India has strong trade relation, along with the troubled past and present with people republic of China (The India-China Border Question : An Analysis of International Law and State Practices, 2020). With 58 billion trade stake with India, China also has a disturbing history with Sino India war of 1962 and multiple conflicts at International level (Karackattu, 2018). China being the epicenter of covid-19 has raised the resentment among the people all around the world. Along with that, crooked diplomacy, continuous rising tensions on the India China borders and casualties of army personal has instigated rage and anger among Indian masses. Which has resulted in buycott of Chinese products by Indian consumers resulting in an increase in the level of economic animosity and consumer ethnocentrism (Bhat, 2020).

Literature review

Consumer Ethnocentrism

Consumer Ethnocentrism is characterized as convictions held by consumer with respect to the appropriateness and profound morality of buying foreign made items (Shimp and Sharma, 1987). Consumers with high ethnocentric tendencies, as estimated by the CETSCALE (Shimp & Sharma, 1987) like to buy domestic products instead of foreign products and consider domestic products to be better than those created in foreign nations (Chryssochoidis et al., 2007).

While choosing among foreign products the consumers show good perspectives toward items from nations with a comparable culture like Canadian consumers prefer products from America and vice versa (Lanz and Loeb, 1996; Sharma et al., 1995); Watson and Wright, 2000). Study on customer ethnocentrism has tracked down that the phenomenon is incredibly vigorous: consumer ethnocentrism even exists in nations where majority of consumers favor items that are imported (Balabanis & Diamantopoulos, 2004; John & Brady, 2010);Watson and Wright, 2000) and furthermore ethnocentrism levels may be build after horrendous mishaps, like continuous tentions at India China borders (Malone & Mukherjee, 2010)or the kedarnath flash floods in 2013 (Varghese & Paul, 2013).

Level of ethnocentrism in the society is nothing but an aggregate of individual tendencies, these collective tendencies sometimes force moral obligation on consumers to compromise on the quality parameters (Durvasula & Lichtenstein, 2015). An ethnocentric consumer will never buy an imported product which is far better in quality as compared to the domestic products available in the market with low quality due to the moral obligation which preaches that buying foreign products is undesirable, inappropriate and against the nation whereas an un ethnocentric consumers will consider other product attributes such as quality, performance etc over any other emotional or moral associations (Chowdhury, 2013).

Demographic antecedents play a major role in determining the level of ethnocentric tendencies of consumer which includes age, gender, income, occupation and educational level of consumer. Multiple studies conducted all around the world has provided with contrasting results which makes testing the effect of demographic antecedents on consumer ethnocentrism (Klein and Ettenson,1999;Klein et al., 1998) observed that elderly people will be more ethnocentric and have more noteworthy national pride. Whereas the young individuals, will in general be more cosmopolitan and has a modern perspective with less feeling of national pride and connection to their own country's products as the more elderly individuals do (Shankarmahesh, 2006; Sharma et al., 1995). Majority of past examinations stand in support to the hypothetical recommendation that age is emphatically identified with customer ethnocentrism (Klein and Ettenson 1999; Caruana 1996; Jain & Jain, 2013; Schooler, 1965)

Previous studies report women being more ethnocentric than men (Bruning, 1997; Jain & Jain, 2013; Kucukemiroglu, 1999; Sharma et al., 1995) presumably because of the explanation that females are seriously mindful, traditionalist and energetic and feel more worried about the effect of their activities on others, safeguarding social congruity and keeping up group cohesiveness (Sharma et al., 1995; Jain and Kaur, 2006).Education broadens mental skylines of individuals and revamps their thought process, reasoning abilities and way of living. A common topic of discoveries of past examinations is that educated individuals are less traditionalist and less ethnic in their bias against antiques and individuals from out group (Sharma et al., 1995), and they are additionally less disinclined to imports(Klein and Ettenson 1999; Caruana 1996; Chan, 1999).

Numerus of studies have discovered income as a factor adversely influencing consumer ethnocentrism (Bruning, 1997; Sharma et al., 1995). Individuals with higher pay overall will in general be moderately less ethnocentric (Sharma et al., 1995) because more income will provide consumers with an opportunity to explore foreign products which are expansive as compared to their domestic counterpart. But there are investigations which found no significant relationship between income and ethnocentrism(Chan, 1999; Jain & Jain, 2013).

