

A Study on the Consumer Ethnocentrism, Animosity and Product Judgment Effect on Foreign Products Purchase Intention : A Comparative Study between Korean and Japanese Electronic Products in China

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ABSTRACT

Recent studies validate the idea that consumer judgment of products can affect consumer purchase intentions. Consumers judge products based on product quality, after sales satisfaction, and other visible values, but consumers also judge products on country-of-origin image, brand image and such intangible values. In this paper, we will examine consumer ethnocentrism and animosity, which are frequently responsible for country-of-origin prejudices, because the offending (i.e. exporting) nation has engaged in economic, political, or even military activities that the consumer finds difficult to forgive. The results of the study show a positive effect of product judgment on consumer purchase intentions, but consumer ethnocentrism and animosity negatively affect product judgment and consumer purchase intentions of foreign products. In the Chinese market, ethnocentric Chinese consumers have negative perceptions of foreign products with negative intentions to buy them. Chinese consumers have strong animosity for Japanese products, which negatively affect product judgments and purchase intentions to buy; therefore, Japanese corporations should increase cooperation with Chinese corporations. Conversely, for Korean companies, product judgment primarily affects consumers' intentions to buy; consequently, Korean companies should improve their product quality, after-sales satisfaction, brand image and other tangible aspects to improve consumer judgment.

Key Words : purchase intention, product judgment, consumer ethnocentrism, animosity,

I. Introduction

Nowadays, with the trade zone and free trade agreement becoming global business hot spot, companies and researchers tend to study the factors to influence consumers foreign products purchase intentions. International trade activity is becoming a central part of the world economy, therefore, it is recognized that there is a greater necessity to gauge consumers' attitudes toward foreign products. Therefore businessmen should pay more attention on study consumers' attitudes toward foreign products. One of frequency research concept is purchase intention. The purchase intention for fashion and designer apparel is stimulated among consumers in the social contexts. The distinctiveness of fashion features (e.g., designer brand, celebrity endorsement, media reviews) that are consistently associated with emotional expressions plays the strongest role in the buying behavior among consumers (Clavo and Marrero, 2009). So, Jennifer, Maheswaran (1997) social-psychology factors also influence purchase intention. As you known those kind negative social-psychology attitudes towards foreign products can arise from several factors such as previous or ongoing political, military, economic, or diplomatic events. Thus, both consumer ethnocentrism and animosity have become important constructs in marketing.

So Japan is chosen as research object in this study. Moreover, Korean electronic product become more and more popular in the world, and already become one of main competitor for Japan, as this reason, Korea is also selected as research object. Recently China is becoming largest import countries in the world, there assemble lots of international brands and companies, so this paper chose China as research area, and chose Korean and Japanese electronic product as the research target.

According to reported statistical data, for Korea and Japan the biggest export oversea market is China, occupancy separated 23.9% and 18.2% in total. And Japan exported value to china is 106,937 million dollar, more than Korea exported value 97,458 million dollar. Second largest export target country (American) is also same, both of each other are third largest export country. And then Korea and Japan export product type is similarity, so they have strong competitiveness each other. Therefore, China as a largest oversea market is meaningful for doing research on consumer purchase intention about their product. As we know if they lose China, this large abroad market their economy will sustain losses.

For Korea and Japan, electronic product and part is biggest section in exporting, and their brands are also popular in China, so it is valuable to do a research about Korean and Japanese electronic product purchase intention for Chinese.

Therefore, considering about the background of research in this research areas, this paper propose some research questions: **Q1**: What are Chinese consumer purchase intentions? **Q2**. What are the Chinese product judgments for Korean and Japanese electronics? **Q3**. Which decision point is more important for Chinese to choose between Korean/Japanese electronics? **Q4**. How should Korean and Japanese companies design their marketing based on the results of this paper?

II. Review of the Literature

1. Consumer Ethnocentrism

Consumer ethnocentrism is defined (Shimp and Sharma, 1987) as “the beliefs held by consumers about the appropriateness, indeed morality, of purchasing foreign-made products. Ethnocentrism is the tendency to look at the world primarily from the perspective of one’s own ethnic culture. Though originally a purely sociological concept to distinguish between in-groups (those groups with which an individual identifies) and out-group’s (those regarded as antithetical to the in-group), ethnocentrism has become a psychological construct with relevance to individual-level personality systems as well as to the more general cultural- and social analytic frameworks (Levine and Campbell 1972).

