

Towards Consumer Ethnocentrism and Animosity in Indonesia

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ABSTRACT: This 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. Based on the ANOVA test, 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. The Indonesian consumers are very ethnocentric; The United States of America and Malaysia found to be the two opposed countries with the highest score of animosity. The economic animosity is higher than politic animosity in China and Taiwan as the opposed countries. These findings can be utilized by marketers in designing marketing communication and segmentation strategies.

Keywords: Animosity, Ethnocentrism, Attitude, Opposed country, Foreign country

INTRODUCTION

The globalization has led to the emergence of certain consumers' behaviors across countries; while there are opposite consumers' behaviors, such as the tendency to buy domestic product rather than foreign products, which contribute to the global economical crises as well as the rise of neo-nationalism. Consumer ethnocentrism and animosity will influence willingness or unwillingness of consumers to purchase foreign products from companies based in or associated with an opposed country in the international market place. It was supported in the contexts of business to consumer/B2C (Ahmed et al., 1994; Dzever and Quester, 1999); and business to business/B2B (Edwards et al., 2007). Nevertheless, there was a few prior studies which explored the effects of demographic variables (e.g. gender and age) in consumer ethnocentrism and animosity constructs. Thus, this study intends to fill this literature gap.

Specifically, the effect of gender (male and female) and age (younger and older) toward consumer ethnocentrism and animosity are investigated. In the next section, a brief review of hypotheses, methodology and findings are presented. Finally, the implications, its limitations and future research directions are discussed.

Literature Review

Consumer ethnocentrism is conceptualized as the belief that the purchase of foreign products is inappropriate or even immoral and unpatriotic because

it affects the domestic economy negatively in form of increasing domestic unemployment (Shimp and Sharma, 1987; Klein et al., 2006). This attitude consists of two major components: love and concern for one's own country and the fear of losing control of one's economic interests; and the intention or willingness not to purchase foreign products (Sharma et al., 1995).

Consumer animosity refers to the remnants of antipathy related to previous or ongoing military, political or economic events (Klein et al., 1998). Consumer animosity will influence willingness or unwillingness of consumers to purchase foreign products from companies based in or associated with an opposed country. It could be defined as the strong deep-rooted emotions arising from previous or ongoing military, political or economic events (Klein et al., 1998; Ang et al., 2004). Consumer animosity may result in negative attitudes towards products from the aggressor country, and reluctance to buy products from that country (Nijssen and Douglas, 2004; Nakos and Hajidimitriou, 2007). It is believed that the political or war animosity results from acts of aggression or warlike behaviors of a country or a nation-state, while economic animosity results from feelings of economic dominance or aggression.

Both of consumer ethnocentrism and animosity are two constructs in marketing that help marketing practitioners to better understand the factors which

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influence consumer attitudes toward foreign products. Both of these constructs, as shown by the prior studies, have negative effects toward willingness to purchase products. While ethnocentrism concerns the purchase of foreign product in general, animosity focuses upon a particular country. The previous studies have identified five predictors of consumer ethnocentrism and animosity such as socioeconomic status, beliefs concerning personal and national economic well-being, prejudice, patriotism and personal demographics (Klein and Ettenson, 1999).

The current study focuses on two personal demographics of gender and age. The prior studies reported mixed results of gender impact on ethnocentrism and animosity. Females consumers are reported to be rated high on domestic products and more ethnocentric than male consumers in Canada, the United States and Korea (Han, 1988; Sharma et al., 1995). However, a different results is found by Klein and Morris (1996) who state that males are more ethnocentric and animosity. In accordance with the theoretical arguments and previous research results, therefore, this study proposes its first research hypothesis:

H1a, b, c: Gender (male and female) differs in consumer ethnocentrism, politic animosity and economic animosity.

The effect of age toward consumer ethnocentrism and animosity is not clear yet. For example, the older consumers in the United States have higher politic animosity toward Japan (Klein and Morris, 1996). The younger consumers tend to evaluate foreign products more positively than domestic products, but the findings by Klein and Ettenson (1999) have shown that older consumers have less animosity and ethnocentrism. Based on the above assertions, this study formulates its second research hypothesis:

H2a, b, c: Age (young and old) differs in consumer ethnocentrism, politic animosity and economic animosity (figure1).

