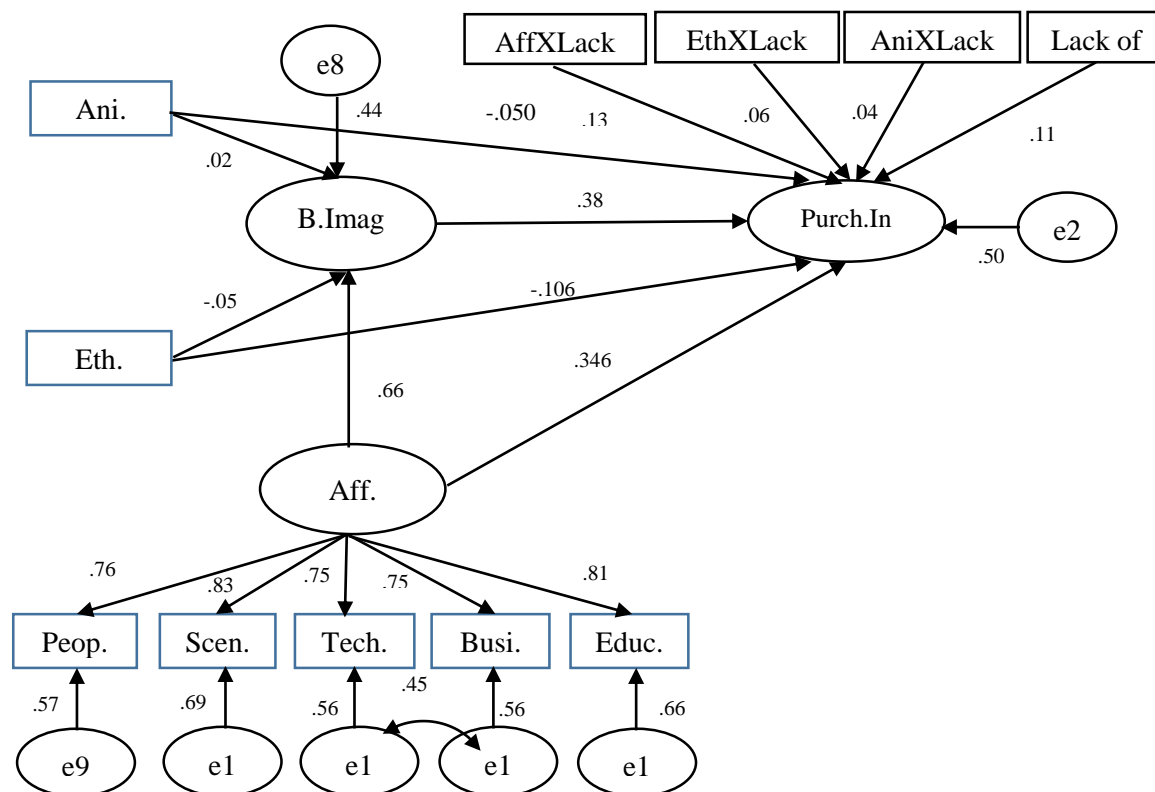


Figure 3. Final Research Model

*Ani=Animosity; Eth= Ethnocentrism; Aff= Affinity; B.Imag= Brand Image; Purch Int: Purchase Intention; AffxLack, EthxLack, AniLack= Interaction Variable; Lack of= Lack of Availability of Domestic Alternatives

Discussions and Conclusion

The present study investigated the effects of affinity, animosity, and ethnocentrism on consumers' intentions to purchase foreign computer brands. The study also analyzed the mediating effect of brand image and the moderating effect of the lack of domestic alternatives.