So as above concept, we can know consumer ethnocentrism gives the individual a sense of identity, feelings of belongingness, and, most important for our purposes, an understanding of what purchase behavior is affected by this in-group feeling (Shimp and Sharma 1987). As different countries have different consumer ethnocentrism levels, it is important to gauge before doing business. The most of existing studies focused on examining ethnocentrism among consumers mainly in North America, Europe and Southeast Asian countries (Judd and colleagues, 1995; Shimp et al. 1995; Lee, Julie Gerald, 2002; Hong, & Lee, 2003; Javalgi, Khare, Gross, & Scherer, 2005; Cleveland et al.2009; Wang, Doss, Guo, & Li, 2010). From existing research, the

relationships between consumer ethnocentrism, animosity and product judgment within a European nation (Croatia) that has recently been involved in a war was explored (Biljana Crnjak-Karanovic, 2005). The results demonstrated that the theoretical structures in relation to product judgments for Serbia and Germany were similar in nature but different in magnitude. The emotional reactions were much stronger for the Serbian product judgments and ethnocentrism had no direct effect on these. The results demonstrated that the theoretical structures in relation to an old friend but recent enemy (Serbia) and an old enemy but new friend (Germany) were similar in nature but different in magnitude. So Animosity affects Ethnocentrism, but different countries have different level. It is also valuable to this thesis in Korean and Chinese markets.

2. Animosity

The definition of animosity is an active dislike or energetic hostility that leads to strong opposition, consumer animosity of the host country towards the exporting country, which results from current political conflicts or past unhealed wounds, significantly limits the penetration of the products in the host markets (Klein 2002; Klein, Nijssen and Douglas 2004). Richardson 2012 also said animosity is defined as ill will or resentment tending toward active hostility: an antagonistic attitude.

The same with consumer ethnocentrism, animosity also have a lot of past researches about relationship with demography factor. Sutikno.B and Cheng J.M.S.(2011) current study aimed at investigating the effects of gender (male versus female) and age (younger versus older) on consumer ethnocentrism and animosity in Indonesia in regard to eight opposed countries. The findings showed that female and young consumers have a higher political and economical animosity; while female and old consumers tend to have higher ethnocentrism. But animosity and ethnocentrism how to affect purchase intention need deeply research.

The initial research on animosity establishes that consumers avoid products from particular countries, not because of the inherent quality of the product, but because of animosity towards the country of origin. Thus, animosity toward a product's country of origin had an adverse effect on reactions to it only if the product was not one on which the country's reputation was based. The lack of acausal link between animosity and product judgment is based on the rationale

that “consumers might avoid products from the offending nation not because of concern about the quality of goods, but because the exporting nation has engaged in military, political or economic acts that a consumer finds both grievous and difficult to forgive (Klein et al., 1998).

Since Klein et al. (1998) provided an initial test of the animosity model of foreign product purchase, animosity model of foreign product purchase, and tested its validity by surveying Chinese consumers and their attitudes on consumption of Japanese-made products. They proposed that “the construct of animosity—defined as the remnants of antipathy related to previous or ongoing military, political, or economic events—will affect consumers’ purchase behavior in the international marketplace.

3. Product Judgment

Product judgment is commonly defined as “consumers’ overall evaluative judgment of a product’s attributes such as device, brand, country of origin, after service, and quality” (Erdogan & Uzokurt, 2010). Nagashima (1970) used such dimensions as price and value, service and engineering, advertising and reputation, and design and style. The country associated with the product also is thought of influencing consumers’ product judgments. Green and Srinivasan (1990) provide mode to explain how attributes are evaluated and integrated into overall product judgments and purchase decisions. Some other also research about factors to affect product judgment, some product attributes, such as price and brand name, country of origin image are likely to act as clues or signals of the product judgment (Carpenter 1987). As existing researches when find the relationship between product judgment and foreign product purchase intention, the product judgment is equal to the judgment of this country’s products. Past researches have said that product judgment included the country of origin (COO) image judgment (Klein et al., 1998; Klein, 2002).