RESEARCH METHOD

In this research, data was collected from 3 main cities (Jakarta, Surabaya, and Jogjakarta) in Indonesia. The questionnaires were distributed to 300 Indonesian consumers, and eventually 195 respondents were selected for analysis. Each of respondents evaluated their ethnocentrism and animosity toward 8 opposed countries (within subject design) such as Netherland, Japan, the United States, Australia, China, Malaysia, Singapore, and Taiwan. The validity and reliability are examined, and then the ANOVA is conducted to address all of six research questions.

All of 27 items of dependent variables were measured on a five-point LIKERT scale from “strongly disagree (1)” to “strongly agree (5)”. The ethnocentrism was measured based on 17-item of CETSCALE (Shimp and Sharma, 1987), while animosity construct was comprised of 10-item (Klein et al., 1998). There are two kinds of animosity, political animosity such as “dislike the opposed country”, “never to forgive for conflict with opposed country”, “opposed country should pay compensation”, “opposed country harm our national interest”, “opposed country was arrogant in diplomatic relations”; and economic animosity such as “opposed country was not a reliable trading partner”, “opposed country doing business unfairly”, “opposed country taking self advantage from my country”, “opposed country was dominant or has too much economic influence”, and “opposed country wants to gain economic power over my country”.

The independent variables are gender and age. The gender is classified into two categories: male and female, while the age is also categorized into two categories: younger (<35 years old) and older (>35 years old).

RESULTS AND DISCUSSION

Sample profile

Table 1 showed that males occupied more than half of total respondents (52.3%), and most of them are younger (84.6%) and single (81.5%). According to the city, most of them lived in Jogjakarta (48.8%), Jakarta (37.4%), and Surabaya (13.8%) respectively (table 1).

Validity and Reliability

The internal consistency reliability of the adopted measures was tested using an item-to-total correlation of 0.3, a Cronbach α coefficient of 0.7, and a composite reliability (C.R) index of 0.7. Three of ten items of consumer animosity were excluded from analysis since their item-to-total correlation below than 0.3. Eventually, all the Cronbach alpha and composite reliability exceeded the threshold (ranging from 0.70 to 0.87).

The construct validity is examined through confirmatory factor analysis. All the factor loadings were significant across eight opposed countries. The GFI value indices range from 0.86 to 0.93 with 0.90 as average of GFI; and the χ^2/DF is ranging from 3.00 to 6.32 with 4.14 as average. Thus, all of items are reliable and valid.

Analysis

The Indonesian consumers showed the highest animosity toward the United States (3.43), and Malaysia (3.42), Australia (3.18), Singapore (3.13) and China (3.11). The data also revealed that the political animosity is

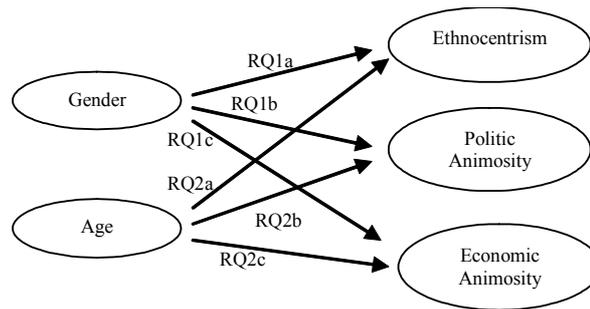


Figure 1: Research Framework

Table 1: Sample

Gender	Freq.	%	Age	Freq.	%
Male	102	52.3	Younger	165	84.6
Female	93	47.7	Older	30	15.4
Total	195	100	Total	195	100
City	Freq.	%	Marital status	Freq.	%
Jakarta	73	37.4	Single	159	81.5
Yogyakarta	95	48.8	Married	27	13.8
Surabaya	27	13.8	Divorced	9	4.7
Total	195	100	Total	195	100

higher than economic animosity for 6 opposed countries of Netherlands, Japan, US, Singapore, Malaysia, Australia; and the economic animosity is higher than political animosity for China and Taiwan as opposed country. The negative attitude toward foreign product as general or ethnocentrism is high with score of 3.22 (from 1 to 5).

