

THE IMPACT OF CONSUMER ETHNOCENTRISM, ANIMOSITY AND PRODUCT JUDGMENT ON THE WILLINGNESS TO BUY

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Abstract: Recently, to know the willingness of the customer to purchase the product has become a hot issue to compete in the market for the organizations and also attain the attentions of the recent studies. Thus, the main objective of the current study is to examine the impact of the consumer ethnocentrism and consumer animosity on the willingness to buy. Additionally, the study has examined the moderating role of the product judgment in the relationship between the consumer ethnocentrism and willingness to purchase and between consumer animosity and willingness to purchase. The study has broached an argument that the concepts like consumer animosity and ethnocentrism are very similar and undistinguishable, and sometimes lead to confusion since both result in the refusal of purchasing imported commodities. Survey-based technique for collect the data from respondents has been used by the study. A simple random sampling has been used by the study to select the respondents while an effective statistical tool has been used for the analysis purpose named as smart-PLS. The results on product judgment indicate that minority-owned companies can rebrand or reposition themselves and may re-evaluate marketing strategies to become more attractive for the ethnic majority groups. Although when a specific company looks like more attractive to a particular ethnic or religious group then the 'displeased voices' emerge to avoid the use certain brands.

Keywords: consumer ethnocentrism, consumer animosity, willingness to buy, product judgment

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Introduction

In this age of globalization, the extensive technological sector developments and progress have helped and supported both businesses and consumers together in the same way (Marler & Parry, 2016; Wang, 2020). The business development has aided in starting new markets, investment in more lands and enhanced the assets utilization

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which has transformed and resulted in further generation of revenues (Kim, Min, & Chaiy, 2015; Lubis, Kumar, Pratama & Muneer, 2015; Singh, Singh, & Sandhu, 2017; Yang & Gabrielsson, 2018). On the other hand, trade across the border means more rivalry between companies. Therefore, it is not only an essential requirement for businesses to stand and support themselves, but to increase market share and development in current assets is also very important and necessary for businesses (Yang & Gabrielsson, 2018). Tseng, Balabanis, and Liu (2018) stated that the consumers enjoy various choices in market because of the entry of new competitors in the market, this has led to impress and upset customers with the variety of choices with enhanced quality and product value. According to F. Wang (2020) customers have multiple options while making selection from a variety of imported or local stock. Moreover, customers buying behavior and their choices depend upon their preferences, behavior, attitudes, motivations and perceptions because they belong to various cultures, nationalities, regions and ethnicities in comparison to others (Hashim, Yahya, & Asrul, 2018; Atrizka, Lubis, Simanjuntak, & Pratama, 2020; Zekiri, 2017). Certainly, consumers differ from one another in the world. Globally the businesses and international marketers must necessarily need to make efforts in order to forecast consumer behavior, since now the customers have multiple choices and multiple products which are easily available for common customers. Consumer's decision to consume a product is influenced with market competition, political factors and with all the other potential factors, so global dealers and businesses are required to have complete knowledge of their target market. According to a research, the possible high competition in market and improved quality and better value products does not mean that customers will certainly purchase products because of the internal and external factors discussed in the above section (Abraham & Poria, 2019; Danilwan et al., 2020). Usually, in several researches where the researchers have investigated and studied comparison between local and foreign product purchase, it has been examined in these studies whether a product's country-of-origin affect the consumers' behavior, judgments and perceptions. Currently, more focus is given to the broader implications of COO, which also include factors, namely, consumer animosity and consumer ethnocentrism (Pentz, Terblanche, & Boshoff, 2017). These two factors play significant role for the marketers to develop understanding of the purchase decision of consumers regarding foreign and local commodities and customers decision-making. In light of the macro international perspective, the purchase decision of consumers may vary across countries and the decision of the consumer to purchase a foreign product are also influenced by economic and political issues (Halimi, 2017; Khan, Daryanto, & Liu, 2019; Mainolfi, Marino, & Napolitano, 2016; Pentz et al., 2017). According to

Mainolfi et al. (2016), denial for foreign products is a result of such approach. On the other hand, the demand for local products as substitute is enhanced when the foreign product purchase is avoided or shunned.