4. Foreign Products Purchase Intentions

Research on predictors of purchasing behavior has confirmed that consumers usually hold prior purchase intentions before they behave (Agarwal and Teas, 2002). Purchase intention is the willingness of a consumer to buy a particular product (Dodds *et al.*, 1991). Social psychology

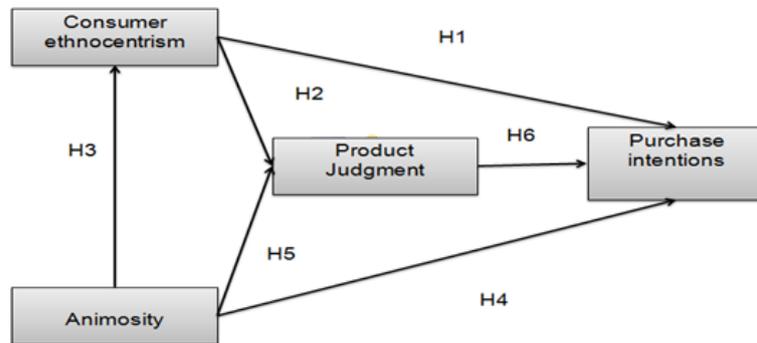
suggests that intentions should be the best predictor of individual behavior, because purchase intentions reflect the consumer's own expression of purchase probability, independently of other relevant factors that could affect consumer behavior and decisions (Young *et al.*, 1998).

Literature on ethnocentrism and animosity proposes both concepts as antecedents of the purchase intentions of foreign products (Marín, 2005). As Klein *et al.* (1998) point out, the concept of ethnocentrism ought to be an essential factor to affect and understand the consumer buying behavior process, and then researches of consumer ethnocentrism have generally found that ethnocentric consumers tend to avoid buying products from any foreign country (Shimp and Sharma, 1987; Sharma *et al.*, 1995). For example, Shimp and Sharma (1987) find that the ethnocentrism of American consumers is negatively affected to their intentions to buy foreign automobiles. And the research on consumer ethnocentrism in Spain shows that consumers prefer to purchase domestic products rather than foreign imports as a consequence of their ethnocentrism (Marín, 2005).

III. Research Model and Hypothesis

1. Research Model

Figure 1 illustrates the framework of key determinants affecting consumer's foreign products intention. The variable has four parts, product judgment (PJ), consumer ethnocentrism (CE) and animosity (AN) impact the foreign products intention (PI), and CE and animosity impact product judgment. Those results showed that animosity toward a foreign nation is related to choices between foreign goods, while consumer ethnocentrism is related to choices between domestic and foreign goods. Using an additional survey of U. S. consumers, Klein (2002) found additional support for this notion that animosity and consumer ethnocentrism are distinct constructs to impact consumers' purchase intention



[Figure 1] Research Model

2. Research Hypothesis

1) Consumer Ethnocentrism, product judgement and purchase intention

Consumer ethnocentrism has been known as one of the antecedents strongly influencing attitude measures of foreign products including general product beliefs (product judgment) and purchase intention. Literature indicates that consumer ethnocentrism is related to negative attitudes toward purchasing foreign products and negative general beliefs about the quality of foreign products (Brodowsky 1998; Durvasula, Andrews, and Netemeyer 1997; Kaynak and Kara 2002; Ettenson, 2005, Netemeyer, Durvasula, and Lichtenstein 1991; Sharma, Shimp, and Shin 1995; Shimp and Sharma 1987; Yu and Albaum 2002). As the recent research, Fatimah Muchtar et al(2012) examined a conceptual model of purchase intention in Banking and confirmed that consumer ethnocentrism, pass experience and animosity effected country of origin and purchase intention. Moreover, Yuanhuang et al (2009)'s research in which the effect of country ethnocentrism was negatively related to willingness to purchase. So we can infer that consumer ethnocentrism has been found to negatively affect consumer evaluations of foreign products as well as their attitudes toward foreign products judgment. Therefore, the following research hypothesis is proposed:

H1: Consumer ethnocentrism negatively influences consumers' foreign product purchase intention.

H2: Consumer ethnocentrism negatively influences foreign product judgment.

