The Mediating Role of Product Familiarity in Consumer Animosity

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Abstract

Consumer animosity relates to individuals' negative feelings toward a specific foreign country product, so it implies the antipathy toward a country and its people. But several factors have an influence on perceived animosity and willingness to buy foreign products. This research's aim is two-fold; one is to focus on the relationship between Country of Origin (COO), animosity and consumer ethnocentrism; to test whether they are distinct concepts, and to determine the precedence and consequence of concepts. Second is to test the moderating role of product familiarity in the US consumers' willingness to buy Turkish product taking into consideration effect of Country of Origin, ethnocentrism, and animosity. Findings showed that consumer ethnocentrism and animosity are related concepts and animosity is the antecedent of consumer ethnocentrism whereas COO and animosity aren't related, and COO has no effect on willingness to buy the foreign product. The results showed that product familiarity has a moderating effect on consumer animosity and buying the foreign product.

Introduction

There have always been political, economic and religious conflicts and frictions between countries. History is full of breathtaking and damaging cases. These conflicts and frictions have always rebounded consumer decisions', especially towards import goods. For example, in March 2003 after the Iraq War, a worldwide boycott of American products started. Some countries took everything American off their menus, and some American global brands were boycotted most of the countries like Starbucks, Microsoft, and Coca-Cola [1]. US consumers poured French wines down and changed the French Fries as "Freedom Fries" in their menu to express their anger toward France [2].

Consumers have country-based perceptions towards a foreign product, even hostility (animosity) toward a country or nation. Also, animosity has always been the potential impact on international marketing. The first study addressing the animosity regarding consumer behavior was conducted by Klein et al. [3]. They addressed tensions and conflicts between countries individually, and in consumption dimension and developed the concept of "consumer animosity" [4]. Consumer animosity indicates individuals' negative feelings even angry toward a specific foreign country product, so it implies the antipathy toward a country and its people [5]. Consumer animosity arises via various triggers, such as astounding historical events, economic conflict or differences in religion, cultural values or lifestyles [3,5]. For example, the animosity of US consumers toward Japan or Greek consumers toward Turkey are examples for the national settings [6,7]. Eastern versus Western Germany is a regional dimension of animosity [8,9] whereas animosity between Jewish and Arab Israelis is called as ethnic animosity [10].

The effect of consumer animosity on the consumer behavior have been tested in several types of research, and it was claimed that there is a direct relationship between consumer animosity and willingness to buy a foreign product [3,5,6,11,12].

Consumer's attitudes toward foreign products are subjected in Country-of-Origin (COO) and consumer ethnocentrism too. COO is information used as a cue to guide the product evaluations and purchase preferences of consumers. Consumers evaluate a foreign product that has no information and experience before, based on the country image.

If the consumer has a positive perception of the country, he or she interprets the product positively, if not vice versa [1].

Consumer ethnocentrism refers nationalistic emotions affect consumers' perception of foreign product purchase intentions. Further, according to the ethnocentric tendency to buy imported products is wrong so that unpatriotic and harmful to the country economy [13].

Consumer ethnocentrism, animosity, and Country of Origin effect (COO) have an influence on consumers' buying decisions foreign products due to conducting consumers' attitudes. Animosity and ethnocentrism can be thought the same concepts as negative attitudes toward foreign products. Whereas the COO effect is either the positive or negative influence that consist of product's country image has an impact on consumers' decision processes [14]. Then it cannot be said that COO perception is always positive image towards a country [6]. Then consumer perceptions or beliefs about country-related issues are more effective than product attributes itself. This belief directs foreign product decisions. Consumer animosity includes the individuals' negative attitudes toward a specific foreign country [3].

Klein et al. [3,6] claimed that animosity and ethnocentrism are related but different concepts. Some researchers tested mutual relations between animosity and ethnocentrism and argued that consumer ethnocentrism results from consumer animosity [2,11,15]. Ahmad et al. [16] claimed that ethnocentrism result from animosity. On the other side, it was argued that consumer animosity results in the argument of the COO biases like perceived product quality [1]. It was tested whether COO perceptions influence the consumer animosity or not, and suggested that there is a relationship between [17]. As understand, there is an extensive literature about consumer ethnocentrism, animosity and

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COO have an effect on willingness to buy the foreign product, but there is still inconsistency about antecedents and consequences of them. This study has two main aims. One is to investigate relationships between animosity, ethnocentrism, and COO effect is whether are they separate or related concepts. The second objective is to examine the moderating role of product familiarity on animosity, consumer ethnocentrism and COO effect to a willingness to buy foreign products.

The study begins with the review of the COO, animosity, ethnocentrism, and product familiarity literature. Next, research hypotheses are presented that investigate the effect of animosity, ethnocentrism and COO effect on consumers' foreign product buying intends, and the moderating role of product familiarity. Then the findings, implications, limitations and future directions of research are discussed.

Country of Origin (COO) effect

The Country of Origin is defined as "the information pertaining to where a product is made" [18]. Consumers usually, associate product quality with the COO. Ideas of general validity such as "Japanese make the best technological products; Germans produce durable products" are the best examples of this. Country-of-Origin refers an information cue that affects consumers' judgments about product quality when consumers have less knowledge with a product category [6,19]. Thus, the more COO is perceived, the more consumer response positively. Country of Origin effect has emerged because of prejudices, hostility, and ethnocentrism, cultural and demographic differences that developed in the course of time [3,20-24].

