UNIVERSITY OF LJUBLJANA

FACULTY OF ECONOMICS

MASTER'S THESIS

PERCEPTION OF THE GREEK NATIONAL IMAGE AND PURCHASE BEHAVIOUR FOR OIL AND OLIVE OIL IN MONTENEGRO

Ljubljana, September 2018   BEČIĆ BILJANA

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TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

LIST OF APPENDICES

LIST OF ABBREVIATIONS

COO – Country of origin

CET – Consumer Ethnocentrism Tendencies

SRC – Self Reference Criterion

US – United States

SPSS – Statistical Package for Social Science

BIT – Brand image transfer

INTRODUCTION

The incredible changes that occur on the current worldwide market, additionally followed by globalization, have made a significant impact on people's lives. Consumers are faced with a range of various stimuli and influence strategies. In the field of marketing studies, especially in the area concerning consumer's behaviour, many factors become highly important when marketers make decisions about which strategy to choose in order to attract individuals and increase profit. Culture association can be a powerful stimulus in a consumer's mind. Therefore, as its direct consequence, a country image is included as the basis for numerous types of research, which helps companies all over the world to take advantage of the image of their country of origin (Hsieh, Pan & Setiono, 2004).

Country image refers to the belief related to aggregate product-country image and specific product-country image (D'Astous, Voss, Colbert, Caru, Caldwell & Courvoisier, 2008, p. 380). An overall country image is the total of all descriptive, inferential, and informational beliefs that a consumer has about a particular country. The aggregate product-country image is defined as a feeling that is associated with particular country's products and perceived overall quality of the product. Conversely, a specific product-country image is a general perception that consumers form of particular product categories from a specific country (Kleppe, Iversen & Stensaker, 2002). These findings are used as the basis for developing this study to the end of examining the overall country image of Greece including aggregate product-country image, and a specific product-country image for oil and olive oil product categories on the Montenegrin market. Since the root of the country image is found in the literature review done on the concept of country-of-origin, consumer animosity and consumer ethnocentrism, these three constructs were basic assumption for the construction of the further research.

Many types of research show that there is a direct positive relationship between the country image and their effect on consumer behaviour. Therefore, the purpose of this study is to explain the concept of the Greek country image and its relation to the Montenegrin consumers' purchase behaviour, as well as its variability on the basis of consumers' socio-demographic characteristics, quality perception and willingness to buy specific product categories. The reason for doing this study is of a major importance, because it could offer a significant opportunity for Greece to further expand its business since Montenegro is a developing country. In addition, this research provides an insight into the perception of the Greek financial crisis phenonmenon, since the event left a significant impact on the country image world wide (Antoniades, 2012), and it was examined from the various perspectives in the recent years.

This thesis examines and measures the level of consumer animosity (especially economic animosity), consumer ethnocentrism, the country of origin effect and the Greek financial crisis effect and its consequences on the Greek country image. The findings should provide an insight into the perception of the Greek country image and its effect on purchase behaviour, especially for oil and olive oil product categories in Montenegro. The research answers five different questions:

− What is the level of consumer animosity towards Greece in Montenegro, and what are the consequences?
− What is the level of consumers' ethnocentrism in Montenegro, and does it affect the purchase behaviour of Greek products?
− Do consumers in Montenegro have a positive perception about the Greek country image, considering the quality perception and willingness to buy?
− Did the effect of the Greek crisis negatively influence Montenegrins' association of the Greece country image?
− Do consumers with different socio-demographic backgrounds perceive differently the products with Greek country of origin?

The study is based on two types of information, secondary and primary data. The secondary data is obtained from the existing literature in the field of country image, country-of-origin effect, consumer ethnocentrism, consumer animosity and the Greek financial crisis. The secondary data is then summarised in order to provide the basis for the collection of the primary data and their structural analysis. The primary data is collected by conducting a survey on the above-mentioned field.

The thesis is structured into two different sections. The first section deals with the literature review, focusing on the concept of country-of-origin, its definition, and its impact on consumers' behaviour, followed by consumers' ethnocentrism and its measurement on the CETSCALE, including its implication on marketing strategies. At the end of this section, the concept of animosity is introduced, its types and application through the example of different countries. The second section mainly deals with the perception of the Greek national image on the Montenegrin market. It further includes a conceptual model and hypothesis, and through the use of the secondary data, it explains Montenegrin-Greek relations and the Greek crisis. Moreover, the methodology and the research process are presented, followed by the data analysis with the actual hypothesis testing. The results are discussed at the end of this part, including managerial implications and insights for further research.

1   THE IMPACT ON CONSUMERS' PURCHASE BEHAVIOUR

Theoretically, this thesis is mainly based on the concept of the countryof-origin effect, consumer ethnocentrism, and consumer animosity. Combining the theories from the

aforementioned scientific phenomenon, the conclusion is drawn about consequences and the impact of consumer's purchase behaviour. So far, many studies have been done on this topic explaining how customers react to a product from a foreign or a specific country of interest. Shimp and Sharma (1987) define ethnocentrism as a belief held by consumers on the appropriateness and indeed morality of purchasing foreign-made products. According to that, the normative belief would be that purchasing domestic products is more beneficial than purchasing foreign goods (Klein & Ettensoe, 1999). Further on, consumer animosity refers to strong negative emotions towards purchasing products from a disliked nation or group (Klein & Ettensoe, 1999). In the 1970s, Nagashima proposed a scale to measure country image. He defined the image of a country as a picture, reputation, and stereotype that consumers and entrepreneurs have of the products made in a specific country, and he discussed how this factor could influence consumers' purchase behaviour. Moreover, it has been found that the country of origin of a product is an important determinant of a consumer's bias against it, which implies that consumers' favourability or unfavourability towards a product varies according to the products' specific origins (Bacha Lopes, De Moura Engracia Giraldi & Kluwe Aguiar, 2014, p. 265). Consumer's preferences for foreign products can be either product specific or product origin specific. More about the concept of the country of origin effect, consumer ethnocentrism, and consumer animosity, and their interconnection is presented in the following subchapter.

1.1 The concept of country of origin effect

The country of origin (hereinafter COO) effect is a concept that is based on information, various ethnocentric beliefs and consumers' previous knowledge, which can affect their personal interpretation of the product attributes. This idea of evaluating a product based on its country of origin is called a COO effect. The COO effect is an intangible obstacle that a product or services can face on the international market. This could be manifested as consumers' negative perception related to goods imported from a specific country. The previous studies that did a research on the COO effect concluded that the COO effect is in directly linked with a product's country of origin (Chryssochoidis, Krystallis & Perreas, 2007, p. 1521).

A large number of researches have been done in the field of marketing that rely on the impact of a product's country of origin on consumer perceptions. A substantial number of studies have been conducted in the past 40 years and the results have shown that perceptions of international products are shaped by country images and stereotypes. Likewise, it has been experimented with the COO effect both on a product from the general and specific product categories (D'Astous, et al., 2008, p. 380).

The reason for the COO effect can also be found in consumer ethnocentrism (hereinafter CET). Ethnocentrism is defined as a way of thinking in which one's own

group is the center of everything, so the consumer ethnocentrism is the application of the ethnocentric construct in the economic environment. It is a belief held by consumers about appropriateness and indeed morality of purchasing foreign-made products. Even though the relationship between these two terms is proved, it is of the utmost importance to mention that these are entirely different and independent (Chryssochoidis, Krystallis & Perreas, 2007. p. 1520).

1.1.1 Defining Country of Origin

The academic interest in COO and their implication on consumer behaviour was initiated in 1965 with the publication of Schooler's (1965) seminar paper on product preferences among Guatemalan students. From that point, academic interest in this topic becomes one of the most studied aspects in the international marketing field (Mikael & Per Olof, 2010, p. 2).

When product holds a notion that it is made in a specific country that is defined as: "…the picture, the reputation, the stereotype that business men and consumers attach to products of a specific country." (Nagashima, 1970). This definition of how a country image plays a significant role in the context of COO effects remains relevant nowadays. Another siginificant remark, contained in an article is about a product being country-fit. This concept means that different product categories can evoke various effects even when they belong to the same country of origin. Once the issue of COO remained relevant, it has turned out to be an increasingly hard phenomenon to measure, because the focus is far more complex than just "the country", it can be also applicable for the regions and sub-regions as well as for the cities or even neighborhoods (Mikael & Per Olof, 2010, p. 3). One of the results found in the literature review is that products made in developing countries, or the ones less economically developed, are perceived not as attractive as the ones made in a highly industrialized country. Also, it is evident that if the manufacturing process is less complicated, the COO effect does not play as significant role compared to ones when the manufacturing process is complex (D'Astous, et al., 2008, p. 380).

The first concept of the COO requests the existence of a place-brand equity. The brand image of the place that is held by a community of consumers is an association that happens between the product and the place, and this assumption firmly places the COO effect on the consumer level. Vice versa, this mutual associative reciprocity between the country and its associated brands means that places can actually use the product, or form brands to label themselves as cities or even nations. Further on, it is important to mention that we can not ignore the perception of the place where the product is manufactured, or some of their parts. Even that is influential, for consumers it is more important to know where the brand originates from, than the physical location of manufacturing facilities (Mikael & Per Olof, 2010).

One of the finding that received considerable attention, is the tendency of consumers to have a special attitude towards products that originate from their own country. This effect manifests itself in the developed countries as a preference for domestic products (Balabanis & Diamantopoulos, 2004). It is opposite in developing countries, where the foreign made products are being correlated with positive characteristics (Mikael & Per Olof, 2010).

Considering the many changes that have occurred in the international economic environment, including the globalization of markets and the fast growth of Asian markets, from 1990 onwards the research tackled this issue more thoroughly through COO and its effect. The identification and verification of the level at which COO effect activates are important from marketing point of view, since it is obvious that different levels require implementation of different strategies (Chryssochoidis, Krystallis & Perreas, 2007, p. 1521).

1.1.2   The effects of COO on consumers

One of the most important consequences of the COO effect is that it affects consumers' attitudes. Many studies related to the effect that COO have on consumers have been done. It was found that experienced consumers base their choices by evaluating specific product attributes, compared to less experienced consumers who mostly rely on the country of origin. On the other side, when information is lacking, both types of consumers rely on the country of origin when observing the quality of the product. Moreover, Gurhan-Canli and Maheswaran (2000) argued that the perception also depends on the level of consumer involvement in their purchasing process. The fewer consumers are engaged in the buying process, the bigger the probability is to rely on the country of origin to infer quality. However, highly motivated consumers are expected to focus on specific product's characteristics. In the latter stadium of research, country of origin is perceived as information and not as a symbol of overall quality (Chryssochoidis, Krystallis & Perreas, 2007, p. 1521).

In the study about beliefs of American consumers regarding imported products whose labels do not point out their specific country of origin, they stress their continent of origin. Findings suggested that the use of such labels might moderate the negative bias that some consumers held against products originating from developing countries. Therefore, the results exposed that consumers evaluated products from South America equal, in terms of quality, with the products originating from Western Europe (Chryssochoidis, Krystallis & Perreas, 2007, p. 1521).

Yarpak, Baughan (1991) and Han (1989) found that consumer ethnocentrism has a significant influence on consumers' preferences both, indirectly by the evaluation process and directly by affecting the purchase intention. On the other hand, even though the evaluation of the quality of a product and its country of origin is correlated, it was

later found that purchasing intention was not affected by COO. Similar results show that the COO effect is prominent in product evaluation, but does not affect the final purchasing behaviour, which is more affected by other factors, such as price (Chryssochoidis, Krystallis & Perreas, 2007, p. 1521).

It was also established a theoretical framework how linked the consumer preferences for a country's products and perceptions of a country's culture, economy and politics are. COO effect takes place at the moment when the skills of a COO do not correspond to product's attributes that are taken into account by consumers as important. They formulated that consumers' evaluations of a specific product from a country correspond to image that they hold to that product and country. The relevant example could be a favourable position of Swiss watches or German cars, which might be explained by the respect that consumers have to the skills of Swiss or German engineers. Juric and Worsley (1998) further on explain that the COO effect is attribute-specific. A product originating from a particular country may be evaluated as suitable on one attribute (e.g. taste of French wines) but unfavourably on another (e.g. safety of French food products) (Chryssochoidis, Krystallis & Perreas, 2007, p. 1522).

The importance of the COO effect on consumer's choices was also investigated by Watson and Wright (2000) in their study of consumers from New Zealand. Where imported products did not have domestic substitutes, then similarity in terms of culture and politics between New Zealand and product originating country was found to be a key factor that has an effect in the evaluation process. The authors also found that highly ethnocentric consumers tend to prefer products from countries like their own. In case when a domestic substitute product exists, New Zealanders preferred the domestic to the imported, even when the foreign was perceived of better quality or cheaper. Opposite findings are notable analysing the survey of Polish consumers, where was found that foreign products are significantly better compared to domestic ones. Same study show that ethnocentric consumers were "forced" to conform to the overall public opinion, which promotes the imported products (Chryssochoidis, Krystallis & Perreas, 2007, p. 1522).