2) Animosity, ethnocentrism , product judgement and purchase intention

International animosity refers to a consumer's dislike towards a foreign nation stemming from past and present military, political or economic events. This kind of emotion make consumer who reject attitude to buy specific products. Klein, Ettenson and Morris (1998) said "the construct of animosity--defined as the remnants of antipathy related to previous or ongoing military, political, or economic events--will affect consumers' purchase behavior in the international marketplace". However, animosity can possible increase their uncertainty and distrust foreign product. At this time, consumer will want to protect domestic product, were consumers to transfer their negative attitudes towards objects, people, ideas or products from one specific country onto another, then animosity might in fact enhance consumer ethnocentrism. Klein et al. (1998) and Shankarmahesh (2006) have laid great stress on the need to study animosity as an antecedent of ethnocentrism, because they may be related. Therefore, the following research hypothesis is proposed:

H3: Animosity positively influences consumer ethnocentrism.

Consumer animosity is defined as the remnants of antipathy related to previous or ongoing political, military, economic, or diplomatic events - will have a direct, negative effect on consumers' purchase intention in the international markets (Ettenson and Klein, 2005; Riefler and Diamantopoulos, 2007). It is posited to negatively affect the consumer's purchase intention of goods associated with that country (Klein, Ettenson and Morris 1998). Therefore, the following research hypothesis is proposed:

H4: Animosity negatively influences the consumers' foreign product purchase intention.

Animosity toward a country of origin product judgment had an adverse effect on reactions to it only if the product was not one on which the country's reputation was based. While established country-of-origin studies generally presumes direct relationship between consumers' product judgments and purchase behavior, the animosity model suggests that consumer animosity can affect buying behavior directly and independently of product judgment (Wilkie and Pessemier,1973;Green and Srinivasan, 1990). Moreover, Richard Ettenson (2005)'s paper about the study of longitudinal

study of consumer boycotts confirmed that Australian consumers' animosity toward France was negatively related to product judgement and their willingness to purchase France products. Based on these findings, the following research hypothesis is proposed:

H5: Animosity negatively influences foreign product judgment.

3) Product Judgment and purchase intention

Product judgment is commonly defined as "consumers' overall evaluative judgment of a product's attributes such as device, brand image, country of origin, after service, and quality". Obviously, all of product judgment context not only affect consumer purchase intention but the fundamental premise of the animosity model also diverges from traditional behavioral frameworks in marketing , where the relationship between consumers' product judgement and their purchase behavior is central.(Richard Ettenson and Jill Gabrielle Klein, 2003). So product judgment is a comprehensive and indispensable factor to do a research on purchase intention. Therefore, the following research hypotheses are proposed:

H6: Product judgment positively influences the consumers' foreign product purchase intention.

IV. Research Analysis

1. Research Methodology and Design

The proposed research method consists of three major steps. First, reading literatures related to the field of previous literature and understand this field research achievement, at the same time, find which points need study and make a research model. And then choose research respondent, people who are Chinese and live in China. And furthermore, base on existing researches, proposing research hypotheses using empirical analysis methods to do empirical study. For research object, Chinese citizens are the representatives.

The questionnaire design includes five parts. The items of each variable are partly cited by some scholars according to the purpose of this study. Each item was measured using 7-point Likert-type scales, with 1 representing “strongly disagree” to 7 representing “strongly agree”. Then, author referred Shimp and Sharama (1987)’s questionnaires items for Consumer Ethnocentrism, Malcolm Smith and Qianpin Li(2010) for Product Judgement , Diana and Charles (2011) and Ettenson and Morris (1998) for Animosity and finally Naveen(2005) and Hanzee and Khosrozadeh(2011) for Foreign product purchase intention.

2. Data Analysis

1) Research Design and Sampling

Questionnaire including four parts: consumer ethnocentrism, animosity, product judgment and purchase intention. After distributing questionnaires to respondents, researcher using statistics software package SPSS18.0 to do data analysis, which including descriptive analysis, reliability and validity analysis and factor analysis, Structural Model Fit Test, correlation analysis and regression analysis.

251 questionnaires were delivered Chinese consumers form renren web and blog. Participants responded to the items based on a Likert-type scale of 1 to 7 to indicate the degree to which they absolutely agreed or strongly disagreed with statement concerning their perceptions about consumer ethnocentrism, animosity, purchase judgment and purchase intention. The survey was done from September 1st to October 29th in 2012; from renren web, 178 responses were received, 156 of them were valid; form blog, 123 responses were received, 94 of them were valid. Valid response rate was 83% in total.

2) Demographic Characteristics

From the research, the general respondents were women their ages range from 20 years old. <Table 1> will present a glimpse of demographical characteristics of the sample. Other basic information was listed in the following table by use of percentage distribution.