According to the study, consumer animosity does not have a significant effect on purchase intention, while consumer affinity has a positive effect and consumer ethnocentrism has a negative effect. The positive effect of affinity on purchase intention is consistent with the literature (Baillargeon, 2004), and the negative effect of ethnocentrism on purchase intention is consistent with the literature (Klein et al., 1998). Wongtada et al. (2012) argue that consumer affinity is more influential in product judgment when compared to consumer animosity. Thus,

the most important point to highlight in this research is that consumer affinity has stronger explanatory value than animosity in understating consumers' behavioral intention towards foreign products. Another important point to highlight is that consumer affinity also has a stronger explanatory effect when compared to consumer ethnocentrism in explaining consumers' intention to buy foreign products. Oberecker and Diamantopoulos (2011) contend that consumer affinity has a stronger role in solving all cognitive adaptation problems of consumers and is more influential in purchase intention and consumer ethnocentrism, while it may not even affect consumer behavior in the case of consumer affinity. Amine (2008) suggests, for instance, that U.S. consumers who are Francophobes and would never visit France may nevertheless buy Chanel handbags on their birthdays. This assertion reveals that consumers may simultaneously experience opposite feelings; however, positive feelings are more effective. All of these results indicate that consumers' perspectives toward a foreign country are not too strict and may change over time.

This study has revealed that consumer affinity has a structure distinct from consumer animosity and may emerge as an affinity for education, achievement, business, and people. Thus, this study did not limit its scope to the emotional aspects of affinity (sympathy and attachment), as did the research conducted by Oberecker and Diamantopoulos (2011). According to Nes et al. (2014), brand image can account for part of the effect of affinity on purchase intention. Shimp et al. (1993) suggest that positive perceptions about a foreign country allow for the recognition of the products or brands of that country. In other words, a strong country image can be transferred to the brand and positively affect brand image (as cited in Koubaa, 2008:151). When affinity toward a foreign country is high, the foreign brand image can be perceived positively (Toffoli et al., 2015: 212). Considering the mediating effect of brand image in this study, it was found to have a partial mediating effect on the relationship between affinity and purchase intention. So it can be said that positive brand image enriches foreign country affinity and also increases purchase intention of foreign products. But the same can't be said for the relationship between negative emotions (animosity and ethnocentrism) and purchase intentions. Even if a brand has a positive image, this is not adequate to change negative feelings. Regarding hostile feelings such as animosity and ethnocentrism, it can be said that brand image does not have an enriching effect on negative feelings toward buying foreign products. The insignificant effect of brand image on consumer animosity and ethnocentrism (Russell and Russell, 2006) may result from the stronger effects of affinity compared to animosity and ethnocentrism (Asseraf and Shoham, 2016a). In this study, in terms of affinity, the lack of domestic alternatives increases positive feelings toward a foreign country. According to the literature, the lack of alternatives has a role in enhancing the positive effect of affinity on consumer behavior (Nijssen and Douglas, 2004). The lack of alternatives is not effective in moderating the negative effect of animosity on purchase intention as explained by Klein (2002). An interesting result of this study is that the lack of alternatives does not play a moderating role in the relationship between ethnocentrism and purchase intention, in contrast to the extant literature (Douglas and Nijssen 2002).

The main contribution of this study is the finding that consumer affinity is a stronger predictor of consumer feelings toward a foreign country's products. Previous studies have jointly considered consumer animosity and ethnocentrism but have not considered consumer animosity and affinity relative to each other. By doing so, the effects of positive feelings (i.e. affinity) have not been sufficiently addressed, while the effects of negative feelings on the intention to purchase foreign products were extensively investigated. The findings highlight that positive factors that affect purchase intentions are more effective and significant than negative factors (Oberecker and Diamantopoulos, 2011: 50). One of the contributions of the study to existing literature is that brand image plays a mediating role.

Organizations can now be aware of the role of brand image in the effect of consumer affinity on purchase intention, thus enabling them to focus on a strong brand image. Internationally active companies have the opportunity to understand that they can benefit from a positive brand image as well as consumer affinity. This study has revealed that consumer affinity toward a country, rather than brands and products, is among the key tools necessary for organizations to achieve a successful position and gain a competitive advantage in the international market. Therefore, organizations should especially seek to promote affinity toward their countries in their commercials. For example, the U.S. promotes itself in commercials with slogans such as “Made in the U.S” and “Buy American.” In this way positive feelings can be activated, and products can be more efficiently promoted and publicized. Thus, it is of major importance for organizations to use emotion-based advertising. Multiple feelings can also provide a competitive advantage to organizations due to their nature, which is difficult to imitate. The research results may also be helpful for Turkish companies that intend to enter new international markets (e.g., the Middle East) in developing their marketing strategies. These results and this study’s model may be particularly useful for promoting products in the field of technology. Also, ethnocentrism and affinity may not affect purchase intention toward all foreign brands, since the model only addresses brands from one specific country. These limitations may be considered for future studies. Companies should be aware that the images they create for their brands do not influence consumer animosity. They must also consider that the positive image of the brand and the lack of alternatives do not change the negative effect of animosity on positive outcomes, such as changes in buying behavior. This study can therefore better inform marketers seeking new opportunities and new markets.