The extended analysis of variance (ANOVA) in Table 2 below indicates that gender has significant effect only for animosity for Netherland as opposed country. The female consumers have a higher political and economical animosity as well as ethnocentrism than male consumers. In regard to three opposed countries of Australia, Malaysia and Singapore presented that male's animosity exceeded female's animosity (table 2).

The effect of age toward animosity and ethnocentrism only could be found in the United States as opposed country, young consumers showed a higher political and economical animosity in comparison to old consumers. On the other hand, the young consumers showed a lower degree of dislike toward foreign product or ethnocentrism.

For all 8 opposed countries, the data presented that young consumers have higher negative attitudes toward specific country (political and economical animosity) (table 3).

CONCLUSION

The research questions are supported partially through ANOVA analysis. Age differentiates consumer

animosity and ethnocentrism. The young consumers tend to have higher degree of political and economical animosity. It could be influenced by access to information, recent accidents with opposed countries, and the unemployment problem for young consumers. An interesting result is found in regard to ethnocentrism attitude. The young consumers tend to have lower ethnocentrism as compared to the old consumers. It means that the young consumers prefer to buy foreign products more often than old consumers. It could be explained by taking a number of the factors such as consumer knowledge, history, and lifestyle into consideration.

The age also has a significant impact on consumer animosity and ethnocentrism. Female consumers showed higher ethnocentrism than male. A similar result is also found for political and economical animosity. Thus, this finding indicated that female consumers are more sensitive to the issue of foreign products and the dislike towards the opposed countries.

These results have theoretical and practical implications. It was a clear that age and gender have effect on consumer animosity and ethnocentrism, but the significance is partially supported. For the practitioners, these findings could be utilized for segmentation and targeting tools and marketers should give more attention to issues of foreign products and opposed countries in designing marketing communication.

Table 2: ANOVA of Gender

Opposed countries	Politic Animosity		Economic Animosity		Animosity		Ethnocentrism	
	Male	Female	Male	Female	Male	Female	Male	Female
Netherland	2.94	3.08	2.83	2.95	2.89*	3.02*		
Japan	2.83	2.93	2.80	2.89	2.81	2.91		
United States	3.56	3.57	3.19	3.23	3.40	3.42		
Australia	3.40	3.23	2.99	2.99	3.22	3.13	3.17	3.27
China	3.02	3.05	3.17	3.22	3.09	3.12		
Malaysia	3.67	3.55	3.48	3.34	3.59	3.45		
Singapore	3.18	3.10	3.13	3.09	3.16	3.10		
Taiwan	2.87	2.92	2.89	3.01	2.88	2.96		

*=significant at 0.05 level

Table 3: ANOVA of Age

Opposed countries	Politic Animosity		Economic Animosity		Animosity		Ethnocentrism	
	Young	Old	Young	Old	Young	Old	Young	Old
Netherland	3.03	2.89	2.89	2.87	2.97	2.88		
Japan	2.89	2.78	2.84	2.86	2.87	2.81		
United States	3.62*	3.28*	3.23	3.07	3.23*	3.08*		
Australia	3.33	3.25	3.02	2.86	3.19	3.08	3.19	3.35
China	3.05	2.95	3.20	3.17	3.11	3.08		
Malaysia	3.65	3.43	3.43	3.32	3.55	3.18		
Singapore	3.14	3.16	3.09	3.21	3.12	3.18		
Taiwan	2.90	2.84	2.95	2.93	2.92	2.88		

*=significant at 0.05 level

This study has attempted to expand our understandings of attitudes toward opposed countries and foreign products, but there are still several research areas open for researchers. First, the scale of consumer animosity are examined from the consumer side of home country toward opposed countries, future studies need to examine these issues from the opposed countries side, and both side (two-way or dyadic relationship). Second, the effect of age and gender toward consumer animosity and ethnocentrism should be tested in moderating model for a more rigorous result. Finally, the future studies should examine the impacts animosity and ethnocentrism on the willingness or unwillingness of consumers towards specific products which are important for both home country and opposed country.

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