<Table 1> Demographics statistics of Sample data

Measure		Respondents	
		Frequency	Percentage (%)
Gender	Male	119	47.4
	Female	132	52.6
Age	20-29	85	33.9
	30-39	79	31.5
	40-49	52	20.7
	50-59	33	13.1
	60 and above 60	2	0.8
Income	<2000	55	21.9
	2000-4000	43	17.1
	4000-6000	60	23.9
	6000-8000	54	21.5
	> 8000	30	15.5
Total		251	100.0

3) Validity and Reliability Analysis of Research Model

Validity is the best available approximation to the truth of a given proposition, inference, or conclusion. Validity refers to the scale that can accurately measure the needed and ideal degree of the variables. The squared multiple correlations (SMC) of the measured items were larger than 0.50. and the composite reliability (CR) of the measured dimensions were higher than the lowest acceptance level of 0.60 indicating that the measurement of these dimensions of service quality had a good reliability (Bagozzi & Yi 1988; Ding et al. 1995; Hair et al. 1998).

<Table 2> Factor Analysis

Construct	Item	Factor Loading	SMC	T-Value	CR
CE	CE 1	0.756	0.571	11.763 ***	0.906
	CE 2	0.805	0.648	12.567 ***	
	CE 4	0.777	0.604	12.112 ***	
	CE 6	0.787	0.620	12.282 ***	
	CE 7	0.715	0.511	11.099 ***	
	CE 8	0.749	0.561	11.650 ***	
AN	AN 1	0.770	0.593	12.434 ***	0.877
	AN 2	0.722	0.521	11.553 ***	
	AN 3	0.781	0.611	12.636 ***	

Construct	Item	Factor Loading	SMC	T-Value	CR
	AN 4	0.782	0.611	12.640 ***	
	AN 5	0.779	0.607		
PJ	PJ 1	0.951	0.904	24.338 ***	0.959
	PJ 2	0.932	0.869	23.178 ***	
	PJ 3	0.864	0.747	19.483 ***	
	PJ 4	0.913	0.834	22.015 ***	
	PJ 5	0.880	0.774		
PI	PI 1	0.839	0.704	18.875 ***	0.931
	PI 2	0.880	0.774	20.968 ***	
	PI 3	0.881	0.776	21.035 ***	
	PI 4	0.912	0.832		

<Table 3> Factor Analysis

Construct	Item	Std Loading	SMC	T-Value	CR
CE	CE 1	0.766	0.587	12.066 ***	0.908
	CE 2	0.807	0.651	12.752 ***	
	CE 4	0.780	0.609	12.305 ***	
	CE 6	0.778	0.606	12.268 ***	
	CE 7	0.727	0.528	11.400 ***	
	CE 8	0.753	0.567	11.846 ***	
	CE 10	0.741	0.550		
AN	AN 1	0.820	0.672	14.939 ***	0.908
	AN 2	0.795	0.633	14.323 ***	
	AN 3	0.828	0.686	15.158 ***	
	AN 4	0.807	0.652	14.617 ***	
	AN 5	0.821	0.675		
PJ	PJ 1	0.952	0.906	23.466 ***	0.956
	PJ 2	0.924	0.857	21.919 ***	
	PJ 3	0.859	0.737	18.744 ***	
	PJ 4	0.897	0.805	20.525 ***	
	PJ 5	0.870	0.757		
PI	PI 1	0.847	0.717	19.059 ***	0.931
	PI 2	0.878	0.771	20.635 ***	
	PI 3	0.882	0.779	20.850 ***	
	PI 4	0.907	0.823		

The total 24 questions can be classified as four types of factor, and according to the professional knowledge they can be named as the following respectively:

Factor 1: CE belongs to “Consumer Ethnocentrism”;

Factor 2: AN belongs to “Animosity”;

Factor 3: PJ belongs to “Product Judgment”;

Factor 4: PI belongs to “Purchase Intention”.

From table 2 and table 3, all the results are above 0.6, so all the date the truth of a given proposition, inference, which should above or conclusion. So table 2, 3, all the indicators showed excellent reliability and validity. We have used items which are higher than 0.6 to make the results robust and that the items are strongly relevant in our study. The construct validity indicators (Table 4, 5) suggest that items are valid to use in the study. And the results about SMC CE3, CE5, CE9, below 0.5, so those three was removed in order to make model effective.