Future studies should be conducted in distinct cultures and countries and with different product groups and demographic characteristics, recognizing that they may yield different results. These studies could investigate the relationship between consumer affinity and several variables, such as country of origin (COO), perceived quality, and product ownership. Future studies could also investigate whether affinity is related to symbolic consumption. The moderating effect of variables, other than the lack of alternatives such as country and product familiarity, brand loyalty, and perceived brand quality, may also warrant further study. Consumer affinity could also be further investigated in terms of services (e.g., tourism, education, and accommodation) distinct from product groups. Qualitative research could also be carried out to determine whether affinity has different determinants (a foreign country’s cuisine, beliefs, traditions, art, etc.). In future studies, consumer animosity could be evaluated in conjunction with consumer nostalgia to determine which construct has the strongest impact on consumer behavior. Masstige brands are perceived beyond the country’s image. As a result, where these brands are concerned, consumers do not feel hostile toward the U.S. Laptop brands such as Dell, HP, and Apple would fit very well into Masstige Marketing Strategies (Paul, 2015: 702). As a potentially new research avenue, Mass prestige value could be examined as an alternative to brand image.

This study has some limitations due to obstacles including time, cost, and accessibility. One limitation is that this research surveyed only Turkish consumers and addressed only computers as the product group and the U.S. as the source of brands (HP, Apple, and Dell). A product may have more than one country of origin or may be designed and installed in another country. Thus, the difficulty in determining the country of origin of a product is also one limitation of the study. A final limitation is the sampling method. The research surveyed Turkish consumers but did not consider their ethnic origins. Future research should consider the limitations of ethnic origins. Additionally as noted previously, the results of the study cannot be generalized to different sectors, product groups, countries, and consumers.

References

- Abzari, M., Ghassemi, R. A. and Vosta, L. N. (2014). "Analysing The Effect of Social Media on Brand Attitude and Purchase Intention: The Case of Iran Khodro Company", *Procedia-Social and Behavioral Sciences*, 143: 822-826.
- Amine, L.S. (2008). 'Country-Of-Origin, Animosity And Consumer Response: Marketing Implications of Anti-Americanism and Francophobia', *International Business Review*, 17(4): 402-422.
- Amine, L.S., Chao, M.H.C. and Arnold, M.J. (2005). "Executive Insights: Exploring The Practical Effects Of Country Of Origin, Animosity, And Price-Quality Issues: Two Case Studies Of Taiwan And Acer In China", *Journal of International Marketing*, 13 (2): 114-150.
- Asseraf, Y. and Shoham, A. (2016). "Destination Branding: The Role of Consumer Affinity", *Journal of Destination Marketing & Management*, 6(4): 375-384.
- Baillargeon J.C.L (2004). "Product-Country Images In the Argentine Setting: An Analysis of Animosity and Admiration", Ph.D. Thesis, Carleton University.
- Chan, T. S., Chan, K. K. and Leung, L. C. (2010). "How Consumer Ethnocentrism and Animosity Impair the Economic Recovery of Emerging Markets", *Journal of Global Marketing*, 23(3): 208-225.
- Douglas, S. P. and Nijssen, E. J. (2002). "Examining the construct validity of the CETSCALE in the Netherlands", New York: Working Paper, Stern School of Business.
- Druckman, D. (1994). "Nationalism, Patriotism, and Group Loyalty: A Social Psychological Perspective, *Mershon International Studies Review*", 38(Supplement_1), 43-68.
- Duckitt, J. and Parra, C. (2004). "Dimensions of Group Identification and Out-Group Attitudes in Four Ethnic Groups in New Zealand", *Basic and Applied Social Psychology*, 26(4), 237-247.
- Fakharmanesh, S. and Miyandehi, R. G. (2013). "The Purchase Of Foreign Products: The Role Of Brand Image, Ethnocentrism, And Animosity: Iran Market Evidence", *Iranian Journal of Management Studies*, 6(1): 147.
- Fernández-Ferrín, P. and Bande-Vilela, B. (2015). "Attitudes and Reactions of Galician (Spanish) Consumers towards the Purchase of Products from Other Regions", *Global Business and Economics Review*, 17(2): 131-150.
- Fernández-Ferrín, P., Bande-Vilela, B., Klein, J. G. and Del Río-Araújo, M. L. (2015). "Consumer Ethnocentrism And Consumer Animosity: Antecedents And Consequences", *International Journal of Emerging Markets*, 10(1): 73-88.
- Fettahlioğlu, H. S. and Sünbül, M. B. (2015). "Tüketici Etnosentrizmi ve Tüketici Husumetinin X, Y, Z Kuşakları Açısından İncelenmesi", *International Journal of Academic Value Studies*, 2015 / 1 (1): 26-45
- Gelibolu, L. (2015). "Amerika Birleşik Devletleri'nin Türkiye'deki İmaji: Kimlik Bileşenleri Perspektifinden Bir İnceleme", *Çağ Üniversitesi Sosyal Bilimler Dergisi*, 12(1): 26-43.
- Ger, G. and Belk, R.W. (1999). "Accounting for Materialism in Four Cultures", *Journal of Material Culture*, 4 (2): 183-204.