It was also examined the influence COO has in the area of services. They studied the preferences of American consumers regarding airline services and discovered key differences between the users of local airlines and the consumers that used both domestic and foreign airlines. Futher was examined the case of Canadian airlines and found that COO was strongly affecting consumers' holdings and was ranked as the second most important factor after price. Further on, in Qatar airlines survey found that foreign airlines were more attractive than the domestic, but vice versa, consumers preferred to travel using domestic airlines. To conclude, similarly to the case of tangible products, it was proved that the more is a service used, the greater is the impact of COO in consumer perceptions (Chryssochoidis, Krystallis & Perreas, 2007, p. 1522).

1.1.3 The concept of Country image and transferring perception on consumer behaviour

According to Kaynak and Kara's (2002) opinion the growing global competition has brought topics about country image on the high level of interest that attract researchers and entrepreneurs regarding the effect that country image might have in some consumer market. From the study about consumers' preferences for two hypothetical juices, which hold the same specification, but where one of them was labeled with "made in" label, the evaluation showed that consumers' preferences for juices were different. This was the first study on country image, which observed that country image influences different consumers' purchase behaviour. Since then, other studies have confirmed the same, and filled the gaps observed in research, thus completing the theory (Bacha Lopes, De Moura Engracia Giraldi & Kluwe Aguiar, 2014, p. 263).

The scale to measure country image was developed by Nagashima (1970), and he defined picture, reputation, and stereotype consumers and entrepreneurs have of the product made in a specific country as three main parameters. In addition, he defined product related variables such as national features, economic and political system, history and tradition. His work was criticized because the scale was more suitable for measuring the country image than the product image. The scales that focus on the product analysing rather than the components of country image present both univariate and multivariate attributes. However, the construction of country image is influenced by beliefs regarding the technical features of the product, but also by the image consumers had of the people producing it (Bacha Lopes, De Moura Engracia Giraldi & Kluwe Aguiar, 2014, p. 265).

The term country image is very complex and has many different definitions. Some studies defined country image as a "perception" or a "schema", whereas others referred to it as "stereotypes" or even "beliefs," which, after all, represented an attitudinal component (Bacha Lopes, De Moura Engracia Giraldi & Kluwe Aguiar, 2014, p. 267). Among many studies, it was provided the one that has addressed the topic more clearly and has favored the dimensions of attitude. They suggested that the best way to measure the image of a country would be through the theory of attitude. Anyhow, the concepts found in the literature review were divided into three categories. The first includes country image in general, economic relevance, political maturity, historical events, relationships, culture, traditions and degrees of technology and industrialisation. The second group of studies addresses country image as the one consumers have of different countries and their products, as well as emotions towards that country, all together resulting in the perceived social convenience of having such product. The third and the last group of studies found that the concept under country perception is still relevant and that consumer strongly relate product image with a country image (Bacha Lopes, De Moura Engracia Giraldi & Kluwe Aguiar, 2014, p. 267).

Marketing impulse is usually led by physical, visual, or verbal attributes that are communicated in order to influence an individual's attention. It could then be argued that country of origin might be interpreted as an extrinsic attribute as it conveys visual stimuli represented by information contained on a label as well as by the means of "made in" statement, like is other extrinsic attributes such as price, brand, and store's reputation (Bacha Lopes, De Moura Engracia Giraldi & Kluwe Aguiar, 2014, p. 263). Therefore, transferring country image perception is of the core importance in the area of marketing. It is important to understand factors that influence the image transfer between consumer and product brand. One of the potential image transfers lies in corporate brands that in the minds of consumers are associated with countries. Some of the biggest brand names such as Apple, Boeing, Coca-Cola, Disney, Ford, IBM, Kodak, Levis, and McDonald's have helped shape the image of the USA. All of them highlight corporate brands as sources of associations that can transfer perception about country images. The commercial brands are the major communication tools in the representation of a country brand, especially for developing countries. The examples are Daewoo and Samsung that enhance the image of Korea (Gotsi, Lopez & Andriopoulos, 2011, p. 257).

Mass media also play an irreplaceable role in cultivating people's perceptions of a foreign country image. Studies find that people without direct experience rely more on mass media to form images of other countries. If a particular event occurred in a country, people rely more on the media coverage of a foreign country according to the image after the event, rather than to observe the country as a whole. If a country wants to have a good national image, monitoring media coverage and striving for the generation of more positive stories in international media through strategic communication campaigns and other activities may serve the needs of effective communication management at a global level (Han & Wang, 2015, p. 74). However, based on the Schema theory, the level of compatibility between new information about an entity and the existing cognitive structure about that entity will influence the transfer of associations. The greater the perceived fit, similarity or congruence between two entities, the greater the potential image transfer and is more likely that existing associations will be reinforced (Milberg, Park & McCarthy, 1997).

1.2   The concept of Consumer Ethnocentrism Tendencies

The concept of consumer ethnocentrism is derived from the general concept of ethnocentrism which was introduced by Sumner (1906) more than hundred years ago (Shimp & Sharma, 1987, p. 280). The general concept of ethnocentrism represents people's beliefs of their own group as the center of the universe. Ethnocentric people are more likely to reject other social units which are culturally dissimilar and accept those who are culturally like themselves. Following the principle of ethnocentrism, consumer ethnocentrism represents beliefs held by consumers about appropriateness and indeed

morality of purchasing foreign made products (Shimp & Sharma, 1987, p. 280). The consumer ethnocentrism concept is built around the belief that purchasing imported products are inappropriate because they hurt domestic economy and cause unemployment, while being unpatriotic. On the other side, purchasing country-made-products give consumers the sense of belonging and makes them identify with their own country. From the marketing point of view, it is important to recognise what kind of purchase behaviour is acceptable and what is unacceptable to the group (Shimp & Sharma, 1987, p. 280).

Consumer ethnocentrism (hereinafter CET) can be also defined as an informal government procurement policy that exclusively promotes domestic companies and presents one of the most common types of non-tariff barriers (Shimp & Sharma, 1987). Some authors considered CET as a part of human nature, and also as a specific concept for the study of consumer behaviour with marketing implications (Shankarmahesh, 2004, p. 147).

Even before Shimp and Sharma (1987) introduced the term consumer ethnocentrism, research that measured consumers' general disposition towards buying foreign products have been conducted. Examples of such studies include but are not limited to Anderson and Cunningham (1972) and Dornoff et al. (1974) (Shankarmahesh, 2004, p. 148).

1.2.1   Characteristic behind Consumer Ethnocentrism

Based on the Shankarmahesh (2004) research about antecedents and consequences of CET, four broad categories of antecedents have been defined: socio-psychological, economic, political and demographic.

Socio-psychological antecedents belongs to the cultural openness of people, which is defined as willingness to interact with people from other cultures (Sharma, Shimp & Shin, 1995) Studies have found the negative relationship between cultural openness and CET (Shimp & Sharma, 1987) which mainly relies on a reason that cross-cultural interactions and travel opportunities can broaden people's mind (Berkowitz, 1962). On the other hand, it is observed that people who have contact with new cultures, such as border dwellers or diplomats tend to perform the ethnocentric behaviour (Rosenblatt, 1964. p. 138). Considering both opinions, in the research, two terms were developed to help explain two different sides, self-reference criterion and world-mindedness (Shankarmahesh, 2004, p. 149). Self-reference criterion (hereinafter SRC) is a term under the cross-cultural management subject of study, and is defined as the tendency to judge other cultures according to our own values and benchmark (Jeannet & Hennesy, 1995). Moreover, world-mindedness refers to a world-view of the humanity problems, and impression that a person can be "world-minded" but without interacting with other cultures, at the same time showing interest and knowledge for the international affairs (Shankarmahesh, 2004, p. 149). This is described as a "state of mind in which

consumers use humankind as the primary reference group instead of respective nationalities" (Rawwas, Rajendran & Wuehrer, 1996, p. 22). The negative relationship between world-mindedness and CET have been proved by Rawwas et al. (1996). Another term that is positively related to CET is patriotism, which is defined as love for belonging to one's country (Sharma, Shimp & Shin, 1995), and it was proved by many studies. However, based on the research of British citizens, studies explain that consequences of patriotism do not have any degree of conviction into consumer goods market, and that person can be both patriotic and world-minded at the same time (Shankarmahesh, 2004, p. 161). Conservatism is also one of the socio-psychological antecedents which describes people who have a tendency to cultivate traditions and are not very open for changes; they introduce changes only occasionally, reluctantly and progressively, and is positively related with CET (Sharma, Shimp & Shin, 1995). Collectivism, versus individualism is also the subject of studies under the CET. It is proved that people with collectivistic goals tend to expose more ethnocentric tendencies that those who have individualistic goals (Sharma, Shimp & Shin, 1995). However the opposite was proven for individualism, where a research which was oriented towards Americans showed that their open-mindedness and self-autonomy led them into critical self-reflection about domestic products. This was presented in report about the project "Made in the USA" in which millions of dollars were involved through advertising campaigns hoping to raise Americans' preferences for domestic products (Shankarmahesh, 2004, p. 162). One of the main characteristics of CET is to perceive things through a moral dimension. Salience is the term that follows that principle, and signifies the perception of threat to domestic workers or industries. Whenever a country is faced with a threat of competition from the outside, nationalism and ethnocentrism increase and fear of losing jobs may influence consumers' preferences to import (Shankarmahesh, 2004, p. 163). The last socio-psychological antecedent that will be described is dogmatism. It is defined as a personality characteristic to see the world in black and white. A positive relationship between dogmatism and CET is also proved (Shankarmahesh, 2004, p. 163).

Economic ambience could be a significant influencing factor of CET. Market development in the capitalist system would be negatively related to ethnocentrism, and there are different stages of economic development that affect consumers' preferences for foreign products. Transformation from the national to the liberal market economy, leads to higher preferences for foreign products because of good quality, novelty, status and curiosity (Shankarmahesh, 2004, p. 163). Also, it has been defined that when the economy is in a developed phase, ethnocentric purchasing behaviour has a tendency to decrease. This is clearly visible in the case of Poland and Russia where was found that lower CET scores for Russia was influenced by a simultaneous attraction towards foreign products and a bleak domestic economy. One of the important findings from the the literature review is that personal financial situation which had been improved in the past years resulted in lower tendency of CET (Shankarmahesh, 2004, p. 164).

The political environment in a country has a major effect on CET. Political leaders can increase group ethnocentrism by rising the impact that causes threat from the outside to a specific group. It is an interesting case to look into the relationship between political propaganda and CET. It is examined that when consumers belong to a democratic state they are less likely to be swayed by political influence than those living in authoritarian countries. Also, political histories of a country determine the level of CET in a society. Other political variables that are important for CET are perceived to be proximity, size and power of "out-groups" and leader manipulation (Shankarmahesh, 2004, p. 164).

Demographic antecedents in the aforementioned research, are observed as a separate set of antecedents. Demographic parameters, such as age, gender, education, income, ethnicity and class, could help us to segment consumers according to their preferences for foreign products. With regards to age, it has been proved that younger people, especially recently, have lower CET scores than older people. This is due to the socio-cultural influence on the belief framework of the youth. According to gender, it is suggested that women have higher ethnocentric scores than men, because women are more conservative, conformist and collectivistic concerned about meeting social harmony and positive feelings among group members. Considering the level of education, findings showed a negative relationship between CET and education, which reflects in the fact that more educated people hold less conservative behaviour and less ethnocentric prejudices. Most studies pointed out a negative relationship between income levels and CET. People with higher income have an opportunity to travel and purchase foreign products which results in a more cosmopolitan view of those people. The empirical studies showed that different view on CET between ethnic groups is mixed. Some studies did not find different perception of CET between dominant majority culture and non-dominant minority subculture, when on the other hand Cottingham and Morris (in Shankarmahesh, 2004, p. 165) found that minority subculture is more favorable to foreign products. Social class is a parameter which is correlated with income, and the same as is proved for income is true for social class. The ethnocentric tendencies tend to decrease as consumer move up the social level (Shankarmahesh, 2004, p. 165).

There are also many other factors that can affect CET besides the ones that have been mentioned. Type of the product is one of them. It has been found that level of CET can vary between different product categories. It is introduced by Sharma et al. (1995) that the less important product categories have grater CET tendencies. The opposite is proved for products that are perceived as absolutely necessary. However, the main conclusion is that the impact of CET highly depends on the level of development of consumers' home country. Consumers from developed countries are more in favour of domestic products over imported ones, when consumers from developing country perceive foreign products (especially those with origin from some prestigious country)

as better than domestic substitutes (Chryssochoidis, Krystallis & Perreas, 2007, p. 1520).