〈Table 4〉 Discrimination Validity Test of Korea Product

	CE	AN	PJ	PI
CE	0.579			
AN	0.474 **	0.589		
PJ	- 0.443 **	- 0.344 **	0.826	
PI	- 0.485 **	- 0.397 **	0.562 **	0.772

〈Table 5〉 Discrimination Validity Test of Japan Product

	CE	AN	PJ	PI
CE	0.585			
AN	0.439 **	0.663		
PJ	- 0.386 **	- 0.504 **	0.812	
PI	- 0.425 **	- 0.498 **	0.522 **	0.772

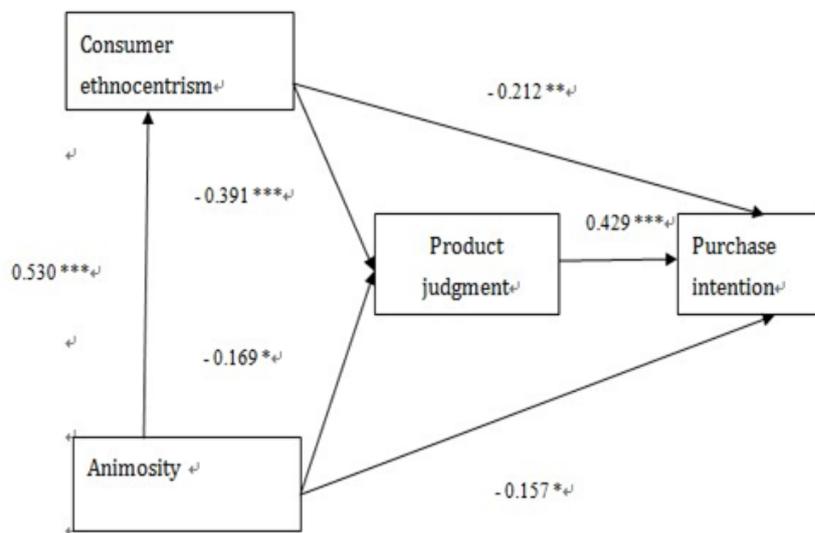
4) Hypothesis Tests

The data that we had collected was further used and the SEM was examined to test the relationship between variables and AMOS software was used to analyze the proposed model. To show a reasonable fit for the model, a number of factors were composed including Chi-square/degrees of freedom, Goodness-of-fit Index (GFI), Adjust Goodness-of-fit Index (AGFI), Normed fit Index (NFI), Comparative Fit Index (CFI), Root Mean Square Residual(RMR) and Root Mean Square of Approximation (Table 12) that the data fit well. The respective indices are in acceptable level.

<Table 6> Model Fit Indices

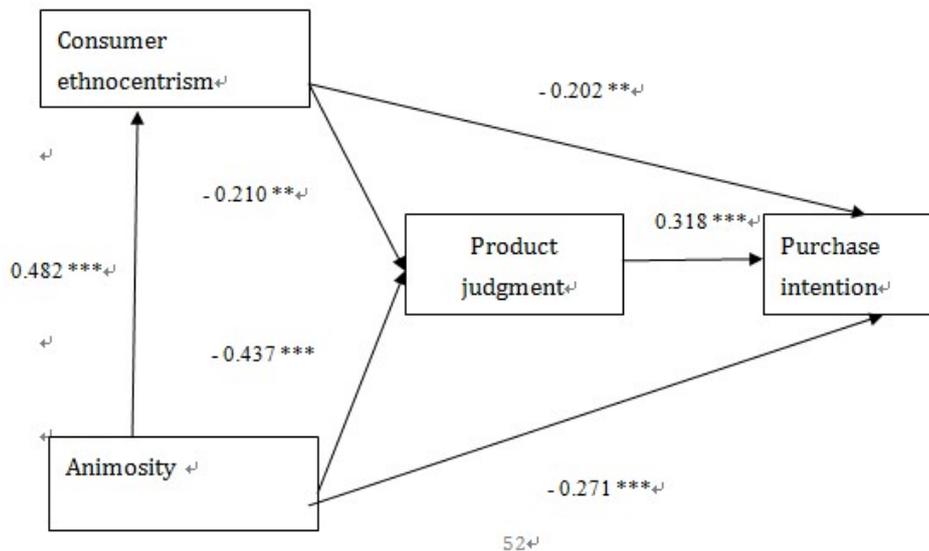
Fit Indices		KP	JP	Recommended
Absolute Fit Indices	X2/DF	1.691	1.473	≤3.000
	GFI	0.905	0.914	≥0.900
	AGFI	0.881	0.892	≥0.800
	NFI	0.928	0.939	≥0.900
	CFI	0.969	0.979	≥0.900
	PGFI	0.717	0.724	≥0.600
	RMR	0.068	0.070	≤0.080
	RMSEA	0.053	0.043	≤0.080