As a result, customers are advised to support domestic and home grown businesses through nationalistic or ethnocentric movements (Das & Saha, 2017). The reason behind these activities is to support local companies and avoid international commodities, these efforts consist of development of local companies, enhancement of the employment rate among local population and local economy enhancement (Cleveland et al., 2017; Danilwan et al., 2020; Farah & Mehdi, 2017). However, globally the marketers are required to understand and identify potential markets and keep themselves up to date with the possible market situation, because such possibilities and potential changes may indirectly or directly influence their business plans (Mainolfi et al., 2016; Pentz et al., 2017).

The concepts like consumer animosity and ethnocentrism are very similar and undistinguishable, and sometimes lead to confusion since both result in the refusal of purchasing imported commodities. Although, both are distinct concepts changed (Farah & Mehdi, 2017; Hashim, Yahya, & Asrul, 2018; Mainolfi et al., 2016; Pentz et al., 2017). According to Hashim et al. (2018), there is another concept similar to these, namely consumer racism, which was mainly developed to decrease the gap among consumer behavior and racism. However, in contrast to these two concepts, the examination of consumer racism is generally carried out at subnational level while taking consumer ethnicity as the focus of the research. The operationalization and definitions of consumer animosity and consumer ethnocentrism have not been emphasizing on ethnicity rather on countries as their research focus (Hashim et al., 2018).

Significant research work has been carried out on racism by many researchers from different interconnected disciplines and sectors like public health, law, sports, human resources, socio-psychology and economics among many others have contributed through their efforts in this domain of research (Jansson & Bursell, 2018; Kois, King, & Cook, 2016; Samshul Amry, 2016). However, earlier studies that were conducted decades ago have shown a connection of racism with the advertising and marketing, in that times, the studies had not focused on the racism's effects on consumer behavior. Contrary to this, multiple research work has previously been done by the researchers on consumer animosity and consumer ethnocentrism, covering many countries, as well as the factors and consequences of these two (Alvarez & Campo, 2020; Pentz et al., 2017). According to Alvarez and Campo (2020), these scholars have also used multiple kinds of services and product categories to investigate that which product or service

may be influenced by consumer animosity and consumer ethnocentrism. In addition, the requirement of the customer is the essential element to increase the business productivity and compete in the market and as per past literature less attentions have been paid on the factors of consumer ethnocentrism and consumer animosity and the current study aim is to explore the impact of consumer ethnocentrism, consumer animosity and product judgment on the willingness to buy.

Literature review

Various types of racism including immigrants, bi-colored, such as, blacks and whites and other numerous types were the main focus of research among early researchers, they also examined reactions and attitudes of different consumers with different races (Chew, 2018).

Basically, the circumstances and situation of racism are very clear, the presence of ethnic minority groups that coexists with the ethnic majority groups, however these opposing groups would not blend in with each other (Hashim et al., 2018). In the literature of psychology, the definition of racism is explained as “an ideology of racial exploitation or domination control which integrates belief in a specific society or in a biological inferiority, and thus use these beliefs for prescribing and justifying unequal or inferior behavior with towards a particular group or society. Wilson pointed out the significance of this racist belief which a person holds against a particular race and believing them to be culturally and biologically inferior, hence the persons are worthy to be treated with unequal and unfair behavior. The origin of this belief can be connected with Flannelly (2017) and, in these theories he presented the extent of the extermination of inferior races, as per his belief, which consists of the people of Australia and Negro. Aversive racism, subtle racism and modern day racism are the kinds of ‘new’ racism which are discussed below. Customer satisfaction is the essential element to compete in the market (Suzuki, Gemba, & Aoyama, 2019). In addition, a study by MS (2020) exposed that the consumer behavior could change with time and it is necessary for the organization to understand this behavior to survive in the market. Moreover, survival of the organization and organizational competitiveness could be achieved only to add the feature in the product related to the customer satisfaction (Alkhurshan & Rjoub, 2020; Ejdys & Gedvilaite, 2017).