Consumer Animosity

Animosity is remnants of antipathy, or hostility towards a country (Jiménez-Guerrero et al., 2014). In general term it refers to a strong feeling of anger and disliking somebody or something. In terms of international trade consumer animosity refers to powerful negative feeling or emotion toward purchasing a product from a nation or group with witch a country is in conflict with (Fernández-Ferrín et al., 2015). The conflict may be social, political, legal, economical or geographical in nature which has resulted into a feeling of hostility (Rose et al., 2009). Feeling of animosity, resentment and anger in consumers make them completely avoid the products produced by the country of conflict. Consumers adopts this behavior to penalize the enemy country economically and make it suffer economic losses (Shoham et al., 2006).

Further (Klein, 2002) has contended that hostile consumers "don't distort or stigmatize images of target nation's product, they just decline to purchase them", seprating their enmity towards the country from their appraisal of its products (Klein et al., 1998; Klein and Ettenson, 1999;

Ettenson and Klein, 2005). In contrast to the feeling of hostility towards the enemy nation the consumers are independent of their judgement about the product quality(Nijssen & Douglas, 2004). Consumers may avoid to purchase the product because of the hostility between nations but would not disagree on the Quality grounds (De Nisco et al., 2020). Feeling of animosity will not lead consumers to distort or denigrate the image of the targets countries products on quality bases, they would simply reject to buy them(Riefler & Diamantopoulos, 2007).
Consumer ethnocentrism and animosity play a vital role in deciding the acceptance level among the consumer of any nation which includes their judgment towards the product and finally their willingness to buy a foreign product. The marketing managers of multinational organizations have overlooked the fact that these two factors can play a predominant role in deciding the future of any company in any country(Nijssen & Douglas, 2004).

As per the proposed model the animosity towards any nation will affect the consumers judgment towards the product which will further lead to a willingness or unwillingness to buy a foreign product. With reference to the previous studies consumers animosity level will not affect their judgement towards the product but will definitely effect their willingness to buy (Huddleston et al., 2000). Or it can be stated that a consumer may refuse to buy a product not because of any quality issues but due to the fact that the importing country has any economic, social, Political or military conflicts in past or at present (Guo & Bunchapattanasakda, 2020).
Secondly the level of impact consumer ethnocentrism will exert on the feeling of animosity among country men which will further show its effect on consumers product judgement and finally on consumer's willingness to buy(Guo & Bunchapattanasakda, 2020; Huang et al., 2010)

Objectives

Objective of the study are as follows

1. To analyse the relationship between Consumer Ethnocentrism and demographic antecedents (age gender income and education)
2. To find out the relationship between Consumer Ethnocentrism and consumer animosity.
3. To analyse the relationship between Consumer ethnocentrism and consumer Animosity with willingness to buy
4. To examine relationship between Consumer Ethnocentrism and consumer animosity with product judgement

Hypotheses

Based on the literature review following hypotheses were formulated.
H1: there is no significant relationship between gender and consumer ethnocentrism
H2: there is no significant relationship between age and consumer ethnocentrism
H3: there is no significant relationship between income and consumer ethnocentrism
H4: there is no significant relationship between education and consumer ethnocentrism

H5: there is no significant relationship between consumer ethnocentrism and consumer animosity.
H6: there is no significant relationship between consumer ethnocentrism and animosity on consumer product judgement.
H7: there is no significant relationship between consumer ethnocentrism and animosity on consumer willingness to buy.

Methodology

Questionnaire design

The scales administered to collect data were adapted from the previous studies. consumer ethnocentrism scale (CETSCALE) developed by Shimp and Sharma (1987) was administered to measure the level of ethnocentrism. Klein, Ettenson, and Morris's (1998) animosity scale measured the level of animosity among the respondents whereas product judgement and willingness to buy was measured by using Klein, Ettenson, and Morris scale 1998 (modified from that of Wood and Darling 1993). The scale was constricted on a 7-point Likert type scale ranging from strongly agree --- --- --- --- --- --- --- to strongly disagree. A response close to strongly agree (7) indicate agreement to the statement and as you move towards disagree the degree of agreement will decrease and a repose close to strongly disagree (1) could indicate disagreement to the statement.

Data collection

The data needed to test the hypothesis was collected through a survey by distributing structured questionnaire, intended to be administered physically as well as via digital platforms. The questionnaire comprised of 35 items, covering four variables namely consumer ethnocentrism, consumer animosity, product judgement and willingness to buy. The respondents approached for the study were college going students with experience of buying mobile phones (consumer durable product). Three college were selected for collection of data which included private, public and college owned by trust to have a wide coverage form each strata of society. 300 questionnaires were conveyed among students. Out of which 40% were personally administered and 60 % were circulated through online medium like email and WhatsApp. Total of 250 questionnaire were received out of which only 227 were fit for analyses, with a satisfactory response rate of 77%. Previous studies revealed a lower response rate in questionnaire collected through online mode but contrary to the previous studies the current study reported a higher response rate which may be due to technology congeniality of young generation.