1.2.2 Measuring Ethnocentrism and the CETSCALE

The first ones who developed a comprehensive scale that measure CET were Shimp and Sharma (1987). Before them, it was introduced a scale which measured attitudes towards foreign goods which was used in early researches. The validity of the consumer ethnocentric tendencies scale (hereinafter CETSCALE) was confirmed through many studies. CETSCALE is one of the most dominant scales that is used in marketing research for measuring consumer ethnocentrism (Shankarmahesh, 2004, p. 148). Shimp and Sharma developed CETSCALE as an instrument with the purpose of measuring ethnocentric tendencies related to purchasing foreign versus American products. The CETSCALE is made to measure tendency rather than attitude, with an explanation that attitude is more appropriate for measuring consumer feelings for objects, while tendency captures more general notation (Shimp & Sharma, 1987, p. 281).

To define scale item and domain specification, a preliminary study was done by Shimp and Sharma (1987) which included more than 800 consumers. They were asked to express their opinion related to appropriateness for American consumer purchasing products that are manufactured in foreign countries. Analysis of the responses, researcher intuition and insights from the literature review formulated specification of seven aspects of consumers' orientations towards foreign products. The following is defined viewpoint: consumer ethnocentric tendencies, price-value perceptions, self-interest concerns, reciprocity norms, rationalization-of-choice, restrictions-mentality, and freedom-of-choice views. In order to scale all seven dimensions, multiple items were generated. The preliminary study was the primary sources of items, but by editing it was reduced the initial pool from 225 to 180 items (Shimp & Sharma, 1987, p. 281).

The scale was purified through the first and the second purification studies. Before that, judgmental panel screening was done by six members of the judgmental panel who assigned each of the 180 items to one of the seven conceptual aspects. An 'a priori' decision rule specified retaining an item only if at least five of six judges chose the same category. In this selection 125 items satisfied lined standard and the rest were eliminated. In the first purification study, a mail questionnaire with a 117 Likert-type questions was distributed to 850 households. After the analysis, two dimensions and 57 items were deleted, thus 54 items were kept for the next round of scale purification. In the second purification study new questionnaire was formed with 54 items that were kept from the first purification study. They were ordered randomly as 7-point Likert-type questions. The questionnaire was distributed by email to 1000 households in the area of Detroit, Denver and Los Angeles and 950 in South and North Carolina's. After the second purification study, the scale was shortened to four conceptual dimension and

18 items, 12 items loading on the consumer ethnocentrism dimension and two items on each of three remaining conceptual dimensions. In the next stage three non-ethnocentrism dimension were eliminated and the focus was exclusively on refining the measure of consumer ethnocentrism, the CETSCALE (Shimp & Sharma, 1987, p. 282).

After the first purification study, in the aspect of consumer ethnocentrism dimension, 25 items remained, while 13 were found to be unreliable. The results across all five tests consistently showed that 17 items satisfied the five reliability criteria, so these 17 items now represent the final CETSCALE. The items and their reliability values are presented in Appendix 2. The response format is the 7-point Likert-type scale, where 7 is strongly agree and 1 is strongly disagree. The score range is from 17 to 119 calculated from confirmatory factor analysis of data from four areas of study (Shimp & Sharma, 1987, p. 282). In order to assess the reliability of the 17-item CETSCALE four separate studies were performed: the "four-area study," the "Carolinas study," the "national consumer good study," and the "crafted-with-pride study." The CETSCALE internal consistency reliability is very high. Coefficient alpha for the four studies ranges from .94 to .96. All sets of result indicate that the CETSCALE is a reliable index of consumers' ethnocentric tendencies. All correlations between the CETSCALE and its related constructs are high and statistically significant (Shimp & Sharma, 1987, p. 282).

The most applicable case of using the CETSCALE is for regional marketing and geographic segmentation. Large geographic differences in consumers' lifestyles challenge many companies to engage regional marketing programs that customize marketing mix and communication programs to different regional preferences. Considering ethnocentric indications of specific geographic area marketing managers could adopt regional magazine, local newspapers, spot broadcast advertising, also the CETSCALE could be a value to retail chains to make store location decision. In general the scale offers a useful tool for better understanding how customer feel about purchasing foreign versus home-made products (Shimp & Sharma, 1987, p. 288).

1.2.3   CES scale and development of the scale

The CETSCALE is a quiet popular and reliable scale to measuer consumer ethnocentrism. However, it is a limited evidence about its validity, dimensionality and cross cultural measurment invariance. In order to cover all the above-mentioned gaps, a revised Consumer Ethnocentrism Scale (hereinafter CES) was developed and tested in order to measure three dimensions: affective reaction (affinity for domestic products and aversions towards foreign products), cognitive bias (evaluitive bias in favour of domestic products), and behavioural preferences (rejection of foreign products and acceptance of domestic products). The scale was developed using well-established procedures and two empirical studies with consumers in four different countries,

showing that CES is a reliable, valid and cross-culturally invariant, and that it explains greater variance than the CETSCALE (Sharma, 2015, p. 2).

In the first scale development study, the author began with comprehesive review of the research with consumers in all countries over the world, and generated an initial pool of 36 items. With the help of explanatory factor analysis, six item were eliminated, and from the rest, each set of six items were used as a sub-scale to test its individual reliability as well as for the full 18-item reduced scale (Sharma, 2015, p. 4). In the second study, the scale validation was proved, where confirmatory factor analysis shows a good fit based on the recommended cut-off values. The cross-cultural measurment was tested as well, by the muliti-step procedure to test the three-dimensional structure for the samples from four countries (China, India, UK and USA), and the result showed full configural, factor covariance and factor variance. in the end, predictive validity was tested using two sets of hierarchical multiple regression analysis (Sharma, 2015, p. 5).

1.2.4 CEESCALE and development of the scale

The Consumer Ethnocentrism Extended Scale (hereinafter CEESCALE) provides a more powerful model for exlaining consumer preferences towards domestic and foriegn products. The results established trough the CEESCALE are more valid comparing to the result of the CETSCALE, and provide more confidence in identifying consumer ethnocentrism. CEESCALE include more factors, such as country factors or other enviromental factors (Siamagka & Balabanis, 2015, p. 26). The five dimension, developed in the CEESCALE help in understanding the influence of each dimension on consumers' behaviour, since the consumers' might be confronted with conflicting emotional, cognitive, or behavioural responses (Siamagka & Balabanis, 2015, p. 27).

The first pool of items was developed on the basis of a multidisciplinary theoretical background and qualitative findings, through the 19 in-depth interviews in the United Kingdom, and it consisted of 206 items that included the identified five dimensions: prosociality, cognition, insecurity, reflexivness, and habituation. The items that were performed poorly were eliminated, and in total 101 items were kept, and were incorporated in a 7-point Likert scale. After the last elimination process, the total number of items in the first scale was 82 (Siamagka & Balabanis, 2015, p. 17).

In the first study of Item Analysis and Scale Purification data were collected through the mall intercept tehnique, and 2400 people were asked to participate in the study, and 47% agreed to participate and finally 206 of them completed the questionare. The result of Item Analysis and Scale Purification indicate a five factor matrix (Siamagka & Balabanis, 2015, p. 18). In the second and third studies of development and validation of CEESCALE, the data were collected by dividing the English regions into „wealthier" and „poorer" level, and through frequent processes, a five-factor and 17-

item model was established (Siamagka & Balabanis, 2015, p. 19). In the forth study, in order to replicate the results and establish the stability of the CEESCALE accross cultures, a new round of the data was collected in the United States, and all reliabilities factors of the subscales and the CEESCALE were on acceptable levels (Siamagka & Balabanis, 2015, p. 23).

The advantage of the CEESCALE is that they allow marketing policy makers to monitor annual changes in consumer ethnocentrism in a more systematic manner, and to understand the variation of consumer ethnocentrism across countries. Also, to identify the country or regional variations, and to identify the annual changes in the balance of the five components of consumer ethnocentrism, that can follow it and focus on specific dimension (Siamagka & Balabanis, 2015, p. 28).

1.2.5   The impact of the consumer ethnocentrism on the marketing strategy

Expanding a company into the international market is an opportunity and at the same time a challenge for marketing strategists. They have to choose production location, entry modes, advertising and promotion strategy, and all of which have important ramifications for organisations. All of that has to be agreed with elements of consumer ethnocentrism. Another critical dimension for company is to evaluate consumer perspective towards domestic produced products over imports (Huang, Phau & Lin, 2010, p. 359).

Understanding import buying behaviour, consumer ethnocentrism is superior to demographic variables in particular marketing strategies (Lee, Hong & Lee, 2003). However, it is important to make correlation between CET and socio-demographic profile of consumers. The literature review shows that educational level is negatively correlated with CET. On the other side, a some study has found that educational level is independent of CET. The same author made similar conclusions for income (Chryssochoidis, Krystallis & Perreas, 2007, p. 1520). Given that, we can conclude that CET is one of the crucial elements in formulating any marketing strategy and can play a significant role in marketing segmentation and targeting (Chryssochoidis, Krystallis & Perreas, 2007, p. 1523).

Han (in Lee, Hong & Lee, 2003, p. 491) proved the impact of consumer patriotism in the process of making decisions between domestic and foreign products, when other concept studies perceived consumer ethnocentrism as a concept which was closely linked to purchasing behaviour. The identification and verification of the level at which CET effect is activated are important for marketing practitioners, since it is obvious that different levels of reference require implementation of different strategies (Chryssochoidis, Krystallis & Perreas, 2007, p. 1523).

Previous studies suggested one more important correlation that has effect on consumer behaviour, which is a positive relation between CET and consumer animosity (Rose, Rose & Shoham, 2009). At the same time, consumer ethnocentrism and consumer animosity are found to be negatively related to customer loyalty and repurchase intent towards products. However, the findings of this study, which was based on the US market, show that customer loyalty has a moderator effect on the interaction of consumer ethnocentrism and repurchase intent towards products. The overall results show that animosity and consumer ethnocentrism significantly affect the willingness to purchase domestic products (Suruk Akdogan, Ozgener, Kaplan & Coskun, 2012).

1.3   The concept of Consumer Animosity

The concept of consumer animosity was derived from the general concept of animosity defined by Klein et al. (1998) as an attitudinal construct that individuals keep in their minds. Animosity is also defined as an attitude that consists of dislike and negative evaluation of others. Further on, it was found that animosity is powered by feelings that motivated aggressive behaviour, and consists of cognitive variables of cynicism, mistrust, and denigration (Tian, 2010, p. 8).

Taking into consideration the general concept of animosity, it was defined that consumer animosity towards a specific country is an application of animosity on consumer purchase decision. Consumer animosity reflects negatively on consumer willingness to buy a product from some specific country (Tian, 2010). In a specicif nation, the most known sources of anumosity recognised as consequences of these negative feelings are: war, policy, economy, ecology, and social-cultural activities (Tian, 2010, p. 19). The root of consumer animosity lies in previous or ongoing military, political or economic events (Hoon Ang, Jung, Leong Meng, Pornpitakpan & Tan Jiuan, 2004). Consumer animosity is stated as emotional factor that has an influence on consumers' attitude towards different country products and affects their willingness to buy (Huang, Phau & Lin, 2010, p. 362). The sources of consumer animosity are not the only factor that can cause animosity behaviour, so the relationship between consumer animosity and other variables has also been extensively investigated (Tian, 2010). The relationship between consumer ethnocentrism and consumer animosity is one of the more common ones. Unlike consumer ethnocentrism, the concept which includes general rejection of foreign products, consumer animosity is directed towards a specific country. For example, consumer may not be ethnocentric, but they can strongly reject product from a particular country because of some historical event which is related to that country (Hoon Ang, Jung, Leong Meng, Pornpitakpan & Tan Jiuan, 2004).

According to the literature review, four types of consumer animosity have been recognised: stable versus situational, and personal versus national (Hoon Ang, Jung,

Leong Meng, Pornpitakpan & Tan Jiuan, 2004). More details about specific types of consumer animosity are presented further on.

1.3.1 Customer Animosity defined

As defined by Klein et al. (1998), consumer animosity is antipathy which remains after or is linked to previous or ongoing military, political or economic events that influence consumer willingness to buy foreign products. This is due to the fact that this foreign country in the past was engaged in military, political, or economic acts that consumer found painful and hard to forgive. According to the same authors, consumer animosity is found to be similar to ethnocentrism, because both concepts provoke the same feelings towards foreign products. The only difference is that consumer animosity is related to a specific country, while ethnocentrism refers to foreign countries in general (Huang, Phau & Lin, 2010, p. 362).

According to the original model that is proposed by Klein et al. (1998) there are two roots of animosity: war-based animosity and economic-based animosity. Most of the studies about animosity are built based on these two animosity dimensions. The majority of studies that include economic-based animosity are related to unfair trade practices. On the other hand, war-based animosity is related to military occupation, or civil war. Some situations that foresee these two dimensions could be current political issues of two countries and undefined historic hostilities as well. Due to the nature of national conflict, the strongest reliance is still on the original two dimensions, war and economics. Research also suggested that the animosity concept includes differences in mentality and religion in addition to the war and economic dimension (Nes, Yelkur & Silkoset, 2012).

The COO effect is also tightly interconnected with the term of animosity, with the only difference that COO influences the quality perception of a specific product from a particular country, while consumer animosity deals with all products from a particular country disregarding the quality of products. People who feel animosity towards a country may avoid purchasing any product from that country without paying attention to the quality of that product. The original study about animosity, which was done by Klein et al. (1998) indicates that animosity is unrelated with product judgment. Vice versa, Ettenson and Klein (2005) found that in the long run, animosity can influence product judgment (Tian, 2010, p. 4).