- Greenwald, A. G., Banaji, M. R., Rudman, L. A., Farnham, S. D., Nosek, B. A., & Mellott, D. S. (2002). A unified theory of implicit attitudes, stereotypes, self-esteem, and self-concept. *Psychological review*, 109(1), 3.
- Guo, G. and Zhou, X. (2017). “Consumer Ethnocentrism On Product Judgment And Willingness To Buy: A Meta-Analysis”, *Social Behavior and Personality: An international journal*, 45(1): 163-176.
- Hair, J. F., Anderson, R. E., Tatham, R. L. and Black, W. C. (1998). “Multivariate Data Analysis”, 5th. NY: Prentice Hall International.
- Hair, J. F., Black, W. C. and Babin, B. J. (2010). “Multivariate Data Analysis”, 7. Baskı, NJ: Prentice-Hall.
- Hamin and Elliott, G. (2006). “A Less-Developed Country Perspective Of Consumer Ethnocentrism And “Country Of Origin” Effects: Indonesian Evidence”, *Asia Pacific Journal of Marketing and Logistics*, 18(2): 79-92.
- Harmeling, C., Magnusson, P. and Singh, N. (2015). “Beyond Anger: A Deeper Look at Consumer Animosity”, *Journal of International Business Studies*, 46(6): 676-93.
- Hooper, D., Coughlan, J. and Mullen, M. R (2008). “Structural Equation Modelling: Guidelines For Determining Model Fit”, *The Electronic Journal of Business Research Methods*, 6(1): 53-60.
- Klein, J. G., Ettenson, R. and Morris, M. D. (1998). “The Animosity Model Of Foreign Product Purchase: An Empirical Test in the People’s Republic of China”, *Journal of Marketing*, 62: 89–100.
- Klein, J.G. (2002). “Us versus Them, Or Us versus Everyone? Delineating consumer aversion to foreign goods”, *Journal of International Business Studies*, 33(2): 345-363.
- Kotler, P. and Gertner, D. (2004). “The Country as a Brand, Product and Beyond: A Place Marketing and Brand Management Perspective”, *Destination branding: Creating the unique destination proposition*, 2: 40-56.
- Koubaa, Y. (2008). “Country of Origin, Brand Image Perception, and Brand Image Structure”, *Asia Pacific Journal of Marketing and Logistics*, 20(2): 139-155.
- Kurtuluş, K. (1998). *Pazarlama Araştırmaları*. 6. Baskı, İ.Ü. Yayınları, İstanbul.
- Latif, K., Pitafi, A. H., Malik, M. Y. and Latif, Z. (2019). “Individual Cultural Values and Consumer Animosity: Chinese Consumers’ Attitude toward American Products”, *SAGE Open*, 9(3): 1-14.
- Lo, S. C., Tung, J., Wang, K. Y. and Huang, K. P. (2017). “Country-Of-Origin And Consumer Ethnocentrism: Effect on Brand Image and Product Evaluation”, *Journal of Applied Sciences*, 17: 357-364
- Low, G. S. and Lamb, C. W. J. (2000). “The Measurement and Dimensionality of Brand Associations”, *the Journal of Product and Brand Management*, 9(6): 350–368.
- Lu Wang, C. and Xiong Chen, Z. (2004). “Consumer Ethnocentrism And Willingness To Buy Domestic Products In A Developing Country Setting: Testing Moderating Effects”, *Journal of Consumer Marketing*, 21(6): 391-400.
- Maher, A. A., Clark, P. and Maher, A. (2010). “International Consumer Admiration and the Persistence of Animosity”, *Journal of Consumer Marketing*, 27(5), 414-424.