Abdul-Latif and Abdul-Talib (2017) stated that product consumption is an extension of individual personality symbol and self which let the customers who are racist to show their dislike and hatred and reveal their feelings of racism in themselves for peoples of specific culture. It is clear that such negative feelings can easily be transferred for a particular ethnic’s services and products (Abdul-Latif & Abdul-Talib, 2017; Hashim et

al., 2018). According to Holdershaw and Konopka (2018) and (Gineikiene, Schlegelmilch, & Auruskeviciene, 2017), in that case it will not be easier for the consumers to recognize the origin of a particular commodity and it could also be a hard task for the customers to predict the background and race of the company's owner whose commodity or services they are using (Hashim et al., 2018).

Although, consumers can use business address and brand labels as cues to relate the goods and services with particular origins (Hashim et al., 2018; Zekiri, 2017). As pointed out by Zekiri (2017), the specific ethnicities are associated to certain businesses, therefore these businesses may have passed to other generations. Therefore, keeping in view the racism literature, buyers can be racists by devaluing or discrediting product through passing their product evaluation and product judgment.

Consumer animosity is not bound to geographical borders and backgrounds like societies and countries. Fernández and Vilela (2015) defined "regional animosity" as the dislike of the consumers at the regional level (e.g. US' North and South, Germany's West and East), and according to Hashim et al. (2018), the 'domestic animosity' is referred as the animosity of the consumers which may occur among communities or within a particular state boundaries. Gupta and Singh (2019) reported that East Germans declared domestic animosity for the West Germans products. It is notable that this animosity level was measured to be even stronger than the animosity's effects that were estimated in Khan et al. (2019) cross-national studies. According to the research of Gupta and Singh (2019), the consumer animosity variables are not only helpful to describe global circumstances but also explain the conditions at a state level. Any nation can experience such conditions, for example, in Great Britain in which the English, Welsh and Scots faced domestic beyond football rivalry, and the Spain in which Basques give tough time to the remaining peoples of the state (Gupta & Singh, 2019).

Similarly, the author discovered two distinct subcultures (i.e. Israel's Arabs and Jews) who have various degree of ethnocentrism and animosity which influence their purchasing decision to buy from the Italy and UK. According to Khan et al. (2019) consumer animosity may subside in few years. The Chinese animosity for the Japanese had been hardly settled even after more than six decades of real aggression in Nanjing (Khan et al., 2019). In the same manner, Dutch buyers grow disliking towards the Germans owing to the economic crisis and historical atrocities inflicted during wartime that resulted into rare opportunities to buy goods from the Germans (Ahmed, Hinck, & Felix, 2018). While, on the other hand, Mainolfi et al. (2016) studied the response of Australian buyers in relation to the French nuclear testing in the Pacific and found that the degree of decline in the enmity after a year of happening. Perhaps, previous bitter

experiences may diminish over time or being replaced by new destructive events, if not through admiration (F. Wang, 2020).

Halimi (2017) stated that the animosity can be of two types, i.e. situational or stable. . The former one refers to the negative emotions connected with particular conditions, which makes it occasional and less permanent, while the latter one refers to the negative sentiments that are transferred from one generation to another, which are strongly embedded in their mind and would be hard to cancel these emotions. Animosity can be among an underdeveloped and developed country or among developed countries. According to a context of two nations, the former type of animosity include studies among countries which are culturally different from each other, such as, between US and Iran, China and US, while the latter one include studies that were conducted among Japanese and US, France and US, Netherland and Germany (Ahmed et al., 2018), South Korea and US (F. Wang, 2020), France and Australia (Mainolfi et al., 2016).

Zeren, Kara, and Arango (2020) reported that the buyers would be attracted towards anything which is similar to their tradition or nearer to their culture when they change the commodity and company choice. In the same way anger is also one of the common factors which buyers would relate to their attitude. For example, Jørgensen and Wong (2016) reported that the Chinese customers poured out their anger not only on France but also on other Western automobile brands during Beijing 2008 Olympics. Consequently, they searched for other brands particularly Asian-origin brands or damage other similar economies by spilling over their anger on them as well (Jørgensen & Wong, 2016).