	Post graduate	62%
	Above Post graduate	3%
Income		
	Below 1 lakh	14%
	1 lakh to 5 lakhs	45%
	5 lakh to 10 lakhs	36%
	Above 10 lakhs	5%
Occupation		
	Service	40%
	Business	36%
	Profession	24%

Consumer Ethnocentrism

Theoretically, the 17 item CETSCALE is expected to have mean scores in the range of 17 to 119. The registered mean score of 68.48 in the current investigation is just somewhat closer to the theoretically anticipated mean score of 68, subsequently inferring a normal level of ethnocentrism common among the studied customers. However, a standard deviation of 20.47 and individual respondents having implies scores in the scope of 25 to 119 infer that buyers are not consistently ethnocentric.

Table 3: Mean Consumer Ethnocentrism score.

Variable	Mean	Minimum	Maximum	S.D
CET (17 item)	68.48	25	119	20.474

Consumer Ethnocentrism and Demographic Antecedents

In order to ascertain the relationship between consumer ethnocentrism and demographic antecedent's ANOVA was administered and the following results were ascertained.

- Age is the only demographic variable that emerges as a significant covariate of consumer ethnocentrism (F-value = 1.985; $p \leq 0.01$), with older people being more ethnocentric than younger persons. Hence hull hypotheses H2 is rejected.
- Lack of significant relationship of consumer ethnocentrism with rest of four demographic variables (viz., gender, education, monthly income) imply support in favor of the hypotheses H1, H3, H4. Hence accepting the null hypotheses

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Impact of consumer animosity and Consumer Ethnocentrism on consumer buying behaviour: A study of Chinese Mobile Handset

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Abstract

Business operations at a global level need to consider consumer ethnocentrism and animosity as a determinant of consumer buying behaviour, as consumer ethnocentrism and animosity plays a very important role in influencing consumer buying behaviour towards the product after price, quality and brand. The study confirms a positive relationship between consumer ethnocentrism, consumer animosity and willingness to buy, whereas no relationship was found between consumer ethnocentrism and Product judgement. This indicates that the quality of a product is not an important factor in case where consumer ethnocentrism and animosity is dominating the buying decision. Consumer refuses to buy foreign quality product just because they find it inappropriate and immoral.

The study investigates the relationship between consumer ethnocentrism, consumer animosity, product judgement and consumer's willingness to purchase mobile handset made in China. A structured questionnaire developed by Shimp and Sharma 1987 and Klein et al. (1998) were used to collect responses through online and offline mode. This will help the business firms to design and positioned its products respecting and considering ethnocentric values of the consumers world-wide and ensure the success of business firms in a globally competitive market.

Keywords: Ethnocentrism, Animosity, roduct Judgement, Willingness to Buy, Mobile Handset.

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Introduction

The globalization of business sectors presents impressive challenges and opportunities for homegrown and international marketers. Likewise, advertisers have shown a developing interest in understanding the elements identified with customers' assessment and choice of imported merchandise. Organizations working in multiple nations, to guarantee their prosperity takes into consideration numerous elements, on which customer settle while taking purchase decisions, like brand equity (Myers, 2003), quality discernments and brand faithfulness (Knox and Walker,2001) and so forth. However, the factor which they have not paid sufficient attention is the ethnocentric inclinations of consumers and consumer animosity and the degree to which it impacts their purchasing conduct.

(Sharma et al., 1995) characterized consumer ethnocentrism as convictions held by consumers about the appropriateness and profound morality of buying foreign made items. It is based on the feeling of affection and concerns towards one's country, losing monetary interest because of imports from foreign nations which may prompt unsafe impacts or loss of wealth for the country and the compatriots. whereas consumer animosity is the inclination of antagonism and outrage towards a particular nation because of some political, financial or military conflict (Fernández-Ferrín et al., 2015). When expressed in terms of global exchange consumer animosity will show negative inclination or feeling toward buying an item from a country or group with which a nation is in conflict with. The conflict might emerge out of social, political, economic or geological reasons which has impacted the minds of consumers in a negative way.