The Country of Origin is grouped into three categories. These are cognitive, affective, and normative Country of Origin perceptions. Cognitive aspect comprises thoughts about a country's technological, industrial superiority or the quality of a product. Affective aspect is shaped by emotional values about that country. Normative aspect is the extent to which a consumer wants to establish a relationship with that country, or it emerges when a consumer buys domestic products and refuses to buy the products of a country s/he perceives as an enemy [25,26]. Consumers' product evaluations may be controlled bias like positive assessments that strong COO perception and stereotype (e.g., French personal care products, German durable goods, Japanese electronic products, etc.) [25]. Then COO was reevaluated in the way reflecting the halo and summary-construct roles. It is concluded that consumers' level of familiarity with the country's products results with whether as a halo effect or as a summary construct. Halo effect refers consumers' evaluation of a product based on the country image. Summary construct, on the other hand, includes consumers summarize their beliefs about that product based on the country image. Product familiarity is an important indicator in COO image. If a consumer has low familiarity, country image affects consumers' attitudes towards product beliefs indirectly. The process is like that CI-Beliefs-Attitudes. If a consumer has high familiarity, country image affects consumers' attitudes toward the product while product beliefs do not affect attitudes directly. Then the process is like that Beliefs-CI-Attitudes [27,28].

Ethnocentrism

The consumer ethnocentrism refers consumers' beliefs in the superiority of their own country's products in consumer behavior differently from sociology [29]. The ethnocentric behavior is explained by the social identity theory (SIT) [30]. This theory based on relationships between in-groups and out-groups. That is people act in a positive way in groups they belong vice versa. People evaluate themselves and their groups as different from other groups and as even better [31]. Thus, ethnocentrism happens when individuals see themselves as members of a distinct group. Shimp and Sharma [32] mentioned this distinction and defined "Consumer Ethnocentrism" (CE) as "the beliefs held by consumers about the appropriateness, indeed morality, of purchasing foreign-made products," and developed a scale to measure named the CETSCALE (Consumer Ethnocentric Tendencies Scale). CETSCALE is examined in different cultures and countries [33-35]. Some researchers have examined CETSCALE and claimed that CETSCALE has over one dimension [36-38]. Sharma [39] due to arguing about consumer ethnocentrism identified CE as "an overall attitude towards domestic and foreign products and services comprising affective reaction, cognitive bias, and behavioral preference". Author conceptualized CE as attitude based three-dimensional construct; affective, cognitive and behavioral aspects. Affective (emotional) reaction refers high affection for domestic products and dislikes for foreign products. Cognitive bias is perceptions about in-group vs. out-group and includes perceptions about own group's interests and the importance, and integrity of the own group compared with others. Behavioral preference represents shortly don't accept the foreign products. The constructs animosity and ethnocentric tendencies are important affective components influencing consumer behavior [3,32,40,41].

Consumer animosity

Consumer animosity includes the individuals' negative attitudes toward a specific foreign country. The first study regarding consumer behavior was conducted by Klein et al. [3]. Klein et al. [3] defined animosity as the "remnants of antipathy related to previous or ongoing military, political, or economic events." As mentioned in definition, animosity is feeling rather than behavior based. Thus, it is defined as "an emotional inclination involving anger, defiance, and alienation" by Kubany et al. [42].

Consumer animosity results from the argument of the COO biases like perceived product quality. These debates revealed an alternative view of a country's product evaluation [1].

Animosity towards a country is not only a consequence of past or ongoing wars between the countries or politics but also might boost serious demonstration derived from previous military events or recent economic or diplomatic arguments. Therefore, there is the complex construction of animosity. Klein et al. [3] address animosity in two groups: one based on economics and one based on war.

Economic animosity is the hostility of economic acts which are hard to forgive. Economic oppression and exploitation are also important factors in the formation of economic animosity. Economic animosity is more situational and shorter compared to war-based animosity [43]. War-based animosity is hostility due to military interventions or wars, for example, Jewish consumers avoiding the purchase of the German-made product [3]. Klein et al. [3] claimed that there is a direct relation between willingness to buy product and animosity, and war factors were more closely associated with animosity than were economic factors. Nijssen and Douglas [11] research provided similar results, according to the findings war animosity had a strong effect on to buy foreign products, while economic animosity has no more effect or an indirect effect through consumer ethnocentrism on consumer product evaluation.

Jung et al. [44] and Ang et al. [45] developed a typology of consumer animosity divided into two dimensions; source (situational

vs. stable) and locus of manifestation (personal vs. national) [2]. Stable animosity is hostility arising from historical events between the two countries, and ongoing general opposing emotions. According to the Murray and Meyers [46] study, Americans' old fears of the Soviet Union are stable animosity. Situational animosity is hostility caused by current economic, political or diplomatic events. If feelings of hostility towards a country are strong, the link is stronger between memories and feelings. Also, continuity of anger and strong memories might affect the situational animosity evolving the stable form. This animosity mentions to strong emotions of enmity belonging to a specific situation experienced soon. Historical conflicts for situational animosity to evolve into stable animosity can be transmitted from one generation to another via both formal channels such as history texts and informal channels stories or narratives [44,47,48].

Personal animosity is hostility arising from negative and bad experiences of a person when she or he was in contact with a foreign country or the people of that country. It is caused by personal experiences so examples can be much diversified [25]. National animosity is hostility caused by what a country has done against the country of a consumer. An example of this hostility is animosity of the Chinese towards Japan. Riefler and Diamantopoulos [4] have also added religious or personal animosity, which involves a person's hostility towards another country's lifestyle, the way of thinking or belief. Jung et al. [44] classified animosity as stable-situational animosity and personal-national animosity [49].

Nes et al. [49] re-evaluated the dimensions of consumer animosity by a study conducted in 2012 and suggested that it has four dimensions: economic animosity, animosity towards people, animosity towards governments or rule and war-military animosity. Researchers added animosity towards people and government of a country. Animosity towards people shows similarity to Riefler and Diamantopoulos' [4] animosity towards personal thought.

Cai et al. [2] suggested implicit animosity is a latent attitude toward a displeased nation. They defined implicit animosity as "introspectively unidentified (or inaccurately identified) traces of experience that lead to unfavorable feelings, thoughts, or action toward a specific (offending) nation". This animosity reveals implicitly or automatically. According to the findings of Cai et al. [2] study, implicit animosity has negative impacts on purchase intention.