Therefore, irrespective of the intensity of animosity, the buyers would have positive perception if not respect or admiration for the commodities of the targeted country, but not that higher regard that it could affect their purchase decision (Khan et al., 2019). According to different studies, researchers found that product judgment is not dependent upon consumer animosity, however, consumer animosity may occur due to certain reasons that include personal, political, religious, war and economical situations (Alvarez & Campo, 2020; Khan et al., 2019). On the other hand, Israel's services and products presented by other ethnic groups will not influence the judgment decision of Egyptian consumer's animosity of not buying Israel's products due to reasons like hatred, racial antipathy and aversion. Certainly, the restriction on using Racial Argument Scale has given rise to the Consumer Racism Scale in a consumer research setting, which was developed by Ouellet in his article on consumer racism.

The ethnocentrism concept was presented by the researcher, this concept explained the common preference of a person like "viewing others from their own point of view and

interpreting their own group like a center of the universe” (Cleveland, Laroche, & Shafia, 2017). According to Cleveland et al. (2017), person who is patriotic would be inclined towards the culturally alike products as compared to culturally different products. Siamagka and Balabanis (2015) stated that, consumer ethnocentrism is defined as “the tendencies of consumers to differentiate among commodity of their own state and foreign state and boycott the foreign commodity, for reasons like patriotism, nationalism. According to the economic context, consumer ethnocentrism is one of the significant topic to be studied in consumer behavior (Pentz et al., 2017).

Another description of consumer ethnocentrism is the tendencies of consumers and their beliefs of appropriateness and morality while making purchase decisions of products which are produced by foreign countries (Cleveland et al., 2017; Halimi, 2017; Khan et al., 2019; Pentz et al., 2017). On the other hand, there is higher tendencies among ethnocentric consumers to boycott foreign commodities while providing advantages to local producer by consuming domestic commodities, despite of their lesser value in terms of quality, thus, ethnocentric consumers overestimate the quality of local products (Cleveland et al., 2017; Zeren et al., 2020).

According to Khan et al. (2019), ethnocentric consumers are ethically right when they choose local commodities. Buyers who are nationalistic may believe that consuming foreign commodities may cause damage to their own economy which may result in unemployment and job-loss among local people (Cleveland et al., 2017; Farah & Mehdi, 2017). They also believe that purchasing imported products is a non-patriotic behavior because it would support the economy of foreign country, and thus put the local economy and national interests into danger. Hence, the buying of local commodity acts as a support and helping hand for the local producers (Cleveland et al., 2017). At the cultural or sub-national level, it proves that buyers’ inclination towards home over foreign country indicates the formation of ‘us versus them’ (Cleveland et al., 2017).

According to the geographical point of view, consumer ethnocentrism could be practiced at both regional and domestic levels (Fernández & Vilela, 2015). According to Hashim et al. (2018) ethnocentrism can occur within the state or domestic ethnocentrism, however, its occurrence is less common in developing or developed economies and more common in developed economies. Perhaps, the buyers of developed countries might give lower value to the commodities from the developing countries because they are low-grade as compared to local commodities and similarly it is other way round (Das & Saha, 2017).

In the same context, Fernández and Vilela (2015) discovered that the buyers which associate them with a specific region or province are recognized as ethnocentric and

choose products which have same that particular taste of their region. Considering a regional or sub-national ethnocentric, the genetic ethnocentric are the ones who consider that products by a specific group would be of low quality

The literature of Country-of-origin (COO) helps in tracing country image and the items that forms product judgment. Country image can be observed at the micro (product) level as well as at the macro level (country level). According to Zhao, Zhao, and Deng (2019), the reputation of a state at a macro level refers as “the one’s inferential, informational and descriptive beliefs for a particular country”, which involves three dimensions, namely technological, economical, and political. However, contrary to this the researcher Moussawel and Dekhili (2018) explained it as “the sum of beliefs one has for a specific country’s commodities”, considering the country image at a micro level. Product judgment can be measured through two approaches one is ‘general’ approach and second one is ‘specific’ approach which is a product category that is used to particularly measure the category of cars and television. According to Shao and Gao (2017), when the consumer are unaware of the commodity the country name plays a vital role and acts as the source of guidance for a consumer to conclude the commodity characteristics accordingly. If the customer’s approach towards a company is negatively related, then the consumer is said to have inferential beliefs.