As it has already been mentioned, in order to define consumer animosity five types of sources were identified, namely: war, policy, economy, ecology, and social-cultural activities. War animosity implies that historical war events or current military conflicts generate animosity towards a country. One of the best known examples of war animosity is applicable in the case of Jewish consumers towards German made products. Also, people in many countries, especially in the Muslim world, Europe and

Asia hold an unfavorable perception about US product because of the many US led war invasion around the world (Tian, 2010, p. 19). Policy animosity is different from war animosity because it arises hostility towards a country's foreign or domestic policies which are implemented through their diplomatic or legal activities. For example, Greek consumers avoid products from the countries that do not support their policies in Cyprus. Additionally, for instance, Albanians boycott products from Serbian enterprises in Kosovo, because of Serbia's policy towards Kosovar independence. Economic animosity arises from foreign country's economic acts that are hard for consumers to forget, like unfair economic affairs or fear of being dominated. The feeling of dominance of the power of larger economies that people in small countries with high level of foreign trade have, is well known. Ecological animosity is based on the issues of ecological concern. One of the most famous cases of ecological animosity is the French nuclear testing in the South Pacific that led to grow negative attitudes among Australian consumers towards French products. The sources of ecological animosity can also lie in the unfriendly treatment of animals by some countries. Social-cultural animosity is present when consumers feel that their own cultures are threatened by the invasion of foreign brands that belong to other cultures. The part of social-cultural animosity is religious animosity, which is based on religious differences. For example, animosity between the West and the East is due to differences in social and cultural development (Tian, 2010, p. 12).

1.3.2 Animosity types and their measurement

The purpose of this chapter is to define the four types of animosity which are specified through two concepts of animosity, stable and situational animosity. These two concepts are investigated in lteratute which show how animosity can work as a long-lasting antagonism which explains the concept of stable animosity, while they also characterise it as an accumulation of current negative feelings, which is equivalent to situational animosity. Stable animosity is cumulated over the years and it is a consequence of historical events, such as economic or military antagonism between countries, and it is not a tendency that arises from a personality trait. Stable animosity is an obstacle for international marketing because it negatively affects willingness to buy products from enemy nation. On the other hand, situational animosity is a temporary negative feeling caused by specific reason, and may become stable over time (Tian, 2010, p. 23). Consumer animosity can also be defined at the national or personal level. The national or the macro level, refers to a treatment of a foreign country towards the home country in general, when on the personal or the micro level animosity is based on the negative personal expression that someone can hold towards the foreign country or people from that country (Hoon Ang, Jung, Leong Meng, Pornpitakpan & Tan Jiuan, 2004). According to these four dimensions, four types of animosity and their measurement scales will be described further on, based on the stable versus situational, and personal versus national.

In order to measure consumer animosity, using situational versus stable and personal versus national dimension, 22 items were developed by Klein et al. (1998). The national situational animosity was defined using the items that showed sentiments towards a foreign country from a macro perspective, and in order to be situational specific, the items were focused on actual event of the economic crisis. Personal situational animosity items were focused on personal and specific dimension of feelings. For example, one of the questions that relies on personal experience and it was specific to the economic situation was "I feel upset that the Americans/Japanese caused my friends to lose their jobs during this economic crisis" (Hoon Ang, Jung, Leong Meng, Pornpitakpan & Tan Jiuan, 2004, p. 199). The higher the score, the more personal situational animosity is confirmed. The national stable animosity was measured using items that concern general perception on the macro level. For instance, the statement "The US/Japan has never been fair to my country" (Hoon Ang, Jung, Leong Meng, Pornpitakpan & Tan Jiuan, 2004, p. 199) relies on the general historical perspective between these two countries. Personal stable animosity includes items that measure personal view on the general, rather than the current situation. The question "I feel angry towards the American/Japanese" (Hoon Ang, Jung, Leong Meng, Pornpitakpan & Tan Jiuan, 2004, p. 199) reflects a personal animosity, but not in a particular situation (Hoon Ang, Jung, Leong Meng, Pornpitakpan & Tan Jiuan, 2004).

1.3.3   Cases of animosity trough specific countries

The most of the studies dealing with consumer animosity have examined attitudes of the citizens of one nation towards products from another nation based on real examples. There is a large number of examples that report this phenomenon. Some of them, like Jewish consumers avoiding to purchase German products because of the Holocaust, or Australian and New Zealand consumers boycotting French products because of nuclear testing in South Pacific are already mentioned (Tian, 2010, p. 29).

One of the consumer animosity cases that is examined is a relationship between Greece and Turkey. For almost a thousand years, followed by many wars and conflict since Ottoman Turkish Empire and all the way through disputes for Cyprus Island and many other islands in the Aegean sea, hostility between these two countries, exist even today (Nes, Yelkur & Silkoset, 2012). Another example is antagonism between the US and France, which has lasted for centuries (Amine, 2008). Animosity between American consumers towards a Chinese products are studied by Witowski (2000), and showed negative influence of animosity on consumers' willingness to buy. In addition, it is well known that Iranian consumers' animosity towards the products from the US is triggered by the war between these two countries (Suruk Akdogan, Ozgener, Kaplan & Coskun, 2012, p. 2). Also, Arab countries call on boycott of US products because of US anti-Islamic policies investigated by the US government in recent years (Nakos & Hajidimitriou, 2007). One of the well known world examples of animosity is the

boycott of the Japanese products by Chinese and Korean citizens because of the Japanese military invasion of these two countries in the World War II (Tian, 2010, p. 29). The conflict between Jewish Israelis and Arab Israelis after the second Arab Intifada in 2000 also culminated to antagonism between this two countries (Shoham, Davidow, Klein & Ruvio, 2006). Some of the practical examples of policy animosity is the decision of the French President Sarkozy to boycott the Beijing Olympics that led to a Chinese call for a boycott of French goods (Tian, 2010, p. 129). During the the 1980s and early 1990s American consumers showed strong boycott against imported Japanese cars, because they believed that increasing in import cause job losses in the American car industry (Amine, 2008). Besides these, religious animosity is widely recognised in India and Turkey (Tian, 2010).

2 PERCEPTION OF THE GREEK NATIONAL IMAGE ON THE MONTENEGRIN MARKET

There are numerous marketing studies which pointed out the importance of general image of the country, and that is something that should be taken into consideration when it comes to the decision-making process in any business (Balabanis & Diamantopoulos, 2004). Many studies have been done regarding animosity, customer ethnocentrism, and country of origin effect and image of the country (Balabanis & Diamantopoulos, 2004). According to the findings from these studies, managers can be more accurate and successful when performing market targeting and segmentation. Also, these insights could prove to be useful whilst choosing appropriate marketing and advertising strategy. National image of the country is an essential part of the country's strategic equity, and its export capital. Country's image entails the picture, reputation, and stereotype which consumers and entrepreneurs have of the products made in a specific country. This image was created by product-related variables such as national features, economic and political system, history, and traditions (Bacha Lopes, De Moura Engracia Giraldi & Kluwe Aguiar, 2014, p. 265). Following the aforementioned, it is important to know the perception of Greek national brand in mind of their customers for both already existing Greek companies and business in Montenegro, as well as for the ones looking to become present on this market. While Montenegro and Greece are both culturally and geographically pretty close, the phenomena of the "Greek crisis" and problems that it entails, is something that should not be unresearched. The main idea is to recognise all advantages and disadvantages of the Greek National brand and how it's being perceived by the Montenegrin citizens, because once faced with the reality, risk management becomes more straight-forward.

The empirical part of this thesis focuses on the concept of the Greek country image of in Montenegro. The main focus is the perception of the Greek National Image with the emphasis on oil and olive oil products in Montenegro. While conducting an interview in the Greek Embassy in Podgorica on 28th of December 2017 with Mr. Michalopoulos,

the representative from the Greek Embassy in Montenegro, it was concluded that these two categories are the most interesting for examination. The objective is to examine the subject of animosity, consumer ethnocentrism, country of origin and the effect of the Greek financial crisis in the case of the Greek-owned business on the Montenegrin market. The effect of Greek financial crisis should not be uninvestigated, Since the event left a significant impact on the country image world wide (Antoniades, 2012), and in a recent years was examined from the varius perspective. Along with the research, 12 specific goals related to each specific subject are defined. The goals are set in the form of a hypothesis that was examined through the questionnaire which was distributed to the individuals. Accepting or rejecting the hypothesis, according to the results of the survey, led us to the answer for the main research question and helped us address the research problem on the particular market.

The objectives of the present study and the empirical research are the following:

− To examine the effect of animosity towards Greece in Montenegro.
− To determine the level of ethnocentrism of consumers in Montenegro.
− To determine perception about Greek national image in Montenegro, considering COO effect and willingness to buy.
− To examine the effect of Greek crisis on the national image among Montenegrins.

This study is developed using the quantitative research method in order to formulate the hypothesis and the constructions of the variables, and to analyse the relationship between the variables, due to its empirical characteristic. A questionnaire is designed as a research instrument to collect the primary data, as the most appropriate way to reach the needed results and test the hypothesis. This is the reason why the questionnaire is used as an instrument, with a range of closed-ended or structured questions.

The questionnaire is composed of five different parts and 44 questions. The answers are given in the form of Likert 7-point scale from 1="strongly disagree" to 7="strongly agree". The first part is dedicated to the COO effect and the dimension related to it, such as the country image, willingness to buy, and the country similarity. The quality perception or product judgement for each of the two examining product categories are operationalised and adopted from "the general product attribute scale" developed by Pisharodi and Parameswaran (in Lopes, De Moura Engracia Giraldi & Kluwe Aguiar, 2014, p. 273). Further on, willingness to buy a set of products from Greek companies are operationalised with the help of "the willingness to purchase scale". In order to analyse the unstructured question related to the country image, the application from the previous literature was used (Bacha Lopes, De Moura Engracia Giraldi & Kluwe Aguiar, 2014; Mikael & Per Olof, 2010; Chryssochoidis, Krystallis & Perreas, 2007). The second part focuses on the perception of the Greek crisis. The questions that should provide answers towards the Greek crisis were adopted with the help of the literature dealing with this topic (Antoniades, 2012; Bargaoanu, Negrea & Dascalu, 2010;

Capelos & Exadaktylos, 2016). The third part is about animosity concept and its dimensions, where the fourth part is dedicated to consumer ethnocentrism. Consumer animosity is measured by modifying the Klein, Ettenson, and Morris scale (in Nakos, & Hajidimitriou, 2007), and consumer ethnocentrism is measured by the CETSCALE, as the scale for measuring the general ethnocentric tendencies of consumer (Shimp & Sharma, 1987, p. 282). The original scale developed by Shimp & Sharma (1987) consists of 17 items, but the scale was adapted and included only 6 items taken from the original scale. The collection of data were subject to the quantitative data analysis and were analysed with the help of the Statistical Package for Social Science (SPSS).

2.1   Conceptual research model and hypothesis

The conceptual model of this study is formulated by taking into consideration the provided literature framework. The basis for the model is developed by integrating the conceptual framework of the animosity model of foreign product purchase, established by Klein, Ettenson, and Morris (1998) (Appendix 3) and Structural Equation Model Results (Appendix 4), which is established by the same authors. For the further developing of conceptual model, we used CET, its antecedents and consequences, which is derived by Shankarmahesh (2004) (Appendix 5). In order to address the issue of the country image through its location or country of origin, the study done by Bacha Lopes, De Moura Engracia Giraldi, and Kluwe Aguiar, (2014) was followed. Futher more, the conceptual research model was completed with the link between consumer ethnocentrism and COO effect per product origin during the product evaluation, in line with Chryssochoidis, Krystallis, and Perreas (2007) (Appendix 6) and relying on the literature that confirms the problem of the Greek crisis (Antoniades, 2012; Papas, 2013). The formulated model is completely adjusted, excluding the irrelevant variables for this study, while keeping the relevant one. In the end, based on all four above-mentioned models, the following antecedents were found as relevant: Consumer Animosity, Consumer Ethnocentrism, COO effect, Greek crisis and Demographic antecedents. These antecedents affect the central variables Greek country image and Perception of Greek National image, and as the result have the following outcomes: Economic animosity, Atitude towards foreign products, Purchase intention towards foreign products, Product judegement and Willignes to buy.