Lee and Lee [50] have conceptualized into two dimensions; historical and contemporary animosity. Historical animosity is similar with war animosity was identified by Klein et al. [3], and contemporary animosity refers social or daily related matters. Authors claimed that historical animosity is stable over the time whereas contemporary animosity is unstable. However, the majority of studies considered a single dimension, i.e., economic animosity.

According to the study by Klein et al. [3], which is the first study on consumer animosity, consumer animosity adversely, affects purchase intention. Following studies were also consistent with these results [3,5,11,12,51]. Also, animosity leads to rejection of symbols on mass media tools and seeing brands as an element of hostility [17,52].

Kalliny et al. [53] added new constructs as cultural and religious animosity in the animosity model developed by Klein et al. [3]. Authors intended to explore how cultural and religious differences impact consumer intention to purchase.

Little et al. [43] investigated whether generations' animosity levels are different. They compared generation of depression, Baby Boomer,

Generation X and Generation Y members' animosity towards China and Vietnam. Results showed that consumer animosity is related with experiences rather than ages. If a consumer has more experience with the subject country, his or her animosity level is higher.

Nijsen and Douglas [11] tested animosity in a country that high level of foreign trade i.e., is not industrialized countries. Authors examined consumer animosity level in absent of domestic alternative. Most of the animosity studies were tested highly industrialized economies. They found that consumer ethnocentrism and animosity towards a country result in an unwillingness to purchase a foreign country's products, even in a not highly industrialized economy. However, with a domestic alternative is not available, consumers have more positive attitude towards foreign products.

Huang et al. [12] tested whether economic hardship and normative influence effects on consumer animosity. According to the findings, the perception of Taiwanese consumers' personal economic hardship and the normative influence has a positive impact on the consumer animosity. Not like previous studies, it is found that consumer animosity dependent on judgments of product quality.

Jimenez and Martin [15] examined the roles of COO, ethnocentrism, and animosity on the consumers' relational trust. They also investigated product familiarity effect on these factors. They found that if a firm's reputation associated to COO, the animosity and the ethnocentrism level of consumers can decrease.

Ma et al. [54] sought whether the cultural similarity has mediator or moderating effect on consumers' perceptions of animosity toward another country. Findings showed that cultural similarity has a positive effect on consumers' evaluation towards foreign products.

Ethnocentrism, animosity, and COO are evaluated similar attitudes towards foreign product for influencing consumers' decisions. Even their common effect on consumer decisions, they are different concepts. First, given bias toward foreign products, animosity and ethnocentrism can be thought the same concepts. Consumer ethnocentrism is mainly based on the responsibility and morality of purchasing foreign country products; further implies the loyalty of consumers to products from their home country [32]. Whereas animosity is an attitude related to a specific foreign country; ethnocentrism is related to preferences between domestic and foreign goods [6]. Consumer animosity directly and negatively affects consumers' purchase decisions [3,6]. Because the idea of hostility is not related to customers' quality perceptions about a product of a particular country, and it is the case for the effect of COO. Consumers may refuse to purchase products of a country against which they feel hostility although that country offers better quality products for the same price [6]. The reason for hostility against a country is regardless of the product and may be caused by military events or diplomatic disputes [7]. Hence, animosity does not influence customers' quality perceptions about a particular product of a particular country, like the effect of COO, however, directly influences consumers' intention to buy a particular foreign product [7]. Animosity is also directed toward a specific country, nation, religion or region, whereas ethnocentrism concerns individuals viewing their own in-group favorably [54].

Research hypotheses

Researchers examined the relationship between animosity and willingness to buy a foreign product, and factors have a role in these relationships. The factors influences on consumers' un/willingness to a foreign product were taken into consideration. For this purpose, most

of the research placed factors such as consumer ethnocentrism, COO or country image, due to all factors have a role on consumer judgment foreign products.

Country-of-Origin (COO) and willingness to buy foreign products: COO is an important information cue when consumers are less familiar with a product category, and the most important COO impact on consumers' judgments of product quality [6,19,55]. Country of Origin effect was accepted as an important indicator consumer evaluation a foreign product due to the country image, and generally, this image was used reflecting positive perceptions both country and the product [2,28]. Extensive researches have reported that country image can have considerable impact on consumers' product evaluation [16,19,22,26,56,57]. Later, it was asserted that sometimes with halo effect consumer might judge the product just referring country negative image and might refuse to buy the product [19,25,27]. Based on literature the following hypothesis proposed:

H1: The Country of Origin effect is positively related to willingness to buy the foreign product.

Consumer ethnocentrism and willingness to buy foreign products: Consumer ethnocentrism is the most used concept to explain negative consumer attitude towards foreign products. Consumer ethnocentrism was tested different countries, cultures or products attribute, except some result, it was concluded that consumer ethnocentrism is a tendency of consumer attitudes towards the foreign product [58,59]. Then the following hypothesis is proposed:

H2: There is a negative relationship between consumer ethnocentrism and willingness to purchase foreign products.

Consumer animosity and willingness to buy foreign products: Klein et al. [3,6] examined the concept of animosity in his dissertation and proposed a concept, animosity, includes the individuals' negative attitudes toward a specific foreign country, then that country's products. Consumer animosity does not influence customers' quality perceptions about a particular product of a particular country, like the effect of Country of Origin, however, directly influences consumers' intention to buy a particular foreign product [7]. Animosity is directed toward a specific target and influences consumer buying decisions [54,60]. Then the following hypothesis is proposed:

H3: There is a negative relationship between consumer animosity and willingness to purchase foreign products.

