



The Interaction of Ethnocentrism and Economic Animosity in Consumer Behavior¹

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Received: 2022/12/22

Accepted: 2023/06/07

1. INTRODUCTION

Disputes over territory, economic pressures or religious conflicts may worsen relations between nations and create friction between countries. Similarly, if international events or financial and economic policy measures are perceived as offensive or unfair, they can cause feelings of hostility and animosity towards the "wrong" country and increase nationalism. Such sentiments may manifest themselves in the market. The effects of nationalism on consumer beliefs and attitudes, and specifically the effects of hostility and animosity directed toward a particular country, defined as "a lack of empathy related to past or current political, military, economic, and diplomatic events." During the last two decades, it has been an emerging topic and of great interest to researchers in international marketing.

2. MATERIALS AND METHODS

In terms of purpose, the present research is practical, and in terms of the method of collecting and analyzing information and data, it is descriptive-survey and causal. The tools used to collect data are questionnaires and a collection of model ideas using a scale obtained from previous researches. It was adapted. The set of ideas of the overall image of the country, belief in the

¹ DOI: 10.22051/IJOSED.2023.38910.1007

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product and acceptance of the product were operationalized with scales that were adapted from the research works of Papadopoulos, Heslop and the research group of Innovation, Knowledge and Organizational Networks IKON (2000) and Elliott, Papadopoulos and Kim (2012). Economic hostility was measured through a 7-point Likert scale and based on the researches of Rieffler and Diamantopoulos (2007) and Ness, Yelkur and Silcost (2011) and finally, with a slight modification of the scale of consumer ethnocentrism to measure consumer ethnocentrism. was used in order to test the proposed model, a sample of 225 people from the community of 550 students of Economics, Commerce and Sociology of Islamic Azad University, Naragh Unit, was selected by a simple random method in which each element of the target community has an equal chance to be selected. Since the sample includes students, it was assumed that these students have an acceptable knowledge and understanding of financial crises and business economic issues.

3. RESULTS AND DISCUSSION

The results showed: Economic Animosity towards a foreign country has a positive effect on consumer ethnocentrism. Ethnicism has a significant negative relationship with the general image of the country, belief in the product and its acceptance. Also, ethnocentrism as a moderator intensifies the negative interaction of economic Animosity with product acceptance. Because economic Animosity towards a foreign country can also increase feelings of ethnocentrism, and increase the preference for domestic products/services to express "patriotism" and, as a result, cause possible avoidance of foreign product suppliers and non-acceptance. Put it in your shopping cart.

4. CONCLUSION

Today, although more foreign products are available to an increasing number of global consumers, and more countries are looking to increase exports and strengthen their image, tensions between trading partners seem to be increasing as the global balance continues to shift. It is constantly changing, economies boom or bust and debt and tension happen. Basically, the people of countries that have heavy debts feel anti-sympathy and even anger towards some advanced countries. It is generally believed that these countries are not only richer but also lack sufficient empathy and willingness to help their neighbors. Consumers' anger towards a nation that they consider to be their enemy has a negative effect on the desire to buy that country's products, and such a feeling has nothing to do with consumers' judgment of product quality. Hostility towards a specific country, due to military, economic, diplomatic and religious conflicts, has a negative effect on consumption and especially on purchase goals, on the desire to buy the products of the country that is the



subject of hostility. Also, the findings support a strong and negative effect between consumer hostility and product acceptance (indirect effect). As a result, consumers with a higher level of economic hostility usually do not welcome more imports from countries that are considered enemies, show a lower level of pride, and say fewer positive words about that country. Finally, economic hostility towards a foreign country can also increase feelings of ethnocentrism, favoring domestic products/services to express "patriotism" and, consequently, cause possible alienation (and even, in extreme cases, organized boycott) of foreign products and non-acceptance thereof.

Keywords: Ethnocentrism, Economic Animosity, Consumer Behavior, Patriotism.

JEL Classification: F52, F14, M38

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