Focusing on those cases where convergence was attained, as Table 6 shows, the choice of scaling method does not seem to influence goodness of fit. All fit statistics NFI, RMSEA, AGFI, CFI, RMR and PGFI) are identical across the three scaling options and show good fit for the expanded research model presented in table 12.



[Figure 2] Results of the Relationship of Consumer Ethnocentrism, Animosity, Product Judgment, Purchase Analysis (Korea).

The figure 2 illustrates the hypothesis results for the proposed model. All hypothesis were confirmed as Korea case while being shown that product judgment has positively effect on the purchase intention of Korean product and plays moderate role between animosity and purchase attention with the slight stronger negative effect on purchase intention. However, animosity's effect on purchase intention could also be more effective through ethnocentrism than product judgement with the path results of animosity to ethnocentrism to product judgement to finally purchase intention. Moreover, as for Korean product's case, ethnocentrism is playing very important role for the buying decision of Chinese consumer.



[Figure 3] Results of the Relationship of Consumer Ethnocentrism, Animosity, Product Judgment, Purchase Analysis (Japan)

As for Japanese product, all of the proposed hypothesis was accepted and confirmed. Animosity and product judgment turned out as very important factors of the proposed model giving stronger and similar effect on ethnocentrism and product judgement that has the strongest positive impact on the purchase intention of Japanese products. Consumer ethnocentrism has the weaker effect on product judgement than the one from animosity.

〈Table 7〉 Results of Hypotheses Test of Research Model

Hypothesis	Path	Standard Coefficient For KP	Standard Coefficient For JP	Results
H1	CE à PI	- 0.212 **	- 0.202 **	Accepted
H2	CE à PJ	- 0.391 ***	- 0.210 **	Accepted
H3	AN à CE	0.530 ***	0.482 ***	Accepted
H4	AN à PJ	- 0.169 *	- 0.437 ***	Accepted
H5	AN à PI	- 0.157 *	- 0.271 ***	Accepted
H6	PJ à PI	0.429 ***	0.318 ***	Accepted

The above table shows the comparative results of Korean and Japanese products and confirmed that all of the hypothesis were accepted. And we can confirm that the relationships between purchase intention and its consequential variables are meaningful and strong. Ethnocentric Chinese consumers have negative perceptions of the judgment of foreign products and negative intentions to buy them. But if they judged that foreign products are well, their intention to buy foreign products is high, which leads to actual purchase of foreign products. But actually, in the same market for different countries have different results. For Japan, animosity (-0.271) obviously affects purchase intention more than Korean (-0.157). For Korea, product judgment primary affects consumer intention (0.429).

V. Conclusion and Implications

As it stated in the abstract, the main object of research on consumer ethnocentrism, animosity and product judgment reveal influence of consumer purchase intention. And consumer ethnocentrism and animosity vary degree to affect country of origin product judgment. All hypotheses accepted prove previous researches, and the relationship also adapt to Chinese consumers. According to the previous result, it is showed that: First, in general, as the consumer, product inherent value is much important, which can satisfy their necessary. Therefore, quality, service, after-sale and brand image decided country of origin product judgment, which significantly affects consumer purchase intention. So companies should pay more attention to their product inherent value. The results of

this research may be used by marketing managers of international business in several ways. Literature on industrial economics and internationalization has recognized the dilemma faced by organizations when they have to decide between internationalization or adaptation and expansion in the domestic market. Therefore, firms and international trade organizations should pay attention to factors that negatively affect their competitiveness in international and domestic markets. Foreign firms with good reputations for product judgment have a competitive advantage to position their products in foreign markets. Consumers good judgment of their product is a powerful instrument that firms can use to build long-time consumers, increase future profits and establish solid relationships. Whereas consumer rejection of foreign products as a consequence of ethnocentrism or animosity might give greater opportunities to domestic brands and firms, foreign firms need to look at mitigation strategies that avoid a negative effect on consumer intentions to buy their products. If consumers have strong animosity and ethnocentric emotion to special country, there also affect consumer to company' product judgment. The national producer will stress consumer ethnocentrism and convey information on a superior reputation which represents a mechanism for retaining existing customers and capturing new ones. While, domestic firms can generate a competitive advantage and contribute to the economic growth of the nation, increase employment and reduce the costs associated with importation.