Consumer animosity, COO, and consumer ethnocentrism relations: Klein et al. [3] claimed that animosity and ethnocentrism are distinct concepts that can be utilized to explain consumers' tendencies towards foreign products. Consumer ethnocentrism is related more in-group and out-group norms rather product attributes [32]. Consumer animosity is also a non-product related evaluation, on the contrary, based on country image related evaluations [3,6,61]. All researchers focused on this basic assumption and tried to contribute understandings about consumers' unwillingness to buy foreign products. However, when viewed the antecedents and consequences of the willingness to buy foreign country products, it can see that there is no consensus. Klein et al. [3,6,61] tested animosity and ethnocentrism is the distinct concepts. Most of the researchers accepted this structure and done their study based this assumption [5,54,62-64]. Some researchers tested mutual relations between animosity and ethnocentrism in their studies [2]. On the other side, some researchers claimed that consumer ethnocentrism results from consumer animosity [11,65], especially in low product familiarity [15], whereas Ahmad et al. [16] claimed that ethnocentrism

is an antecedent of animosity. Then to test the relationship between consumer animosity and consumer ethnocentrism, are they separate concepts or related this research hypothesis proposed:

H4: Consumer animosity positively influences consumer ethnocentrism.

As mentioned before, consumers' product evaluations may be subject to bias as well positive evaluations depending on the degree how the COO perception is strong and creates stereotype (e.g., French personal care product, German home appliance, Japanese electronic products, etc.) [25]. Then COO was reevaluated in the way reflecting the halo and summary-construct roles. These debates revealed an alternative view of a country's product evaluation. Then it was claimed that consumer animosity results from the argument of the COO biases like perceived product quality [1]. Russell and Russell [17] tested whether COO perceptions influence the consumer animosity or not, and suggested that there is a relationship between them unless companies have good reputations apart from national identity. Due to positive consumer perception about COO may decrease animosity towards that country, this research hypothesis is proposed:

H5: COO negatively influences consumer animosity.

Mediating role of product familiarity: Consumers continuously directly or indirectly collect information about products. This information is got from various sources, including word of mouth, advertising, sales staff, etc. Direct information, on the other hand, is gathered by experiences with the product. Then, familiarity is defined as all this information about a product collected from a consumer and the number of experiences [15,66,67]. According to another definition, a cognitive reflection of experiences associated with a product in the mind of a consumer [56]. Studies showed that familiarity influences consumers' decision-making process [68-70]. Russell and Russell [17] also propose that product familiarity serves as a cue affecting consumers' future acceptance or opposition to domestic versus foreign products.

Product familiarity and COO have been related each other when consumer evaluates a foreign product. Previously COO was used to describe consumer evaluation a foreign product via halo effect of the country image. The consumer has little or no information about a product; country image helps as an information source to evaluate the product. If the consumer is not familiar with a product, COO guides the consumer decisions. It was argued that opposite situations could happen. If a consumer is familiar a country's product, he or she decides country image due to product performance [15,27,71,72]. It was seen that as consumers' familiarity with a product is enhanced; tendency to use Country of Origin is increased [27,62,73,74].

As mentioned before COO provides information about the products due to the country product manufactured [75]. If the consumer is less familiar with the product, and he or she is feeling animosity towards that country, the consumer might evaluate products negatively, and animosity tendency increases rejection of foreign products. As consumers become more familiar with a product, the positive COO influences can be felt, and familiarity might act as a motivator so moderates the feelings of animosity and consumer ethnocentrism [15].

Then following hypotheses are determined:

H6: Familiarity moderates the relationships between COO and willingness to buy the foreign product.

H7: Familiarity moderates the relationships between ethnocentrism and willingness to buy the foreign product.

H8: Familiarity moderates the relationships between animosity and willingness to buy the foreign product.

Research model based on the hypotheses presented in Figure 1.

Method

Product category selection

This research tests US consumers' willingness to buy Turkish products (foods, textile, electronics or home appliances and clothing). The product categories were selected due to Turkey export data to the US. According to the Turkish Statistical Institute and Turkish exporters' assembly, Turkey export rates are increasing each year to the US. In 2012 the export rate increased 21% according to the previous year (tuik.gov.tr, tim.gov.tr). Turkey export of goods is $143.88 billion in 2015 (http://www.statista.com/statistics/255647/export-of-goods-from-turkey/). Turkey was the United States' 41st largest supplier of goods imports in 2013. The top 5 imports for 2013 were: Vehicles ($818 million), machinery ($790 million), iron and steel ($521 million), iron and steel products ($338 million), and stone, plaster, cement (travertine and marble) ($335 million). Imported agricultural products from Turkey to the US are totaled $740 million in 2013. Main categories are tobacco ($162 million), processed fruit and vegetables ($158 million), and vegetable oils ($101 million) (https://ustr.gov/countries-regions/europe-middle-east/europe/turkey). Beside pre-study result with consumers showed that US consumers know product category especially, textiles (Turkish towel, carpets) and fruits (fig, apricot) and nuts rather brands.

COO is an image that consists of country characteristics like innovation, technology, price, overall quality, expertise, products) [15]. Turkey is mostly known famous textile, clothes, fruits, and nuts. Therefore, the product category is selected due to Turkey's major export product groups to the US, and most known Turkish product in the US markets.

Data collection

This study examines the US consumers' willingness to buy Turkish product taking into consideration effect of Country of Origin, ethnocentrism, and animosity with the moderating role of product familiarity. The information needed to test the model was gathered through a survey of a universe composed entirely of individuals who are US citizens. For the product categories in the research comprise different categories (food, textile or electronics) the universe of study includes all demographic groups in US consumers. The convenience

Figure 1: Research model.

sampling method was used, and surveys distributed in Dallas, Texas in May 2016. The 300 questionnaires were distributed via the internet by Qualtrics (Research Company). After eliminated incomplete surveys, 257 questionnaires were used to test research hypothesis.

Measurements

Five measurements were used to test research's model. Consumer animosity was measured into three animosity dimensions, and ten items; economic animosity, public animosity and government animosity because there was no war between Turkey and US. Consumer animosity measures were adapted from Klein et al. [3] and Nes et al. [49]. Consumer ethnocentrism measured a scale has eight items that developed by Shimp [29]. Country-of-Origin effect was measured a scale has five questions adapted from Maheswaran [75]. The willingness to buy foreign product construct has five item was adapted from Darling and Arnold [76], Darling and Wood [77], and Wood and Darling [78]. All constructs were measured using a five-point Likert scale with "1" indicating "strongly disagree" and "5" indicating "strongly agree." The Product familiarity was measured with a nominal scale (Have you ever used Turkish product?).