The conceptual model presented in Figure 1. offering a fundamental point for answering the proposed research question and it is used as the leading force to a final conclusion on perception of the Greek national image and its effect on purchase behaviour for oil and olive oil in Montenegro. From the Figure 2. (Appendix 4) the variable economic animosity is used, as a relevant outcome of consumer animosity concept in this research. The model also includes demographic antecedents as a relevant set of variables whose advantage lies in the opportunities of segmenting consumers according to their preferences such as their age, gender, education, income and ethnicity

(Shankarmahesh, 2004). Following the model CET and their antecedents and consequences (Appendix 5) which pointed out that the outcome of ethnocentrism are; negative attitude towards foreign products and purchase intention, these two variables are included as relevant for this study. Further on, from the model in Appendix 4, product judgement and willingness to buy arises as variables which are the results of consumer ethnocentrism and animosity towards a country, and from the model presented in Appendix 6 it was taken into consideration the link between consumer ethnocentrism and COO effect during the product evaluation, since the COO effect is included in the established model and is interconnected with pesented outcomes. The Greek crisis also affects country image, which is consequently reflected in consumers' willingness to buy. More about the Greek crisis is presented in the following chapter. Also, as a subsidiary variable, consumer relation with Greece is used. The main three dimensions, that are already introduced in the literature review (consumer animosity, consumer ethnocentrism and COO effect), are related and together with the occurence of the Greek crisis have effect on the perception of the Greek national image which are the outcomes of the Greek country image. All together, as an outcome should provide the answers asked in the hyphotesis about: Economic animosity, Attitude towards foreign products, Purchase intention towards foreign products, Product judgement and Willigness to buy.

Figure 1: Conceptual research model
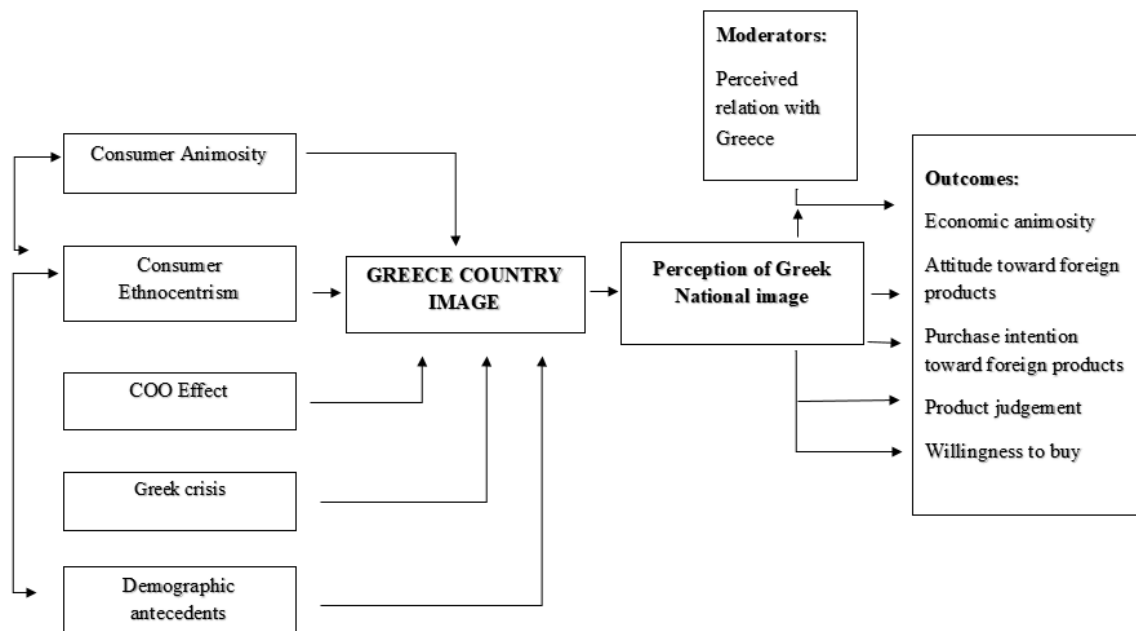
Source: own work.

Based on the aforementioned conceptual model and the overview of the literature review, four sets of hypotheses are developed. Inside of each set, there are 12 hypotheses which represent this empirical research. The first set of hypotheses deals

with the question of animosity, more specifically economic animosity and relation with ethnocentrism. The second set of hypotheses has to do with the direct impact of consumer ethnocentrism on the attitude towards foreign products and purchase intention, as well as its variability on the basis of consumers' socio-demographic characteristic. The next set of hypotheses deals with COO effect considering product judgement and willingness to buy, and also its variability on the basis of consumers' socio-demographic characteristic, and relation with ethnocentrism. The last set of hypothesis is related to the Greek crisis and its consequences on the country image.

The conceptual model of this research describes a clear relationship between the aforementioned variables (animosity, consumer ethnocentrism, COO effect) on the perception of the specific country image and purchase behaviour for particular product categories originating from that country. As already mentioned, a number of studies demonstrates a relationship between the above-mentioned variables (Klein & Ettensoe 1999; Tian, 2010; Klein, Ettenson & Morris, 1998; Chryssochoidis, Krystallis & Perreas, 2007; Bacha Lopes, De Moura Engracia Giraldi, & Kluwe Aguiar, 2014; Shankarmahesh, 2004) and purchase behaviour towards products with specific country of origin. It is very important to understand this concept, and which could be the main reason why consumers have favorable or unfavorable purchase behaviour towards a product from particular country. Based on these findings, the following sets of hypotheses are made.

The first set of hypotheses is based on the literature about consumer animosity (Huang, Phau & Lin, 2010; Tian, 2010; Nes, Yelkur & Silkoset, 2012; Gabrielle Klein & Ettensoe, 1999). As it has already been introduced, the concept of consumer animosity belongs to a negative feeling towards a certain country. While examining the perception of a particular country image it should be tested whether animosity has any roots in building the perception, including the effect of animosity on product judgement and willingness to buy (Klein, Ettenson & Morris, 1998). Economic animosity, as a relevant type of animosity for the purpose of this study will be examined. The concept of economic animosity deals with unfair trade and established partnership relations (Klein, Ettenson & Morris, 1998; Nakos & Hajidimitriou, 2007). This is why the above-mentioned hypotheses have been chosen. Relations between animosity and ethnocentrism have been conducted in many studies (Gabrielle Klein & Ettensoe, 1999), and this is why it should be tested in this particular research on the Montenigrins and for Greek products.

Hypothesis Ia: Montenegrins feel economic animosity towards Greeks.

Hypothesis IIa: Animosity rates increase with the consumers who have relation with Greece.

Hypothesis IIIa: Animosity will be positively correlated with consumer ethnocentrism.

The second set of hypotheses is based on the findings that consumer ethnocentrism results in the negative attitude towards foreign products followed by the negative purchase intention (Shankarmahesh, 2004). When examining the perception about image of foreign country and purchase behaviour towards foreign products, it's important to understand the concept of consumer ethnocentrism, as that can be one of the reasons why consumers do not prefer foreign products (Chryssochoidis, Krystallis & Perreas, 2007). The variability on the level of ethnocentrism on the basis of socio-demographic characteristics is important for segmentation (Shankarmahesh, 2004) and has been included in this set of hypotheses.

Hypothesis Ib: Montenegrins have a negative attitude towards foreign products.

Hypothesis IIb: Montenegrins have negative purchase intention for foreign products.

Hypothesis IIIb: Consumer ethnocentrism increase with the lower income levels of consumers.

When we talk about product judgement and willingness to buy, beside the concept of ethnocentrism and animosity, it is important to introduce the concept of COO effect. Following the literature (Bacha Lopes, De Moura Engracia Giraldi & Kluwe Aguiar, 2014) it has been suggested that the term country of origin is generally used to refer to the studies on country image and country of origin effect, and it is defined as a mental representation people have of a country. The same study suggested that the phenomenon of evaluating products on the basis of the judgment of the country of origin of the product, would be called "country-of-origin effect" (Bacha Lopes, De Moura Engracia Giraldi & Kluwe Aguiar, 2014, p. 264). One of the ways to measure a country image could be trough studying consumer attitudes (Bacha Lopes, De Moura Engracia Giraldi & Kluwe Aguiar, 2014). Based on that, and the fact that oil and olive oil hold an important position in the Greece export market the first two hypotheses from this set have been developed. Based on Bilkey and Ness study (in Bacha Lopes, De Moura Engracia Giraldi & Kluwe Aguiar, 2014) country image affected consumers' evaluation with respect to product in general, a specific product, a class of products, or specific brands.

Consumer willingness to buy a particular product from a country increases when the country image is also an important characteristic for that product category (Bacha Lopes, De Moura Engracia Giraldi & Kluwe Aguiar, 2014, p. 267). Income as one of the strongest demographic antecedents that has been recognised for the purpose of this study, is used in the following hypothesis as a parameter of variability of consumer willingness to buy a practical Greek products. Further on, considering the principle of

willingness to buy, and looking back at the effect of consumer ethnocentrism on willingness to buy and product judgement (Klein, Ettenson & Morris, 1998) last two hypotheses from this set have been proposed.

Hypothesis Ic: Montenegrins have positive attitude towards Greek oil.

Hypothesis IIc: Montenegrins have positive attitude towards Greek olive oil.

Hypothesis IIIc: Willingness to buy Greek product increase with the higher income levels of consumers.

Hypothesis IVc: Consumer ethnocentrism will be negatively correlated with willingness to purchase Greek products.

Hypothesis Vc: Consumer ethnocentrism will be negatively correlated with product quality perception of Greek products.

Greek crisis is a crucial phenomenon that occurred in the recent years starting from 2010, and affect perception towards the Greek image (Antoniades, 2012; Capelos & Exadaktylos, 2016). The aim of previously mentioned studies was to analyze the way in which the issue of the Greek economic crisis emerged in the public discourse of different countries, and to examine what are the defining elements of the current international image of Greece are and what rationales underlying these elements and how widespread they are (Antoniades, 2012, p. 3). Following the condition of such important event, and putting in a framework of animosity studies which stressed importance of historical event on country image, COO effect and willingness to buy (Farhan Al Ganideh & Elahee, 2012) the last set of below mentioned hypotheses have been developed.

Hypothesis Id: Consumer willingness to purchase Greek products decrease with their awareness about Greek crisis.

All of these hypotheses correspond to the fundamentals of the research question and they determine the perception of the Greek national image in Montenegro and its effect on the purchase behaviour towards product categories of oil and olive oil.

2.1.1 Montenegrin- Greek relations including economic framework between two countries

In order to better understand the research question when examining a particular country image, especially considering the aspect of consumer animosity, it is important to introduce information about established relations between two countries from the cultural, economic and political viewpoint. To provide a better picture of this issue, the

current and historical news have been followed, together with the information from the Ministry of Foreign Affairs of Montenegro and the Greek Embassy in Montenegro.

Greece and Montenegro are the countries which are geographically close to each other, and both belong to the Mediterranean area. The majority of citizens share the same religion in these two countries, and historically have had good relations. This indicates the cultural similarity between these two countries. Further on, two states cultivate a very good bilateral relationship, followed by Greece supporting Montenegro in the process of the European and NATO integration (Montenegro Ministry of Foreign Affairs, 2014). Greece has been Montenegro's important trade partner in the recent years. Going back to 2012, Greece ranked second on the list of countries which Montenegro imports the most from, and it is one of the crucial foreign investors in Montenegro (Embassy of the Hellenic Republic Podgorica, Montenegro, 2015). Greek Oil Company, Hellenic Petroleum, bought Montenegrin state owned oil company Jugopetrol in 2012. and even today it is the main stakeholder with the biggest market share of oil products in Montenegro, following the Restis Company and Adriatic properties, which are engaged in the bank, tourism, and media sector, that are the most important Greek investments in Montenegro (Embassy of the Hellenic Republic Podgorica, Montenegro, 2015). Even when some of them were facing difficulties because of the Greek economic crisis, Greek companies which operate in Montenegro did not announce withdrawal from the market. As the evidence of that, we have the recent breaking into the Montenegrin market in the heavy industry and media sector by Greek companies (Mina-business, n.d.). Considering the Embassy inducement a very good relation in terms of education and culture are established. Greece is providing many scholarships to Montenegrin students for Undergraduate, Master's and PhD studies in Greece, and provide opportunities to study the Greek language in Montenegro. The Embassy also frequently organises Greek thematic cultural and humanitarian events (Embassy of the Hellenic Republic Podgorica, Montenegro, 2014).

The wide range of opportunities for different types of cooperation, especially in terms of economy, culture and education can be developed between these two countries (Montenegro Ministry of Foreign Affairs, 2014). Depending on the investors and their preferences, there is a lot of potential for trade and economic exchange between these two countries. After conducting an interview with Mr. Michalopoulos, representative from the Greek Embassy in Montenegro, it was concluded that the Greek potential for larger export of Greek olive oil in Montenegro is not fully realised. However, Greece will continue to provide support for Montenegro in their reform processes, and that will result in further strengthening in terms of relation and an overall cooperation of the two countries (Montenegro Ministry of Foreign Affairs, 2014).

2.1.2 The analysis of the Greek Financial crisis from the communication perspective

When it comes to the phenomenon of the Greek crisis, which is rather relevant for this study, it's significant to look at this from the perspective of communication and impact on country image. Greece entered a deep recession in 2008, and their economy faced a high level of public debt, a large trade deficit, widespread corruption, soaring unemployment rate and many other indicators following the same path (Papathanassopoulos, 2015, p. 106). That resulted in shambles in society, many years of deep recession, 55% unemployment rate for the young, what indicates rising in anomie and that country looks increasingly anarchic (Papas, 2013, p. 32).