From the perspective of international firms, ethnocentrism, animosity and a poor product judgment to their products can represent a barrier to them positioning their products in new markets. Consumer decisions to buy imported products would be affected by the negative effects of animosity and ethnocentrism. Firms that want to develop their fix consumers in international markets should avoid activating negative emotions associated with conflicts and disagreements between nations.

For Japanese company, if they want develop their market in China, their overcome Chinese consumer' strongly animosity, which will obviously affect selling of their products. Animosity comes from war and policy effect, so it is much more than Korea. At this time, Consumer product purchase intention would be affected by the negative effects of animosity. So that author believe that Japanese should decrease product' country of origin advertise, and cooperation with china companies, at the same time improve their product total image, to get a good product judgment. Otherwise, consumer ethnocentrism and animosity are hold by consumers, so for

Japanese can try to strategies From B2C to B2B. Company takes care of products themselves, so B2B can decrease boycott social-psychology effect.

For Korean company, consumer' product judgment is more strong to affect consumer purchase intention, and ethnocentrism and animosity also can affect purchase intention. Chinese to Korea animosity comes from economy against, because two countries are close, and products advantages and disadvantages are different, if one country products export to the other, it will much affect domestic once. So consumer always worried about that. But as the results show that, consumer product judgment is main variable to affect purchase. The most strategy is improve their inherent value, by this way, the company will get good judgment of their products.

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국문초록

소비자의 자민중심주의, 적대감 및 제품평가가 외국제품 구매의도에 미치는 영향에 관한 연구 : 한국과 일본 전자제품 구매에 대한 중국소비자를 중심으로

정성훈* · 왕려원**

소비자의 제품에 대한 평가는 구매의도에 영향이 미친다는 연구 논문들이 이미 나오고 있다. 소비자의 제품 평가는 제품의 품질, 구매 후 만족도와 기타 유형적인 가치에 기초를 두고 있을 뿐만 아니라 원산지 이미지, 브랜드 이미지 등 같은 무형의 가치에 두기도 한다. 일반적으로 소비자의 제품평가는 실질적인 품질이나 구매 후 만족에 의해 편성된다. 이러한 편성은 원산지 이미지와 같은 사회심리적인 영향으로 나타나기도 한다. 본 연구에서는 소비자 자민중심주의와 더불어 과거 수입국 소비자들이 잊을 수 없는 경제적, 정치적이나 심지어 군사적인 활동에 관여됨에 의해 나타나는 제품 원산지에 대한 선입관의 일환인 적대감이 구매의도에 미치는 관계를 연구하고자 한다. 분석 결과, 제품 평가는 구매의도에 정(+)의 영향을 주고 있음을 확인하였으며 소비자 자민중심주의와 적대감은 제품평가와 구매의도에 부(-)의 영향을 주고 있음을 발견하였다. 중국 시장의 경우, 자민중심주의적인 소비자는 외국 제품 구매에 대해 부정적인 인식을 가지고 있으며 또한 중국 소비자들의 일본 제품에 대한 강한 적대감이 제품평가 및 구매의도에 부(-)의 영향을 미치고 있는 것으로 나타났다. 따라서 일본 기업들은 중국 기업과의 협력과 정부간 친밀감 증대를 위한 노력을 확대시킬 필요가 있다. 반면에 한국 제품의 경우, 제품 평가가 일차적으로 소비자의 구매의도에 영향을 미치고 있으므로 한국 기업들은 소비자의 제품평가의 개선을 위해서 제품의 품질, 구매 후 만족도, 브랜드 이미지와 무형의 요소들을 개선시킬 필요가 있다.

주제어 : 제품 구매의도, 제품평가, 자민중심주의, 적대감

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