Consumer ethnocentrism and consumer animosity are distinct ideas. Consumer ethnocentrism catches convictions about the ethical appropriateness of purchasing foreign items by and large. whereas the idea of consumer animosity catches outrage toward a particular country and predicts the ability to purchase items from that particular country (Klein, 2002; Klein et al., 1998). A few customers may decline to purchase items from a particular nation however will purchase items imported from different nations (Klein, 2002). Customer ethnocentrism becomes most significant when the choice is between a domestic product and a foreign product, while in case of animosity the decision is to choose among products from different nations which might have different relations with the home country, like Indian consumers might agree to buy product from USA or Russia then from china or Pakistan.

Consumers having a high level of consumer ethnocentrism will not accept products from any outside country irrespective of the degree of affinity of the home country with the foreign countries, in the light of the fact that they consider it as unseemly and unwanted for the country since it will drain the wealth out from the country and it will also put the individual countrymen out of job (Durvasula and Lichtenstein, 2015; Bilkey and Nes, 1982). However, when consumer of a country totally refuses to acknowledge the product of a foreign country independent of the quality, cost and accessibility due to hostility then it is termed as Consumer Animosity (Akdogan et al., 2012). Just as Chinese consumers abandoned the Japanese products because of the awful outrages done to them by Japanese military during The Second Great War

(Klein et al. 1998; Klein, 2002).

Reliability Analysis

Reliability analysis was done to measure the internal consistency of the scale by applying Cronbach Alpha Coefficients. The results of Cronbach alpha show the reliability measures to be adequate as Cronbach Alpha of all the scale administered was higher than.7 (Nunnally, 1978). Table 1 shows the results of reliability measurements.

Table 1 Reliability Analysis

Variable	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Ethnocentrism	0.916	0.916	17
Animosity	0.805	0.811	6
Product Judgement	0.702	0.701	6
Willingness to buy	0.773	0.771	6

Sample Profile

Age: More than half (53%) of the respondents were from younger age group (20 year to 30 year) and less than half (43%) of the respondents were from less than 20 year of age.
Gender:_Around half of the respondents were female (51%) and male respondents accounted for 49%.
Educational Qualification: More than half of the respondents were post-graduate (62%) and around one third (35%) of the respondents were undergraduate
Income: More than one third (36%) of the respondents were from middle income group (5lakh to 10 lakh annual) and 45 % of the respondents were from lower middle income group (1 lakh to 5 lakh), and only a minimal number (5%) of the respondents were from higher income group (above 10 lakh).
Occupation: More than one third (36%)of the respondents were having their own business and (40%) of the respondents belong to service class.

Table 2: Sample Profile

variable	Category	Percentage (%)
Age	> 20	43 %
	20 to 30	53%
	above	4%
Gender		
	Male	49%
	Female	51%
Educational Qualification		
	Undergraduate	35%

Table 4: Consumer Ethnocentrism and Demographic Antecedents: ANAOVA

Demography	Mean Square	F	Sig.
Income	458328045445.604 791815942558.154	579	.995
Age	45.386 22.867	1.985	.000
Gender	.323 .219	1.477	.024
Education Qualification	.330 .246	1.340	.069

Consumer ethnocentrism and Animosity

Correlation matrix was administered to validate all the hypotheses.H5 expressing no critical connection between consumer ethnocentrism and consumer animosity was dismissed as the investigation showed a positive corelation between consumer ethnocentrism and consumer animosity with a corelation of .494 which meets the reasonable limit.(Akdogan et al., 2012; Rose et al., 2009).

Consumer Ethnocentrism, Consumer Animosity and Willingness to buy

Significant relationship was also found between consumer ethnocentrism and willingness to buy (.549) and between animosity and willingness to buy (.541) which conforms to the previous studies showing similar findings (Akdogan et al., 2012; Chryssochoidis et al., 2007; Shimp & Sharma, 1987) further rejecting H7 which stated no significant relationship of consumer ethnocentrism and consumer animosity with willingness to buy.

Consumer Ethnocentrism, Consumer Animosity and Product Judgement

The corelation of Product judgement with ethnocentrism (.032) and animosity (.078) was insignificant which is supported by the previous studies which states that customer becomes indifferent towards the quality of the product when ethnocentrism and animosity comes into play (Klein et al., 1998; Klein and Ettenson, 1999; Ettenson and Klein, 2005; Huddleston et al., 2000). Hence accepting the H6 which stated no significant relationship between consumer ethnocentrism and animosity on product judgement.