Findings

The demographic profiles of the respondents are given Table 1. Consumer familiarity was measured two different questions. First, US consumer was asked whether have they ever heard of any Turkish product and wanted to mention which product type they know. Second, it was asked have they ever used any Turkish product. Findings are shown in Table 2. US consumers 58% familiar with Turkish products, and mostly they know food items. The consumers who are familiar Turkish products are used the Turkish product same time (52%). Similarly, US consumers have used food items (39%).

Reliability of the instruments was tested using Cronbach's Alpha. Cronbach's Alpha scores, descriptive statistics, and correlations for each construct are given in Table 3.

Based on the results all scales have higher alpha scores, alpha scores lay between 0,88-0,96. However, the high correlations between economic animosity, people animosity, and government animosity were noticed that tested whether multicollinearity between animosities dimensions. The multicollinearity was tested by multiple regression analyses, and it was seen that there is multicollinearity between factors (VIF: 3,991-3,550). Then it was decided, to sum up, items in economic, people and government animosity in the animosity scale. Later, the validity of constructs was tested by confirmatory factor analysis (CFA). Based on the results of CFA, all constructs meet the criteria recommended for CFA (RMSEA and RMR: 0,08; GFI and CFI: 0.9 and Chi-square/df ≤ 3.0 [79]. Composite reliabilities (CR) and average variance extracted (AVE) were calculated for each construct to test convergent and discriminant validities. Goodness of Fit indices of research factors are given in Table 4, where RMSEA: 0,050; RMR: 0,021; Chi/Square/df: 2,84; p-value for test of close fit=0,036; GFI: 0,99; CFI: 0,99; AGFI: 0,92; NFI: 0,98; RFI: 0,92.

Hypotheses testing

Hypotheses testing were performed using Structural Equation Modeling (SEM). The aim is testing relationships between consumer animosity, ethnocentrism, country-of-origin effect, and willingness to buy a foreign product, and the mediating effect of product familiarity. As mentioned before, the focus of study can be classified into two objectives. First is to test animosity, and COO and ethnocentrism
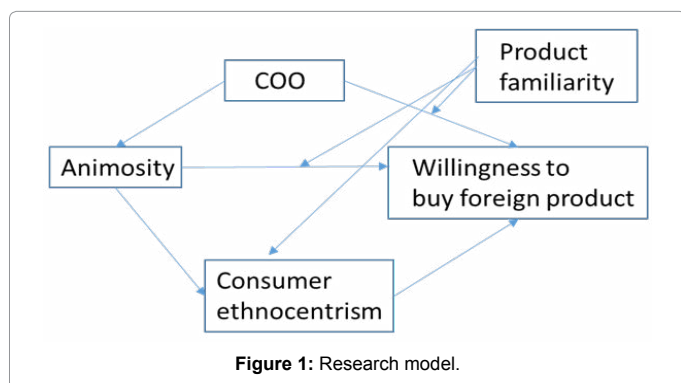
Demographic profile		Frequency	%
Gender			
	Male	78	30,6
	Female	177	69,4
Age			
	Less than 19	33	12,6
	25-34	101	39,6
	35-44	59	23,1
	45-54	35	13,7
	55-68	22	8,6
	65 and over	6	2,4
Education			
	Less than high school	13	5,1
	High school / GED	67	26,3
	Some college	59	23,1
	2-Year college degree	42	16,5
	4-Year college degree	47	18,4
	Master's degree	21	8,2
	Doctoral degree	3	1,2
	Professional degree (JD, MD)	3	1,2
Income (in USD)			
	0-25,000	40	15,7
	25,001-50,000	75	29,4
	50,001-75,000	67	26,3
	75,001 -100,000	47	18,4
	100,001-125,000	13	5,1
	125,001-150,000	3	1,2
	150,001-175,000	2	0,8
	more than 175,000	2	0,8
	I would rather not report	6	2,4
Ethnicity			
	White/Caucasian	184	72,2
	African American	23	9,0
	Hispanic	21	8,2
	Asian	23	9,0
	I would rather not report	4	1,6
Current Status			
	Single/never married	77	30,2
	Married without children	23	9,0
	Married with children	102	40,0
	Divorced	18	7,1
	Separated	7	2,7
	Living with partner	23	9,0
	I would rather not report	5	2,0
Total		255	100

Table 1: Demographic profiles of respondents.

relations, whether these factors are related each other or independent as Klein et al. mentioned [3,6]. Second, does consumer product familiarity, effect consumer animosity and willingness to buy foreign product tendencies in a positive manner? So testing research hypotheses previously, the relationships between research variables were examined by SEM. Later the mediating effect of product familiarity was tested as grouped consumers as familiar and unfamiliar consumers. Results of the model are given in Table 5.

The values of SEM model are within the threshold limits by prescribed by Hair et al. [79]. Based on result there is no statistical relationship between Country-of-origin effect and willingness to buy a foreign product (Estimate: 0,018; CR: 0,281). Then H1 is rejected. There is a negative relationship between consumer ethnocentrism and willingness to buy a foreign product (Estimate: -0,228; CR: -3,761), and H2 is accepted. There is a negative relationship between consumer animosity and willingness to purchase foreign products (Estimate: -0,605; CR: -9,644) and H3 is accepted.

The research is also aimed to test the relationship between animosity and related factors with it, COO and consumer animosity. Research findings revealed that consumer animosity positively influences consumer ethnocentrism (Estimate: 0,652; CR: 13,740) (H4 is accepted), but COO have no influence on consumer animosity (Estimate: -0,018; CR: -0,281) (H5 is accepted). The model is for unfamiliar consumers are shown in Figure 2.