The period from 23rd of March until 6th of May 2010 was one of the most painful for the international image of Greece. Greek press was claiming that Greece was collapsing, and in the same time foreign press was entirely unfriendly to the Greek redemption. However, the analysis that included 723 news reports regarding Greek case showed that broadly speaking the way the situation was presented in the media was less negative than what it was supposed to be, even with all the understanding that was shown for the Greek case (Papathanassopoulos, 2015, p. 108). The reason behind the Greek economic crisis was interpreted in two different ways. One was seeing crisis as the consequence of the decline in the global economy, and the other seeing crisis as a consequences of the Greek government's profligacy which caused huge debts and deficits. The permanent figures from the fields of economy and political science brought the arguments on this topic in favor that solutions should rely on the local government and European Union of which Greece is a part (Bargaoanu, Negrea & Dascalu, 2010).

However, the Greek economic breakdown has led to enormous changes in the dynamics of the Greek political and social reality and received extensive media attention at home and internationally (Antoniades, 2012; Capelos & Exadaktylos, 2016).

2.2 Methodology and the research process

According to the aim of this study and for the purpose to to collect the necessary results, conducting a survey was chosen as an appropriate research method. A questionnaire composed of five basic parts was used for the data collection. Considering the aforementioned, this part of the thesis focuses on describing the research methodology, defining the construct in the conceptual model previously drawn, as well as explaining the process of the questionnaire design and data collection.

2.2.1 Research instrument and Questionnaire design

As previously mentioned, the research is based on the questionnaire composed of five different parts. The first part of the questionnaire is comprised of statements measuring

the COO effect, mainly including product judgement and willingness to buy. In addition, this part includes some questions which describe the country image and the country similarity. The second part focuses on measuring the consumer approach towards the Greek crisis, while the third part is supposed to measure consumer animosity. This is followed by the part that encompasses basic demographic variable, whilst the last part consists of the statement that measures consumer ethnocentrism. Including two more question, which are of an informative character and are used to divide a sample. The questionnaire consists of 44 questions.

The COO effect, mainly including product judgement and willingness to buy, was adapted from the following scales. The quality perception or product judgement for each of the two examining product categories are operationalized and adopted from "the general product attribute scale" developed by Pisharodi and Parameswaran (in Lopes, De Moura Engracia Giraldi & Kluwe Aguiar, 2014, p. 273). Further on, willingness to buy a set of the product from Greek companies are operationalized with the help of "the willingness to purchase scale". In order to analyze a few unstructured questions related to the country image, the application from the previous literature review was used (Bacha Lopes, De Moura Engracia Giraldi & Kluwe Aguiar, 2014; Mikael & Per Olof, 2010; Chryssochoidis, Krystallis & Perreas, 2007).

The questions that should provide answers towards Greek crisis were adopted with the help of the literature on this topic (Antoniades, 2012; Bargaoanu, Negrea & Dascalu, 2010; Capelos & Exadaktylos, 2016).

Consumer animosity is measured by modifying the Klein, Ettenson, and Morris scale (in Nakos & Hajidimitriou, 2007) that is developed with the purpose to measure consumer animosity towards a particular country. Due to its structure, this particular research used 7 items from the main scale that examine Economic animosity, while the rest of the items were found to be irrelevant for the study.

Before the last part, the respondents provided demographic characteristics about themselves. They were asked about gender, age, level of education, region and work status. Respondent also had to provide their income. At the end the consumer ethnocentrism is measured by the CETSCALE, as the scale is used for measuring the general ethnocentric tendencies of consumers (Shimp & Sharma, 1987, p. 282). The original scale developed by Shimp and Sharma consists of 17 items, while for the purpose of this study only 6 items were taken from the original one. The scales are previously used in other research projects and are modified for the purpose of this research.

The questionnaire is composed mostly of the structured, close-ended questions, while there is only one open-ended question where the respondents are asked to write their own answers. Most statements from the structured questions had to be evaluated on the

scale ranging from 1- "strongly disagree" to 7- "strongly agree", while the five other questions including the questions about socio-demographic characteristic were given in the form of choosing a specific answer.

Since the questionnaire was originally developed in English, and the research was done on the territory of Montenegro, there was a need to translate it into the local language since not all of the respondents were familiar with the English language. In order to ensure that the questionnaire is authentic and correctly translated, measuring exactly the construct it was built to measure, a simultaneous translation, using the method of translation and backtranslation, was done following a comparison of all the translated questionnaires and developing the most optimal version. Both versions of the questionnaires are given in Appendix 7 and Appendix 8.

2.2.2 Collection of data, population and sample description

After agreeing on the final version of the questionnaire, in April 2018 the tested study was performed, where 21 respondents were asked to complete the questionnaire and report if there were any difficulties. The pilot study showed only few issues mainly regarding translation suggestions, and after correcting them the actual field work was conducted. Regarding the fact that 70.6% of population in Montenegro have access to the internet (Monstat, 2017a) the survey was conducted by electronic approach. The advantage of this approach was mainly to overcome the geographical issue, while respondents could also choose appropriate time and place to answer the questions, which is why that was the easiest way of completing the survey. The electronic survey was made and published with the help of the program for electronic survey 1ka (EnKlikAnketa). Collection of the data started on April 5, 2018 and it lasted until May 7, 2018. The questionnaire was transferred to the individuals mainly through private messaging, Facebook or email, considering the balance among socio-demographic characteristic: age, region, gender, education and income retrospectively.

The target population for this research were only residents of Montenegro, older than 15. The population of Montenegro is 622 303, while 67.5% or 419 948 people are from 15 to 64 years old. The population lives in three geographic area: the south, the center and the north, mainly concentrated in the central region (Monstat, 2017). The sample of the respondents was convenient, respecting the need of variability among them, especially in terms of different socio-demographic characteristics. The survey was sent to more than 400 addresses through private messaging, Facebook posts or email, with the help of the family, friends, companies and institutions. These adresses were obtained using the snowball sampling tehnique (Heckathorn, 1997). In the end the, the total number of the valid questionnaires was 231. Before sending the questionnaire to the respondents, they were informed that the survey was for the purposes of the Master's thesis and that it was absolutely anonymous. The respondents were also informed about

the deadline, and that they needed at least 5 to 7 minutes in order to complete the questionnaire. The survey was named "Viđenje grčkog brenda u Crnoj Gori" (Perception of the Greek national image in Montenegro) and most of the respondents found the survey very interesting and were motivated to participate. One specific sample of the respondents was a group of employees of a Greek company in Montenegro, who were asked to participate in the survey, too.

2.2.3   Statistical data processing

The collected data was analysed with the help of the statistic program for analysing the data IMB SPSS Statistics 22. In order to analyse the data and to test the hypotheses, a different statistical method was used. At the beginning phase of the data analysis the reliability and validity of the scales were tested, that are used by performing exploratory Factor Analysis and by computing the Cronchach's Alpha Coefficient. Further on, the descriptive statistics were analysed, such as composite scale, mean, the standard deviation, all that for the purpose of testing the proposed hypotheses. To test the proposed hypotheses, one-way ANOVA and Post Hoc LSD test are used, as well as the simple T-test (one sample), Pearson's correlation coefficient, and the independent T-test (two independent samples). In addition, the descriptive statistics are used for the questions that are analysed as unstructured question.

For data analysis, the book and the materials which belong to Statistics and Multivariate analysis field of study were used (Rovan, 2014; Sharma, 1996; Field, 2013).

2.3   Analysis of results

This part of the research focuses on the actual study conducted in Montenegro and on the results obtained from the survey. The quantitative approach was used to develop this study and to formulate the hypothesis, the construction of variables and to analyze the relationship between the variables. The data obtained from the conducted questionnaire were processed with the help of the IBM SPSS Statistic 22 (Statistical Package for Social Science).

2.3.1   Characteristic of the sample

The demographic profile of the respondents is represented by their gender, age, education level, work status, income and region of residence. The main focus was on the relevant balance between socio-demographic characteristics considering country averages, which was successfully achieved. Appendix 9 provides summary of the demographic characteristics of the respondents.

In terms of gender, this study is composed of women (50%) and men (50%). When we talk about age, four different categories were formed, and the most of our respondents were between 15 and 29 years old (62%), while a significant percentage of people's age ranged between 30 and 44 years (29%). The people who were between 45 and 59 years participated in a smaller percentage (6%) of the sample, and the lowest percentage (3%) of the sample was 60 years or older. See Figure 2.

Figure 2: The structure of sample based on age
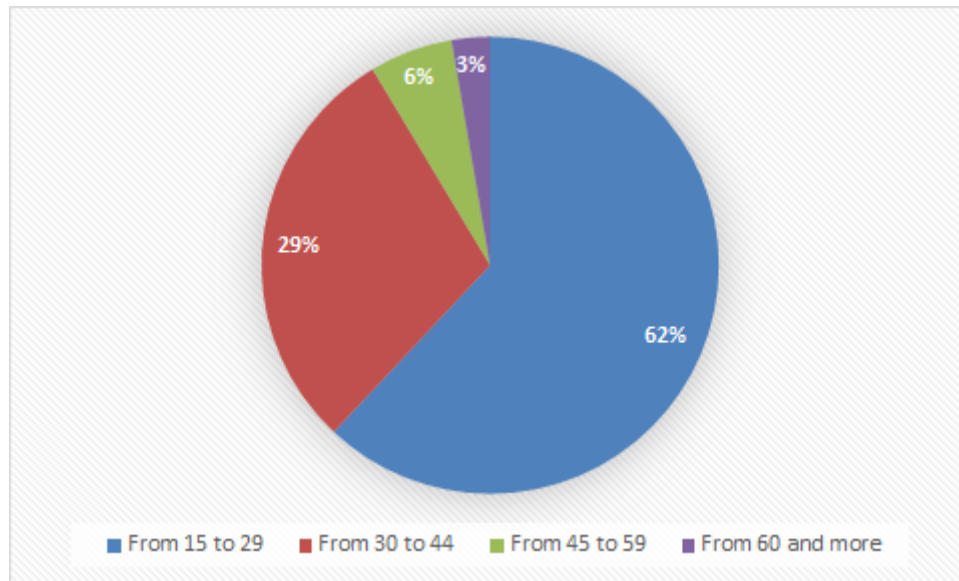
Source: own work.

The level of education is examined by six different categories: elementary school, secondary school, junior college, bachelor degree, master degree or PhD. Most of the respondents (64%) have finished bachelor degree, followed by those with secondary school (20%). The notable percentage (9%) have master degree, followed by junior college degree (5%). The less (1%) finished only elementary school, and the same percentage (1%) hold the PhD degree. See Figure 3. According to the work status, 59% of the respondents are employed, 25% are students, while 13% are unemployed and 3% are retired. See Figure 4. The majority of the respondents (32%) income ranges between 150 and 500 euro, followed by 28% of the respondents that have income up to 150 euros. The significant percentage (26%) are respondents whose income is more than average and counts between 500-1000 euros, followed by 11% who said that their income is between 1000 to 2500 euros. Only 3% have income which is more than 2500 euros. See Figure 5. The average income in Montenegro in 2018 was 511 euros (Bankar.me, 2018). According to the place of residence, the most of the respondents (62%) live in the central region which includes the following cities: the capital city Podgorica, the royal capital Cetinje, Danilovgrad and Nikšić. There is 19% of the respondents who live in the southern region (Bar, Budva, Herceg Novi, Kotor, Tivat, Ulcinj) and the same percentage (19%) are from the northern region (Andrijevica,

Berane, Bijelo Polje, Gusinje, Kolašin, Mojkovac, Petnjica, Plav, Pljevlja, Plužine, Rožaje, Šavnik, Žabljak). See Figure 6. Related to data from the Office for Statistics Montenegro, it is important to mention that the majority of population lives in the central region, which is also obvious from these data as well, especially taking into consideration the migration from the northern region (Monstat, 2018).

Figure 3: Structure of the sample based on education level
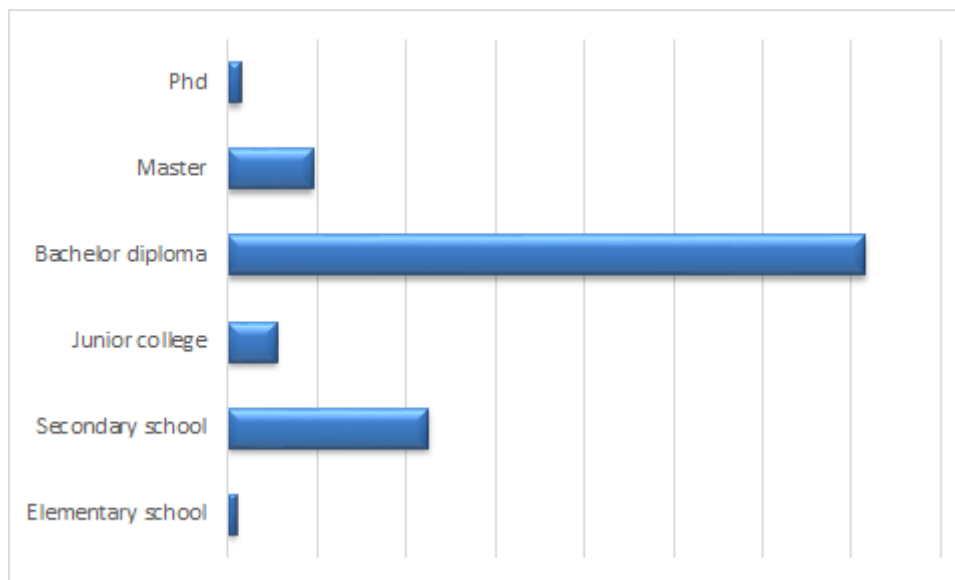
Source: own work.