On the other hand, when the buyer becomes aware of some of the products of his country, the country image may explain the consumer’s belief about the characteristics of commodity which may have a direct impact on brand attitude. Although, choosing the commodity based on the exact country of origin could be hard for some buyers, even for some famous companies (Gineikiene et al., 2017; Holdershaw & Konopka, 2018).

Buyers may be unaware or deceived about a commodity, its origin or product category and it could possibly be a problem because of the kind of commodity and its roots that may lead to making an inaccurate connection. Mainolfi et al. (2016) claimed that in 1996 during the height of French nuclear testing by the French in the South Pacific, the Australian buyers even avoided to make any purchase from local Australian companies which were supposed to have connection with French businesses, irrespective of the nature of connection they may have, either indirect, direct or even if there was no relation. In line with the earlier research the egregious actions negatively influenced the image perception. At the same time, this negative image would have an impact on the services or commodities by the customers. According to Khan et al. (2019), it was anticipated that if the buyers would be engaged in boycotting any brand, then even if the company wasn’t involved in execution of any terrible action it would still have a direct negative influence on the brand image as a result buyers would avoid

commodities from that specific brand. According to the research which was discussed above, the Malaysian or other Asian countries are regarded as collective societies which would act as per their values and customs and which could affect their activities related to consumption, including perception about a particular product (Saharana, Rashidb, & Adzaharc, 2017).

H1: Consumer ethnocentrism has significant impact on the willingness to buy.

H2: Consumer animosity has significant impact on the willingness to buy.

H3: Product judgment has significant impact on the willingness to buy.

H4: Product judgment Moderates the relationship between the consumer ethnocentrism and willingness to buy.

H5: Product judgment Moderates the relationship between the consumer animosity and willingness to buy.

Materials and methods

PLS was created as most robust technique (Hair, Hult, & Ringle, 2016; Hair, Matthews, Matthews, & Sarstedt, 2017; Henseler, Ringle, & Sarstedt, 2015). As it a non-parametric technique, therefore we can use this technique to analyze the non-normal data that either have large or small sample size (Hair et al., 2016; Hair et al., 2017; Henseler et al., 2015). We have employed the Smart PLS 3.0 version for estimating the model of present study. This software allows the graphical path modelling of latent variables simultaneously. We have employed the survey-based technique for this study to collect the data from respondents. The customers of the well reputed malls in Indonesia are respondents that are selected on the basis of simple random sampling. The data were gathered on the weekend when the larger consumer visited to the mall for shopping. A total of 450 questionnaires were distributed among the respondents for data collection during personal visit to the mall, out of 450 only 310 were received back. We had dropped 15 questionnaires because they were not filled properly. So, total useable questionnaires for this study were 295, and the response rate was 65.55%.

Results

It's important to discuss that the study of Henseler et al. (2015) has recommended that for the validation of model the goodness-of-fit (GoF) index is not appropriate (Hair et al., 2016). For example, in modeled data if we use PLS path modeling the results will indicate that for validation of model the goodness of fit is not appropriate because it's not helpful in separating the valid models from invalid models (Hair et al., 2017). Therefore, in this regard for the evaluation of results the present study has used a two-

step process which consist of assessment of a measurement model (MM), and two the assessment of a structural model (SM).

The determination of discriminant validity (DV), convergent validity (CV), internal consistency reliability (ICR) and individual item reliability are involved in assessment of MM (Hair et al., 2016; Hair et al., 2017; Henseler et al., 2015). The first step in MM is the measurement of individual item reliability which was measured from the outer loadings of computed constructs (Hair et al., 2017; Henseler, 2018). There is a rule of thumb for checking the individual item reliability according to which the value of retained items must lie in between 0.5- 0.7(Hair et al., 2017).