After testing relationships between model factors, the moderating role of product familiarity was tested. First, the sample was divided into
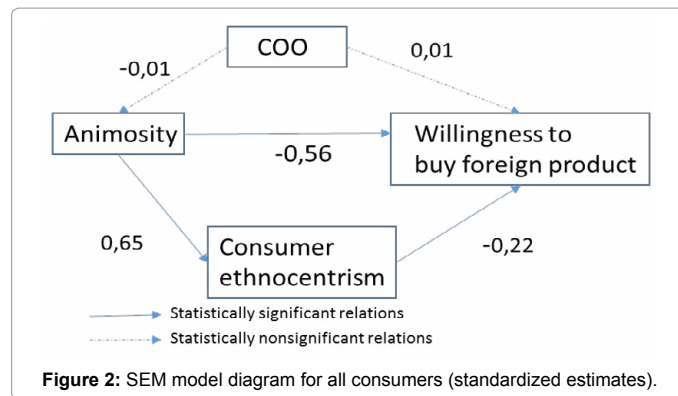

Figure 2: SEM model diagram for all consumers (standardized estimates).

Questionnaires	Frequency	%
Have you ever heard of any Turkish products?		
Yes	148	58,0
No	107	42,0
Which Turkish product do you know?		
Food items (yogurt, Turkish delight, nuts, dried fruits, etc.)	133	52,2
Textile products (home textile, towel, carpets, bathrobe, bed set, etc.)	91	35,7
Clothing (denim, t-shirt, dress, suit etc.)	72	28,2
Electronics or home appliances (TV, mobile phone, CD player, refrigerator, oven, microwave, dishwasher, etc.)	34	13,3
Have you ever used any Turkish product?		
Yes	133	52,2
No	122	47,8
Which Turkish products have you used or owned?		
Food items (yogurt, Turkish delight, nuts, dried fruits, etc.)	100	39,2
Textile products (home textile, towel, carpets, bathrobe, bed set, etc.)	66	25,9
Clothing (denim, t-shirt, dress, suit etc.)	41	16,1
Electronics or home appliances (TV, mobile phone, CD player, refrigerator, oven, microwave, dishwasher, etc.)	17	6,7

Table 2: US Consumers' Turkish products buying behaviors.

Variables	A	Mean	SD	Consumer ethnocentrism	COO effect	Economic animosity	People animosity	Government animosity	Willingness to buy
Consumer ethnocentrism	0.95	3,08	0,79	1					
COO effect	0.92	3,60	0,90	0,056	1				
Economic animosity	0.94	2,70	0,98	0,483**	-0,091	1			
People animosity	0.92	2,64	0,99	0,484**	-0,034	0,716**	1		
Government animosity	0.95	2,83	0,99	0,403**	-0,051	0,667**	0,629**	1	
Willingness to buy	0.88	3,54	0,96	-0,447**	0,177**	-,625**	-0,538**	-0,424**	1

A: Cronbach's alpha scores; SD: Standard Deviation;.

**Correlation coefficient.

Table 3: Cronbach's alpha scores, descriptive statistics and correlations.

Variables	CR/AVE	GFI	RMSEA	RMR	ChiSQ/df	p-value
Consumer ethnocentrism	0,93/0,72	0,98	0,622	0,018	11,424/3	0,01
COO effect	0,83/0,65	0,97	0,068	0,014	21,76/10	0,016
Animosity	0,90/0,69	0,998	0,000	0,004	0,876/1	0,349
Willingness to buy	0,92/0,80	Saturated fit	Saturated fit	Saturated fit	Saturated fit	Saturated fit

CR: Composite Reliabilities; AVE: Average Variance Extracted; GFI: Goodness of Fit İndex; RMSEA: Root Mean Square Error of Approximation; RMR: Root Mean Square Residual.

Table 4: Goodness of fit indices of research factors.

Relationships for all	Standardized regression	Composite reliability	p-value	Hypotheses
COO effect-Animosity	-0,014	-0,216	0,829	H5 rejected
COO effect-Willingness to buy	0,012	0,281	0,778	H1 rejected
Consumer ethnocentrism-Willingness to buy	-0,217	-3,761	0,000	H2 accepted
Animosity-Willingness to buy	-0,555	-9,644	0,000	H3 accepted
Animosity-Consumer ethnocentrism	0,652	13,740	0,000	H4 accepted

Table 5: Results of model.

Relationships for unfamiliar consumers	Standardized regression	CR	p-Value
COO effect - Animosity	-0,214	-2,395	0,017
Animosity - Consumer ethnocentrism	0,711	11,047	0,000
Animosity - Willingness to buy	-0,487	-5,047	0,000
Consumer ethnocentrism - Willingness to buy	-0,226	-2,372	0,018
COO effect - Willingness to buy	0,058	0,839	0,401

CR: Composite Reliabilities.

Table 6: Familiar group SEM results.

Relationships for unfamiliar consumers	Standardized regression	CR	p-Value
COO effect - Animosity	0,229	3,658	0,000
Animosity - Consumer ethnocentrism	0,570	8,096	0,000
Animosity - Willingness to buy	-0,627	-9,139	0,000
Consumer ethnocentrism - Willingness to buy	-0,221	-3,326	0,000
COO effect - Willingness to buy	0,014	0,248	0,804

CR: Composite Reliabilities

Table 7: Unfamiliar group SEM results.

less familiar and highly familiar consumers. Familiar consumers have chosen the basis of the using the Turkish product. Then 120 familiar and 137 unfamiliar consumers gathered. The multi-group analysis was performed with AMOS 24 using a hierarchical approach to compare the Chi-square of the two sub-samples. Excel programming was used to calculate an overall Chi-square differences. The model that imposed equality constraints parameters across the subgroups was compared with the general non-restricted model. The unconstrained and fully constrained models chi-squares are statistically different (X^2=9,357, df: 6; X^2=36,744, df: 14, p=0.001). Later each path was examined to see which relations are moderated by familiarity. SEM results are given in Tables 6 and 7. The factors' Chi-square difference test result is given in Table 8.