Figure 4: Structure of the sample based on work status
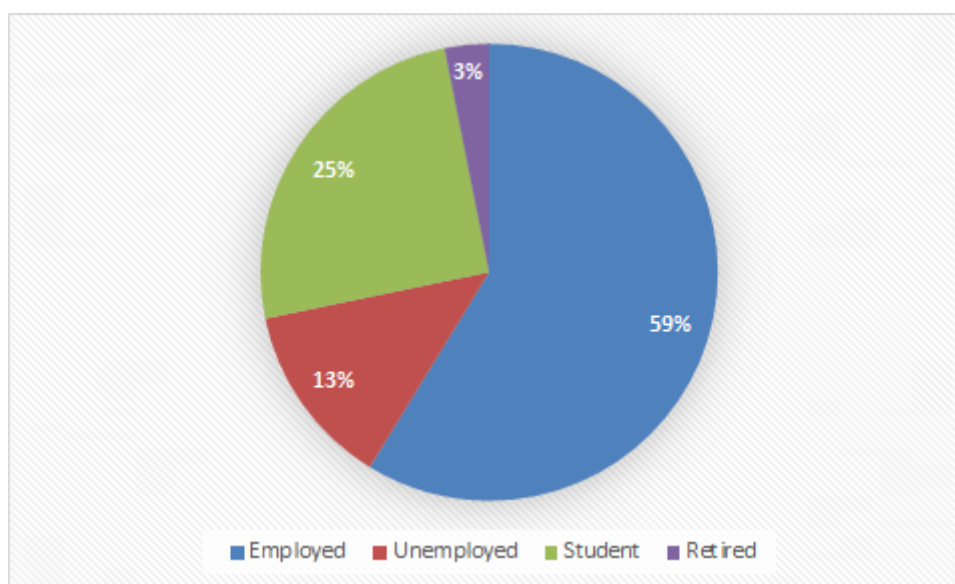
Source: own work.

Figure 5: Structure of the sample based on net monthly income
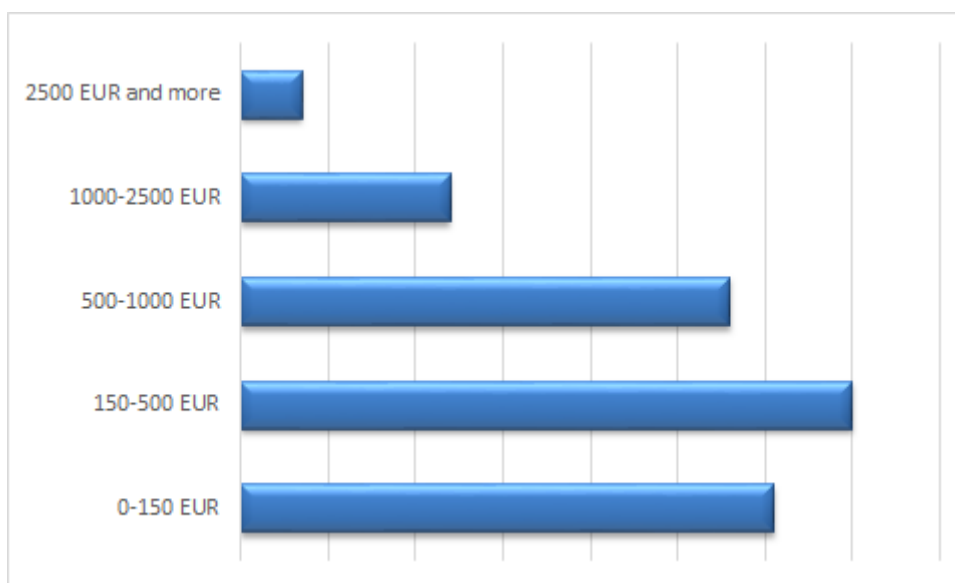
Source: own work.

Figure 6: Structure of the sample based on region
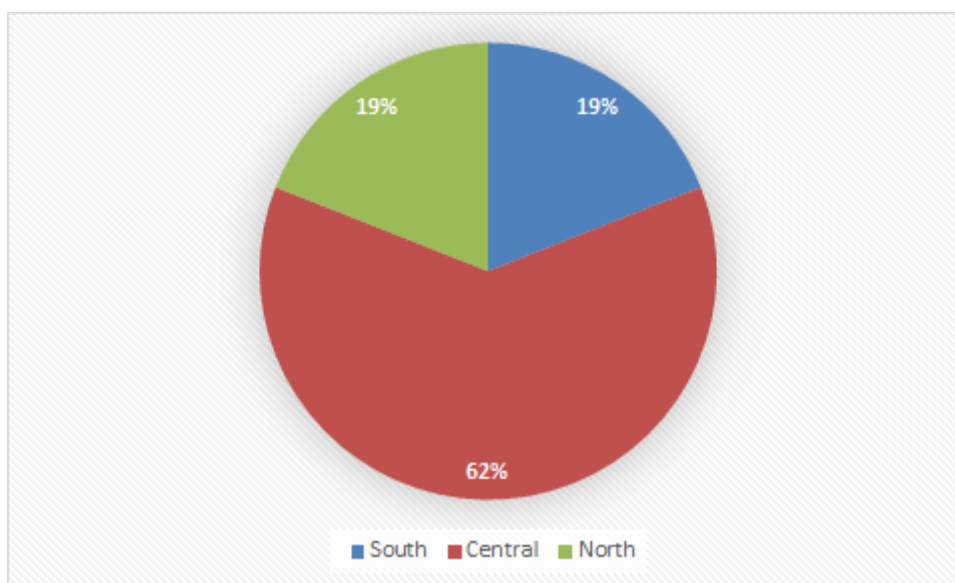
Source: own work.

Considering the aforementioned results, we can conclude that the majority of the respondents are people from 15 to 30 years old (62%), who hold bachelor degree (64%) and who are employed (59%). The biggest percentage of the respondents (60%) have income below the average Montenegrin income (511 euros), while the rest (40%) earns above average. The majority of the sample lives in the central region (59%). Considering the demographic parameter of Montenegro, our sample fits general

proportions of the Montenegrin demographic data and describes an average Montenegrin citizen (Monstat, 2018a).

2.3.2 Reliability and validity of the measurement scale

All of the constructs we measured are based on the scales that are previously proven in the literature. In this part of the thesis we tested the reliability and validity of those scales, by performing exploratory Factor Analysis and by computing the Cronbach's Alpha Coefficient, which will helped us to determine whether the used scales were reliable and useful for measuring the construct that was developed.

The Factor Analysis is designed to explain the correlation between the original variables and to better understand the structure and the validity of a set of variables, following the approach from the literature review, which is based on a tools for performing a Factor analysis (Field, 2013). Several parameters have been defined used to report the results. First the correlation matrix and the KMO and Bartlett's Test are performed. The literature review suggests that the correlation between variables should not be too high or too low, where the acceptable is around .3, while the KMO and Bartlett's Test should be at least higher than .5. The next important point is Factor loading Matrix and Cronbach's alpha coefficient. The rule behind the Factor loading coefficient is to be higher than .364 for a sample between 200 and 300, but the general rule that the higher the coefficient the better it is also applied. Further on, between many techniques for measuring the reliability of a scale the Cronbach's alpha coefficient it is widely applied, and ranges between 0 and 1, but the closer it is to 1 the greater the internal consistency of the items in the scale is (Field, 2013).

The reliability of the willingness to buy scale was first performed. The results show (Appendix 11) that only one factor was extracted, and that factors are appropriately correlated. The KMO and Bartlett's Test are performed well .713 with the significant <.001. The Factor loadings and Cronbach's alpha coefficient are presented in Table 1. All the coefficients are sufficiently high, except the last one (How likely is that you will buy oil products from Greek companies) was the lowest and is just .391. It was suggested for this item to be deleted from future research, but in the end it was decided to leave it in, since the Cronbach's alpha coefficient remains almost the same in both cases .680. Removing it would result in higher loadings on other variables, but Cronbach's alpha remains almost unchanged .697. Nevertheless, this set of variables was chosen because of availability of these products in Montenegro, so the future research should analyze them separately including more relevant variables for each group of products. The product judgement scale is constructed from two sets of variables. In this section, the reliability of product judgement towards olive oil scale will be explained more than product judgement towards oil (Appendix 11). Only one factor was extracted and the variables were highly correlated in both scales. The KMO

and Bartlett's Test were performed well, for the first set of variables .871 and .865 for the second set, with significant <.001. The Factor loadings and Cronbach's alpha coefficient are presented in Table 2. The coefficient is significantly high, following the high Cronbach's alpha .963 and .969 retrospectively.

Table 1: Factor Loadings and reliability for Willingness to buy

Construct factor	Item	Factor loading	Cronbach's alpha
Willingness to buy	How likely is that you will use airlines services from Greek companies?	.696	.680
	How likely is that you will use tourism service from Greek companies?	.669	
	How likely is that you will use bank services from Greek companies?	.606	
	How likely is that you will buy food (feta, pasta, olive oil, and vine) products from Greek companies?	.454	
	How likely is that you will buy oil products from Greek companies?	.391	

Source: own work.

Table 2: Factor Loadings and reliability for Product Judgements

Construct factor	Items	Factor loading	Cronbach's alpha
Product judgements for olive oil	I believe Greek olive oil have good value	.954	.963
	I believe Greek producer of olive oil achieve high standards.	.949	
	I believe Greek olive oil have good taste.	.917	
	I believe Greek olive oil looks good.	.905	
	I believe Greek producer of olive oil are well-educated	.859	
Product judgments for oil	I believe Greek oil have good value	.958	.969
	I believe Greek oil have good quality.	.950	
	I believe Greek producer of oil achieve high standards.	.944	
	I believe Greek producer of oil are well-educated.	.915	

Source: own work.

Proving the reliability of animosity scale, two factors were defined (Appendix 12). When this scale was tested, two factors emerged as ones to be specifically examined. The first one deals with the economic animosity, while the second factor is variables

that belong to the general concept of animosity. At the same time, the variables are appropriately correlated. KMO and Bartlett's Test are performed well .767 with significant <.001. The Factor loading and Cronbach's alpha coefficient are presented in Table 3. Coefficients are significantly high, following the Cronbach's alpha .769.

Table 3: Factor Loadings and reliability for Animosity

Construct factor	Items	Factor loading 1	Factor loading 2	Cronbach's alpha
Animosity	The Greeks are doing business unfairly with Montenegro.	.844		
	Greeks are taking advantage of Montenegro	.781		
	Greece is not reliable trading partner.	.547		.769
	I will never buy Greeks product.		.737	
	I dislike Greek products.		.601	
	I dislike Greeks.		.381	
	I feel angry towards the Greeks.		.367	

Source: own work.

Table 4: Factor Loadings and reliability for Consumer Ethnocentrism

Construct factor	Items	Factor loading	Cronbach's alpha
Consumer ethnocentrism	It's not right to purchase foreign products, because it's put Montenegrins out of jobs.	.894	
	We should purchase products manufactured in Montenegro instead of letting other countries get rich off us.	.882	
	People from Montenegro should not buy foreign products, because this hurts Montenegrin business and causes unemployment.	.835	.902
	Foreign products should be taxed heavily to reduce their entry into the Montenegro.	.749	
	It may cost me in a long-run but I prefer to support Montenegrin products.	.745	
	Only those products that are unavailable in the Montenegro should be imported.	.589	

Source: own work.

The last scale that was tested was conducted with the consumer ethnocentrism variables. In this scale only one factor was extracted with appropriately correlated variables (Appendix 12). The KMO and Bartlett's Test performed well (.886) with significant <.001. The Factor loading and Cronbach's alpha coefficient are presented in Table 4. The coefficient is significantly high, following the Cronbach's alpha .902.

Following the aforementioned, it has been concluded that all the scales that were previously proposed, including their variables were relevant for the research. All Factor loadings and Cronbach's alpha are sufficiently high and account for the most of the variance in the data set of the construct. For each of the chosen construct only one component was extracted, except for animosity where two components are extracted. Having in mind that all the scales used in this research were taken from the literature review, their validity and capacity to measure exactly the construct they were built for have been demonstrated in a number of studies, which is why they are considered valid and should be used for further analysis in order to come up with the final conclusion and the answer to the basic question of the study.