Table 1. Outer loadings

	EBCA	EBCF	PJ	WLB
EBCA1	0.873			
EBCA2	0.892			
EBCA3	0.858			
EBCA4	0.819			
EBCA5	0.877			
EBCA6	0.897			
EBCA7	0.868			
EBCA9	0.713			
EBCF2		0.872		
EBCF3		0.887		
EBCF4		0.859		
EBCF5		0.902		
EBCF6		0.881		
EBCF7		0.889		
EBCF8		0.848		
EBCF9		0.885		
PJ1			0.905	
PJ2			0.873	
PJ3			0.891	
PJ4			0.834	
PJ5			0.892	

WLB1				0.840
WLB10				0.896
WLB3				0.913
WLB4				0.895
WLB5				0.917
WLB7				0.886
WLB8				0.852
WLB9				0.820
EBCF1		0.885		

The ICR is the extent at which the same concept is measured by the different items of some specific scale. In an organizational study for the estimating the construct ICR the key estimators are composite reliability coefficient (CRC) and Cronbach's alpha coefficient (Hair et al., 2017). For the determination of ICR of measures, CRC was employed. At first as compare to Cronbach's alpha coefficient less biased estimates of reliability were provided by CRC whereas, latter without considering the individual loading contribution it was assumed that there is an equal contribution of all items to their constructs (Naala, Nordin, & Omar, 2017; Ramayah, Cheah, & Memon, 2018). Moreover, the reliability of scale can be over or underestimated by Cronbach's alpha. For an appropriate model the value of ICR must lie between 0.91-0.98 as per the recommendation of Hair et al. (2017). According to the study of Hair et al. (2016) the value of competitive reliability should be equal or greater than 0.7.

Table 2. Reliability

	Cronbach's Alpha	rho_A	CR	(AVE)
EBCA	0.945	0.947	0.954	0.725
EBCF	0.963	0.965	0.968	0.772
PJ	0.927	0.928	0.945	0.774
WLB	0.957	0.959	0.964	0.771

The level at which the expected latent construct is really represented by item and relate with the measures of similar latent construct is known as CV Hair et al. (2016). We have evaluated the value of CV by checking the Average Variance Extracted (AVE) of all latent constructs by following the recommendations of Shuhaiber (2018). Hair et al.

(2016) has suggested that for each variable the AVE value should be greater or equal to 0.5.

Table 3. Validity

	EBCA	EBCF	PJ	WLB
EBCA	0.851			
EBCF	0.844	0.879		
PJ	0.775	0.690	0.880	
WLB	0.805	0.703	0.823	0.878

The difference level between specific latent construct and other constructs is known as DV (Hair et al., 2016). We have used the AVE to determine the DV of present study as per the recommendation of Shuhaiber (2018). We have accomplished the DV by making the comparison between the square root of AVE and correlations between the latent constructs (Shuhaiber, 2018). This study assessed the SM to check the predictive relevance (Q²), effect sizes, level of R-square, collinearity issues, relevance, and significance of SM. To check the accuracy of PLS estimates we have used the bootstrapping for generating the standard errors and t statistics as it is known as non-parametric approach (Shuhaiber, 2018). Though it allows the researchers to evaluate the path coefficient significance. To check the significance of the path coefficients we have also applied the bootstrapping procedure by taking a sample of 5000 bootstraps (Hair et al., 2016; Ramayah et al., 2018).

Table 4. Structural results

	(O)	(M)	(STDEV)	(O/STDEV)	P Values
EBCA -> WLB	0.501	0.503	0.105	4.772	0.000
EBCF -> WLB	-0.262	-0.250	0.103	2.542	0.006
Moderating Effect 1 -> WLB	0.390	0.270	0.123	3.733	0.000
Moderating Effect 2 -> WLB	0.229	0.207	0.122	3.235	0.000
PJ -> WLB	0.759	0.744	0.062	12.280	0.000

Result discussions

The results indicated that consumer ethnocentrism has negative and significant relationship with the willingness to buy and this could be similar to the outcomes of the Guo and Zhou (2017) who also exposed negative association among consumer ethnocentrism and willingness to buy. In addition, the outcomes also exposed that consumer animosity have positively linked with the willingness of buy and this is

matched with the findings of J. G. Klein and Ettensoe (1999) who revealed that consumer animosity have positive impact on willingness of buy. Moreover, product judgment has also put a positive role on the willingness to buy that is also exposed by the current study results that is similar to the outcomes of Josiassen, Assaf, and Karpen (2011). In addition project judgment plays a positive moderating role among the nexus of consumer ethnocentrism, consumer animosity and willingness to buy reported by the findings of the current study and this results are in line with the outcomes of C. L. Wang and Chen (2004). Thus, while entering a market with multiple ethnic groups, ethno-marketing or multi-local marketing strategies may seem to be helpful to gain new consumers without losing the existing consumers (Pentz et al., 2017).