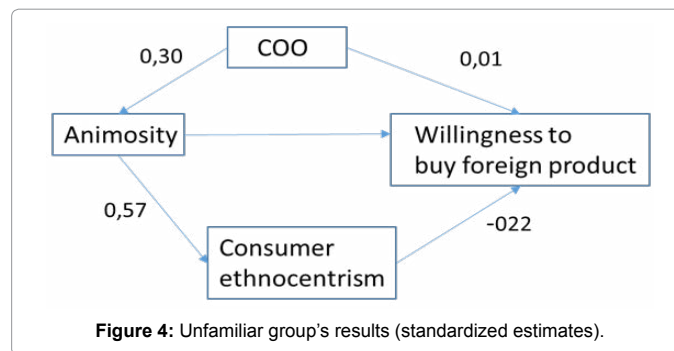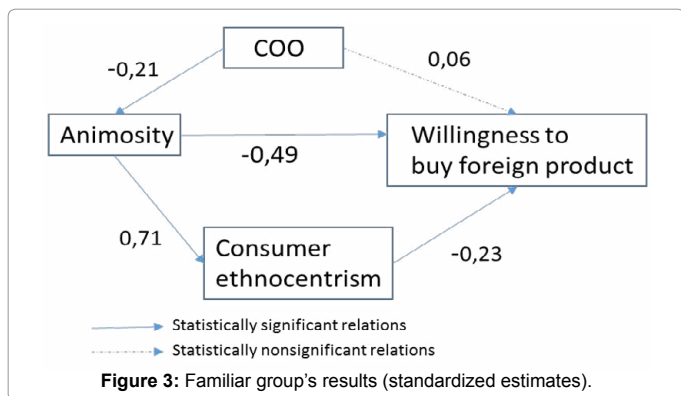The results are gathered from US consumers who are familiar

with Turkish product, pretty similar to all groups results, except the COO negatively affects the animosity (Estimate: -0,336; SE: 0,140). Familiar consumers with Turkish product have a more positive image of Turkish product, and this decreases consumer animosity toward Turkish product. In the familiar group, there are significant relations between animosity and ethnocentrism (Estimate: 0,702; SE: 0,064), animosity and willingness to buy a foreign product (Estimate: -0,482; SE: 0,095) consumer ethnocentrism and willingness to buy a foreign product (Estimate: -0,227; SE: 0,096). Also, similar to all consumer groups there is no relationship between COO and willingness to buy a foreign product (Estimate: 0,090; SE: 0,107). The model is for familiar consumers are shown in Figure 3.

The consumers who are not familiar Turkish product results are presented in Table 7.

			Familiar		Unfamiliar		
			Estimate	**p-Value**	**Estimate**	**p-Value**	**z-Score**
Animosity	<---	COO	-0,336	0,017	0,406	0,000	4,147***
Willingness to buy	<---	COO	0,090	0,401	0,024	0,804	-0,462
Consumer ethnocentrism	<---	Animosity	0,702	0,000	0,624	0,000	-0,778
Willingness to buy	<---	Animosity	-0,482	0,000	-0,766	0,000	-2,239**
Willingness to buy	<---	Consumer ethocentrism	-0,227	0,018	-0,247	0,000	-0,164

***p-value <0.01; **p-value <0.05.

Table 8: Chi-squares difference test result.

Figure 3: Familiar group's results (standardized estimates).

Figure 4: Unfamiliar group's results (standardized estimates).

In unfamiliar group's findings, similar to the familiar group except for COO positively affects the animosity (Estimate: 0,406; SE: 0,111). Consumers who are unfamiliar Turkish product have a positive image of Turkish product, but this image increases consumer's animosity toward Turkish product. In unfamiliar group, there are significant relations between animosity and ethnocentrism (Estimate: 0,624; SE: 0,077), animosity and willingness to buy foreign product (Estimate: -0,766; SE: 0,084) consumer ethnocentrism and willingness to buy foreign product (Estimate: -0,247; SE: 0,074). Also, similar to all consumer groups there is no relationship between COO and willingness to buy a foreign product (Estimate: 0,024; SE: 0,095). The model is for unfamiliar consumers are shown in Figure 4.

According to the Chi-square differences test results, familiarity has a moderating effect in the research model. Each path was examined to determine which path has the moderate effect of product familiarity. Results in the Table 8 shows that familiarity influences relationships between COO and animosity, and animosity and willingness to buy foreign products. In the familiar group, COO has a positive influence on animosity towards Turkish products i.e., consumers have less animosity towards Turkish product. In both groups the relationships between animosity and willingness to buy Turkish product looks similar, i.e., in both groups animosity decreases the willingness to buy Turkish product. However according to the two groups' Chi-square differences test results, in the familiar group, this tendency is lower than the unfamiliar group. For the familiar group, the foreign product has a mitigating impact on animosity and then decreasing effect on willingness to buy the foreign product.

Discussion

It was claimed that animosity occurred thought COO debates, especially bias about some stereotypes about countries and product images [1,15]. Some researchers proposed that COO has not an impact on consumers' product evaluation [80-82]. Some researchers claimed that COO has a moderate effect on product evaluations [28,62]. In study COO and animosity, relationships were tested through direct and indirect effects, and it was found that there is no significant

relationship between animosity and COO (H5 is rejected). Moreover, also in similar Ettenson et al. [80], Samiee et al. [81] and Usunier [82] research COO has no impact on willingness to buy the foreign product (H1 is rejected).