- Nakos, G. E. and Hajidimitriou, Y. A. (2007). "The Impact Of National Animosity On Consumer Purchases: The Modifying Factor of Personal Characteristics", *Journal of International Consumer Marketing*, 19(3): 53-72.
- Nes, E. B., Yelkur, R. and Silkoset, R. (2014). "Consumer Affinity For Foreign Countries: Construct Development, Buying Behaviour Consequences And Animosity Contrasts", *International Business Review*, 23(4): 774-784.
- Nijssen, E. J. and Douglas, S. P. (2004). "Examining the Animosity Model in a Country with a High Level of Foreign Trade", *International Journal of Research in Marketing*, 21(1): 23-38.
- Oberecker, E. M. and Diamantopoulos, A. (2011). "Consumers' emotional bonds with foreign countries: does consumer affinity affect behavioral intentions?", *Journal of International Marketing*, 19(2): 45-72.
- Papadopoulos, N., Diamantopoulos, A. and Murphy, S. A. (2017). "Old Country Passions: An International Examination of Country Image, Animosity, and Affinity among Ethnic Consumers", *Journal of International Marketing*, 25(3): 61-82.
- Park, J. E., Park, J. E., Yoon, S. J. and Yoon, S. J. (2017). "Antecedents of Consumer Animosity and the Role of Product Involvement on Purchase Intentions", *American Journal of Business*, 32(1): 42-57.
- Paul, J. (2015). "Masstige Marketing Redefined And Mapped: Introducing A Pyramid Model And Mms Measure", *Marketing Intelligence & Planning*, 33(5): 691-706.
- Rose M., Rose G. M. and Shoham A. (2009). "The Impact Of Consumer Animosity On Attitudes Towards Foreign Goods: A Study of Jewish and Arab Israelis", *Journal of Consumer Marketing*, 26(5): 330-339.
- Russell, D. W. and Russell, C. A. (2006). "Explicit And Implicit Catalysts Of Consumer Resistance: The Effects of Animosity, Cultural Salience and Country-Of-Origin on Subsequent Choice", *International Journal of Research in Marketing*, 23(3): 321-331.
- Schermelleh-Engel, K., Moosbrugger, H. and Müller, H. (2003). "Evaluating The Fit Of Structural Equation Models: Tests of Significance and Descriptive Goodness-Of-Fit Measures", *Methods of psychological research online*, 8(2): 23-74.
- Shi, T., Li, J. and Lim, C. L. (2017). "Host Country Consumers' Brand Attitudes after Cross-Border Acquisitions", *Journal of Product & Brand Management*, 26(6): 559-572.
- Shimp, T.A., Samiee, S. and Madden, T.J. (1993). "Countries And Their Products: A Cognitive Structure Perspective", *Journal of the Academy of Marketing Science*, 21(4): 323-30.
- Shimp, T.A. and Sharma, S. (1987). "Consumer Ethnocentrism: Construction and validation of the CETSCALE", *Journal of Marketing Research*, 24(3): 280-289.
- Sohail, M. S. and Opoku, R. A. (2016). "Applying the Animosity Model in Foreign Product Purchases: Evidence from an Emerging Nation", *Journal of International Consumer Marketing*, 28(2), 121-134.
- Solomon, M.R. (2017). *Consumer, Behavior, Buying, Having and Being*, 12th Edition, Pearson, USA.
- Suh, T. and Kwon, I. G. (2002). "Globalization and Reluctant Buyers", *International Marketing Review*, 19(6): 663-680.
- Sutikno, B. and Ming-Sung C., J. (2011). "Towards Consumer Ethnocentrism and Animosity in Indonesia", *International Journal of Management and Business Research*, 1(1): 15-18.