Conclusion and recommendations

To sum up, the marketers and practitioners are required to examine and collect information about the presence and the extent of consumer racism, ethnic based preferences and consumer ethnocentrism within their markets and operational territories, at domestic and global levels. The results on product judgment indicate that minority-owned companies can rebrand or reposition themselves, and may re-evaluate marketing strategies to become more attractive for the ethnic majority groups. Although when a specific company looks like more attractive to a particular ethnic or religious group then the 'displeased voices' emerge to avoid the use certain brands. In addition to this a proper and thorough research and consideration should be done on the possible profit and loss situation, because can be risk factors like losing support from own ethnic group and losing existing consumers. This whole situation also applies on businesses run by majority ethnic groups who tend to target the minority ethnic groups.

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WPLYW ETNOCENTRYZMU KONSUMENTÓW, WROGOŚCI KONSUMENCKIEJ I OCENY PRODUKTU NA CHEĆ KUPNA

Streszczenie: W ostatnim czasie poznanie chęci klienta do zakupu produktu stało się gorącą kwestią w konkurowaniu na rynku dla organizacji, a także zwrócenie uwagi na wyniki ostatnich badań. Dlatego głównym celem obecnego badania jest zbadanie wpływu etnocentryzmu i wrogości konsumentów na skłonność do zakupów. Ponadto w badaniu zbadano moderującą rolę oceny produktu w związku między etnocentryzmem konsumentów a chęcią zakupu oraz między wrogością konsumentów a chęcią zakupu. Badanie wysunęło argument, że pojęcia takie jak wrogość konsumentów i etnocentryzm są bardzo podobne i nierozróżnialne, a czasami prowadzą do nieporozumień, ponieważ oba prowadzą do odmowy kupowania importowanych towarów. W badaniu zastosowano ankietową technikę zbierania danych od respondentów. W badaniu wybrano respondentów za pomocą prostego losowego doboru próby, a do analizy

wykorzystano skuteczne narzędzie statystyczne o nazwie smart-PLS. Wyniki oceny produktów wskazują, że firmy należące do mniejszości mogą zmienić markę lub zmienić swoją pozycję i mogą ponownie ocenić strategie marketingowe, aby stać się bardziej atrakcyjnymi dla grup etnicznych. Chociaż gdy określona firma wydaje się bardziej atrakcyjna dla określonej grupy etnicznej lub religijnej, pojawiają się „głosy niezadowolenia”, aby uniknąć używania niektórych marek.

Słowa kluczowe: etnocentryzm konsumencki, wrogość konsumencka, chęć zakupu, ocena produktu

消费者民族中心主义, 异常和产品判断对购买意愿的影响

摘要:最近, 了解客户购买产品的意愿已成为组织争夺市场竞争的热点问题, 并且也引起了近期研究的关注。因此, 本研究的主要目的是检验消费者的民族中心主义和消费者的敌意情绪对购买意愿的影响。此外, 该研究还检验了产品判断在消费者种族中心主义与购买意愿之间以及消费者敌意与购买意愿之间的关系中的调节作用。这项研究提出了一个论点, 即消费者敌意和种族中心主义等概念非常相似且难以区分, 有时会引起混乱, 因为两者都会导致拒绝购买进口商品。该研究使用了基于调查的技术来收集受访者的数据。该研究使用了简单的随机抽样来选择受访者, 而用于分析目的的有效统计工具被称为 smart-PLS。产品判断的结果表明, 少数族裔拥有的公司可以重塑品牌或重新定位自己, 并可以重新评估营销策略, 从而对少数族裔群体更具吸引力。尽管当特定公司看起来对特定种族或宗教团体更具吸引力时, 就会出现“不悦之声”, 从而避免使用某些品牌。

关键字:消费者民族中心主义, 消费者敌意, 购买意愿, 产品判断