In the research, it was assumed that animosity is the antecedent of consumer ethnocentrism, and assumed that consumer animosity positively affects consumer ethnocentrism. Findings showed that consumer animosity affects consumer ethnocentrism like as studies by Nissen and Douglas [11] and Jimenez and Martin [15]. Ahmad et al. [16] claimed that ethnocentrism is an antecedent of animosity. When looked total, direct and indirect effect, it was seen that animosity toward consumer ethnocentrism path's (standardized r=0,67) value is higher than consumer ethnocentrism-animosity path's value (standardized r=0,62). Besides the model which consumer ethnocentrism is antecedents of animosity model, fit values are not within acceptable limits. So H4 hypothesis is accepted. At the conclusion, it might be said that consumer ethnocentrism and animosity are related concepts and animosity are the antecedent of consumer ethnocentrism whereas COO and animosity are not related, and COO have no effect on willingness to buy the foreign product.

In research model, consumer animosity, ethnocentrism and willingness to buy foreign product relations were tested. Based on findings, consumer ethnocentrism decreases willingness to buy Turkish products (H2 is accepted); animosity decreases willingness to buy Turkish products (H3 is accepted).

The second main object the study is to test moderation effect of product familiarity. The results showed that product familiarity has a moderating effect on model's paths. For a familiar group with Turkish product, all relations are similar with all consumers group; animosity is the antecedent of consumer ethnocentrism, consumer ethnocentrism and animosity decreases the willingness to buy the foreign product, and COO has no effect on willingness to buy foreign products. Just as in this group, COO has a negative effect on consumer animosity. Familiar consumers COO image has a detractive influence on animosity. Consumers familiar with Turkish products have positive COO effects decrease them animosity tendency. For the unfamiliar group, findings look similar, except COO and animosity relations. In an unfamiliar

group, COO have the positive effect on animosity, unfamiliar consumer COO images about Turkey increase the consumer animosity towards Turkey. These consumers have not knowledge about Turkish products, and they have a negative COO image about Turkey leads to consumers' animosity to increase. When tested, which paths are influenced the product familiarity moderation effect, it was seen that product familiarity has a moderating effect on animosity-COO effects and animosity-willingness to buy foreign products paths. The moderating effect of product familiarity on animosity and COO regarding familiar and unfamiliar groups are mentioned above. If we seek the relationship between familiar and unfamiliar group animosity tendencies and willingness to buy the foreign product, we see that in a familiar group, animosity influences on willingness to buy a foreign product is less than the unfamiliar group. In an unfamiliar group, animosity's effect on an unwillingness to buy a foreign product is higher than familiar consumer group.

In conclusion, these results showed those animosity and consumer ethnocentrisms are related concepts, not COO. Moreover, most importantly, the product familiarity has a moderator effect on animosity and willingness to buy foreign product relations. The product familiarity changes the direction or power of the relations in the model. In familiarity, the animosity tendency and then willingness to buy a foreign product are influenced positively. Then it can be said that consumers' animosity tendency might be decreased if they are familiar with the foreign product.

Implications

The findings of the research reveal several implications for marketing managers, especially for international companies. The consumer animosity is powerful negative beliefs that both directs the consumers' buying decisions and affects the international business. Like consumer ethnocentrism, it refers the refuse to use foreign country products, except animosity is toward a specific country. Moreover, perhaps the most difficult point of this hurdle is the consumer attitudes towards a foreign product are not related to product attributes. Consumer animosity has a directive effect on consumer behavior causes to gather notice on it. So researchers pay much attention to understanding consumer animosity, its antecedents, and consequences.

This research implied that consumer animosity and consumer ethnocentrism are related negative beliefs about foreign products, and they have a negative effect on willingness to buy foreign products. At the same time, consumers' biases about foreign products are not related to product attributes rather historical, political or people based beliefs. Whereas COO is a clue about a product quality based on the country image, it does not have a positive effect on consumer attitudes towards a foreign product. COO mostly symbolizes more apparent stereotypes like "Japanese make the best technological products; Germans produce durable products." Most of the countries' country-based image is not strong like that. In this case, COO does not help as a clue to decide a foreign product. In Turkey case, US consumers are more familiar with Turkish food whereas Turkey imports US textile, outfits, and technological products. This might be the reason the COO is not dominant factor decreasing animosity and increasing willingness to buy the foreign product for Turkey case. Josiassen [62] found that "influence of COO image on product evaluation depends on consumers' level of product familiarity." This finding also supported our findings that product familiarity is a more descriptive factor to understand negative consumer attitudes and to buy decisions where COO does not provide a strong clue. Then for international companies,

the familiarity with the product is a more persuasive tool than the country image, an especially country that haven't clear image related to the product. The familiarity helps the international firms to alter bias towards country images and provide reach more international markets.

So, familiarity is the most effective factor to decrease consumer animosity, and ethnocentrism tendencies, joining international fair and presenting Turkish product in international organizations provides an opportunity to increase consumers' familiarity. The more cooperation with international firms means the more familiarity in foreign markets.

Limitations

The major limitation of the study is not mentioned the specific product category and relatively small sample size. Then the results cannot be generalized to specific product categories and all US consumers. The aim of the study is to test the familiar and unfamiliar consumer tendencies and attitudes towards Turkish product. Then sample should contain similar size consumer. To reach consumers who are familiar Turkish product is the main reason the small sample size. The small amount of the familiar participant led getting a small amount of the unfamiliar participants to prevent unequal groups amounts.

Future Research

Marketers, as well as researchers' aim, is to understand insights beneath of the consumer behavior then develop proper strategies. Their priority is to handle undesired tendencies like consumer animosity and to revive global business. So, contributing the globally developing markets, it is essential to find out factors has an impact on negative feelings and beliefs. The recommendations for future research are in the same line, i.e., to understand reasons and conclusion animosity tendencies.

First, the research model should be validated in a different country context to test and discover different consequences of variables linked to animosity and other marketing factors. Future studies would test animosity model in specific product categories. Also, future research might take consideration to compare products that related to country image and unrelated to the country image. Then it would provide detailed data about COO effects on product evaluation.

Another point is when testing negative consumer attitudes towards foreign products, to notice country-related attitudes might be more helpful. Many countries have not stricken image regarding country or product image. Moreover, obvious examples do not help to explain consumer tendencies. Then to notice specific content related country attributes might provide more involved results.

Acknowledgement

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