Toffoli, R., Librowicz, M., Hajjem, A. and Telahigue, I. (2015). "Impact of Acculturation, Consumer Affinity, And Inverse Coo Effect on a Supplier Country's Image From Exporting Professional Services To A Host Country: A Conceptual Framework", In *International Marketing in the Fast Changing World* (199-233). Emerald Group Publishing Limited.

Wongtada, N., Rice, G. and Bandyopadhyay, S. K. (2012). "Developing And Validating Affinity: A New Scale To Measure Consumer Affinity Toward Foreign Countries", *Journal of International Consumer Marketing*, 24(3): 147-16

Appendix

Consumer Animosity (Ani.)

- Q4. [America] wants to gain economic power over us.
 Q5. [America] is taking advantage of us.
 Q6. [America] has too much economic influence over us.
 Q7. [America] is doing business unfairly with our country.

People Affinity (PA)

- PA1. I admire the qualities of American citizens.
 PA2. I wish I was as patriotic as Americans are.
 PA3. Americans are very creative.
 PA4. Americans are friendly.
 PA5. Americans are likable.
 PA6. Americans are open to new ideas.
 PA7. Americans are studious.
 PA8. Americans are well disciplined.
 PA9. The USA is the land of opportunity for everyone.

Scenery and Infrastructure Affinity (SA)

- SA1. Americans have a high quality of life.
 SA2. The USA has low corruption, allowing the country to develop rapidly.
 SA3. I would feel very safe when traveling in the USA because its laws are effective.
 SA4. I would love to travel to the USA to see its beautiful scenery.
 SA5. I would like the infrastructure in our country to be as good as the infrastructure of America.
 SA6. I admire the lifestyle of Americans.

Technology and Innovation Affinity (TA)

- TA1. The USA is one of the most important centres of new knowledge in the world.
 TA2. I like the high technology and new innovations that come out of the USA.
 TA3. The service quality in the USA is definitely world class.
 TA4. The USA continuously improves its technology.

Business Achievement (BA)

- BA1. The USA is the world business leader.
 BA2. American companies are very competitive.
 BA3. All of the leading companies in the world are located in the USA.
 BA4. There are a lot of business opportunities in the USA.

Education Affinity (EA)

- EA1. I admire the quality of education in the USA.
 EA2. The education in the USA stresses the importance of analytical thinking instead of merely memorizing information.
 EA3. Americans are well educated.
 EA4. All Americans have the opportunity for a good education.

Perceived Lack of Availability of Domestic Alternatives (Lack)

Q35. There are no Turkish apparel/technology brands.

Q36. There is no real Turkish alternative for a USA apparel/technology.

Q37. USA manufactures apparel/technology for which there is no Turkish alternative.

Purchase Intention (Purch.Int)

Q38. I would buy this product/brand rather than any other brands available.

Q39. I am willing to recommend others to buy this product/brand.

Q40. I intend to purchase this product/brand in the future.

Brand Image (B.Image)

Q41. The country brand is well known and prestigious.

Q42. The country brand is fashionable and trendy.

Q43. The country brand has a reputation for quality.

Q44. The country brand is elegant.

Q45. The country brand is useful.

Q46. The country brand is natural.

Q47. The country brand is sophisticated.

Ethnocentrism (Enth)

Q48. Turkish products, first, last and foremost.

Q49. Purchasing foreign-made products is un- Turkish.

Q50. It is not right to purchase foreign products because this puts Turkish people out of work.

Q51. A real Turkish person should always buy Turkish -made products.

Q52. We should purchase products manufactured in Turkey instead of letting other countries get rich off of us.

Q53. Turkish people should not buy foreign products, because this hurts Turkish business and causes unemployment