2.3.3   Descriptive statistics

Before going into the section of testing the hypotheses, an overview of the descriptive statistics including main findings obtained, have been described. The composite scale, means and standard deviation of each of the constructs are computed, all for the purpose of testing the proposed hypothesis.

As it was mentioned before, willingness to buy is measured with the shortened version of the scale proposed by Wongtada et al. (2012) and it consists of five items measured on a 7-point Likert scale. Respondents evaluated the statements from 1 (very unlikely) to 7 (very likely). In order to determine the level of willingness to purchase a specific range of Greek products and services that are available in Montenegro, the average scores are calculated. According to this, with an average composite scale 3.8 and the standard deviation 1.86 respondents are in favor of purchasing products and services that are available in Montenegro under the Greek brand. However, the standard deviation reveals that not all product categories are treated with the same willingness to buy which can be a sign for future research and deeper analysis for each of the above mentioned product categories. Montenegrins are more in favor of buying Greek food (5.25) and use Greek tourism services (4.23) than to use Greek bank services (2.48). They are, in general, more or less undecided towards oil product (3.58) and airlines services (3.48). At this point it is crucial to mention the high standard deviation for willingness to buy oil product (2.33) which could be a recommendation for further research. After performing a deeper analysis of this question, it is concluded that 32.5% are very unlikely to buy oil product, while 20.3% are very likely, following the 15.5% that are undecided. The reason behind this could be that the majority of people are not

aware of the existence of Greek oil products in Montenegro, since they are doing business under the Montenegrin company. In addition, some of the respondents do not drive which means that they did not have the necessity to buy oil products at all. All coefficients are presented in Table 5.

Table 5: Descriptive Statistic of Willingness to buy

Construct	Scale item	Mean	Standard deviation
Willingness to buy	How likely is it that you will buy oil products from Greek companies?	3.58	2.33
	How likely is it that you will use tourism service from Greek companies?	4.23	1.91
	How likely is it that you will buy food (feta, pasta, olive oil, and vine) products from Greek companies?	5.25	1.75
	How likely is it that you will use bank services from Greek companies?	2.48	1.55
	How likely is it that you will use airlines services from Greek companies?	3.48	1.78
	Composite scale	3.80	1.86

*1- very unlikely; 7- very likely

Source: own work.

The quality perceptions or product judgement are measured for each of the two product category: olive oil and oil. Product judgement for olive oil resulted in a very high composite mean (5.28) followed by low standard deviation (1.69), which means that Montenegrins have highly positive attitude towards different aspects of the Greek olive oil. If we compare the respondents attitudes towards the Greek oil products the scores are lower, with a composite mean 4.68 and standard deviation 1.66. Nevertheless, it is sufficiently high. Between other factors, respondents were likely to think that Greek producers of olive oil achieve high standards and that they are well-educated. Examined results are presented in Table 6 and Table 7. The animosity indicators presented in Table 8 demonstrate the respondents' animosity related tendencies towards Greece. Composite mean is not sufficiently high (2.37) with a low standard deviation (1.59), and according to this we can conclude that respondents do not feel animosity towards Greece. This scale is composed from two parts, one set of variables specifically belong to economic animosity concept and comparing to other variables in a scale this variables have higher means (2.86; 2.54; 2.61), which gives place for hypothesis testing. The lower animosity is performed towards willingness to buy Greek products (1.81) and angrier respondents are towards the Greeks (1.48). However, the standard deviation reveals that not all of the respondents feel animosity uniformly, which also creates room for hypothesis testing.

Construct	Scale item	Mean	Standard deviation
Product judgement for olive oil	I believe Greek olive oil has a good taste.	5.28	1.79
	I believe Greek olive oil looks good.	5.21	1.71
	I believe Greek olive oil has a good value.	5.37	1.68
	I believe Greek producers of olive oil achieve high standards.	5.31	1.63
	I believe Greek producers of olive oil are well-educated.	5.12	1.64
	Composite scale	5.28	1.69

*1- strongly disagree; 7- strongly agree

Source: own work.

Table 7. Descriptive Statistic of Product judgment for oil products

Construct	Scale item	Mean	Standard deviation
Product judgement for oil	I believe Greek oil has a good quality	4.65	1.712
	I believe Greek oil has a good value.	4.58	1.690
	I believe Greek producers of oil achieve high standards.	4.78	1.683
	I believe Greek producers of oil are well-educated.	4.74	1.637
	Composite scale	4.68	1.669

*1- strongly dissagree; 7- strongly agree

Source: own work.

Consumer ethnocentrism is measured with the shortened version of CETSCALE originally developed by Sharma and Shimp (1987). The average score of six items was calculated in order to determine the level of ethnocentrism among Montenegrin consumers. Taking this into consideration, with an average composite scale of 5.12 and the standard deviation of 1.97, it was concluded that Montenegrin consumers are ethnocentric. The lower score (4.72) belongs to the variable which proved that the attitude of purchasing foreign products hurts domestic businesses and causes unemployment. The highest deviation (2.09) is on opinion that only those products that are unavailable in Montenegro should be imported. All these findings make room for further hypothesis testing. Table 9 includes the analysis of descriptive statistics among ethnocentric tendencies. Beside the mean and standard deviations of the items comprising it, each construct is also explained by its composite value, which helps with delivering a general conclusion about the construct itself. The descriptive statistics presented here provides basis for the actual hypotheses testing in the following section.

Table 8: Descriptive Statistic of Animosity

Construct	Scale item	Mean	Standard deviation
Animosity	I dislike Greeks.	2.66	1.865
	I feel angry towards the Greeks.	1.48	1.075
	Greece is not a reliable trading partner.	2.86	1.682
	The Greeks are doing business unfairly with Montenegro.	2.54	1.635
	Greeks are taking advantage of Montenegro.	2.61	1.752
	I dislike Greek products.	2.68	1.733
	I will never buy Greeks products.	1.81	1.446
	Composite scale	2.37	1.59

*1- strongly dissagree; 7- strongly agree

Source: own work.

Table 9. Descriptive Statistic of Consumer Ethnocentrism

Construct	Scale item	Mean	Standard deviation
Consumer ethnocentrism	Only those products that are unavailable in Montenegro should be imported.	5.02	2.098
	It may cost me in a long-run but I prefer to support Montenegrin products.	5.39	1.842
	It is not right to purchase foreign products, because it puts Montenegrins out of jobs.	5.12	1.970
	We should purchase products manufactured in Montenegro instead of letting other countries get rich off us.	5.41	1.930
	People from Montenegro should not buy foreign products, because this hurts Montenegrin businesses and causes unemployment.	4.72	2.083
	Foreign products should be taxed heavily to reduce their entry into Montenegro.	5.07	1.939
	Composite scale	5.12	1.97

*1- strongly dissagree; 7- strongly agree

Source: own work.

2.3.4   Analysis of unstructured questions

Before we move on to the hypotheses testing, a range of unstructured questions will be analysed. Questions are mainly oriented towards the country image perspective, and

require general information about respondent's orientation towards Greece, as well as questions about the perception of the Greek financial crisis. The analysis of the unstructured questions will contribute to the research by interpreting the results from descriptive statistics.

Following the "First Words/Adjectives Emerging in the Mind principle" (Bacha Lopes, De Moura Engracia Giraldi & Kluwe Aguiar, 2014) that was used to report a country image perception, at the beginning of survey respondents were asked to express their first impression about Greece by writing one positive, one neutral and one negative word. Based on the SPSS output the highest three frequencies for positive word was: Sea 42 or 20.3%, then Athens 11 or 5.3%, and 8 or 3.9% got Holiday and Islands, followed by other words like is Sun, Sirtaki, History, Olives and so on. The three most frequent neutral words were: again Sea 37 or 21.4%, then Gyros 14 or 8.1%, and History 12 or 7.1%, followed by Athens, Food, Sports and etc. Further on, the three most frequent negative words were: Economic crisis and debt 79 or 41.2%, followed by Traffic 8 or 4.7% and 6 or 3.5% do not have any negative association, followed by Unemployment, Poor, Lazy and etc. According to these data, we can conclude that respondents positively associate Greece with Sea, Sun and Food, while the most negative association is the financial crisis.

Furthermore, the respondents were asked to answer if they have ever been to Greece or if they have relations with Greece. The general findings are that the most of them (62%) have never been to Greece, when 38% have been in Greece. Also majority of respondents do not have any relation with Greece, see Figure 7. This result can be a great insight into the way the respondents formed their attitude based on perception and expectation, not on real experience. Still, this issue will be further tested through hypotheses.

One of the many aspects based on what people can build their perception of a country image on is a perceived similarity between the country being observed and their own country (Chryssochoidis, Krystallis & Perreas, 2007). Examining this aspect on the three items 7-point Likert scale, there was the perception of high similarity, with a composite scale mean 4.17 and standard deviation 1.85, especially towards cultural similarity 4.67. Table 10, which includes results, is presented below.

Two main questions which are related to the Greek crisis and were previously proved by many other studies (Antoniades, 2012; Papas, 2013) are related to the awareness and perception of other nations towards the Greek crisis, and their opinion on who are the ones who should be held responsible for it. Following that, it was found that 84.4% of our respondents know about the Greek crisis, while 15.6% were not aware about this event. On the other side, it is interesting that 48.9% blame the EU for the Greek crisis, while 45% blame the Greeks for their crisis.

Source: own work.

Table 10: Country similarities

Construct	Scale item	Mean	Standard deviation
Similarity	I believe Greeks are culturally similar to Montenegrins.	4.67	1.83
	I believe Greeks are economically similar to Montenegrins.	4.13	1.85
	I believe Greeks are politically similar to Montenegrins.	3.71	1.89
	Composite scale	4.17	1.85

*1- strongly dissagree; 7- strongly agree

Source: own work.

The respondents were also asked if they agreed that the Greek crisis had a negative effect on the Greece image, and if they would avoid doing business with the Greeks because of the crisis. Calculating the average (5.00), the respondents perceive that Greek crisis had a negative effect on the country image. However, following the average (3.86), they are more or less undecided about avoiding doing business with the Greeks because of the crisis.

The above mentioned analysis should provide a better understanding of the sample, based on a particular characteristic that is related to this study. By interpreting this characteristic, a useful introduction to the hypothesis testing has been made, which will be present in the following section.

2.3.5   Testing the hypotheses

The basis of this research is measuring the perception of the Greek country image and the purchase behaviour for oil and olive oil product category, among Montenegrin consumers. It was important to see if Montenegrin consumers hold tendencies that affect and result in distinct perception of country image (like ethnocentrism, animosity and willingness to buy Greek products), as well as product judgement tendencies towards a particular aforementioned product categories. Since the phenomenon of the Greek financial crisis could not be ignored, the effect of this event is also included in the analysis.

In order to test the formulated hypothesis, the activity of processing the data is helped by the following statistical procedures: one-way ANOVA and PostHoc LSD test, simple T-test (one sample), Person's correlation coefficient, independent T-test (two independent samples). Each of the hypotheses is tested and a conclusion is generated regarding their acceptance or rejection. The correlation analysis applied in the procedure of processing the data shows significant correlation between some of the variables subject of this research. The application of the t-test on differences between the arithmetical means shows significant disparity between the arithmetical means of different groups of respondents. The hypotheses are tested based on presented tables in Appendix 13.

The first set of hypothesis (Ia, IIa and IIIa) are designed to determine the level of animosity by examining the level of economic animosity, as well as comparing animosity tendencies between groups which have close relationship with Greece, and to determine if animosity is positively related with consumer ethnocentrism. The results are explained below.

Hypothesis Ia: Montenegrins feel economic animosity trough Greeks.

The One-Sample Test has been used in order to test this hypothesis, and it was established that Montenegrins do not feel economic animosity towards Greeks. Calculating the average mean (2.48) which is significantly (Sig.000) different to the test value (4.0), so following the rule (P=.000 ≤ α=0.05) the null hypothesis can be rejected.

It was concluded that the average mean of the sample is significantly lower (1.52) than the test value. Since the 7-point Likert scale was used, the test value (4.0) was formulated computing the mean of the scale. The results presented in Appendix 14 proposed that this hypothesis can not be confirmed, concluding that Montenegrins do not feel economic animosity towards Greeks.

Hypothesis IIa: Animosity rates increase with the consumers who have relation with Greece.

To be able to test the next hypothesis, the ANOVA for determining the significance of the differences was applied. With a significant level .292, which is above the required level of 0.05 following the rules of cut point (2.16), the test showed that there are no statistically significant differences between the groups compared and their level of consumer animosity (F=1.23, p<0.05). Furthermore, the results from the previous hypothesis excluded the possibility of animosity, and following those results the hypothesis that people who have ties with Greece feel higher animosity can be rejected. The results from the performed tests are presented in Appendix 14.

Hypothesis IIIa: Animosity will be positively correlated with consumer ethnocentrism.

The Pearson's correlation coefficient showed positive and significant relations (Sig.014) between animosity and consumer ethnocentrism (r=.161, p<.05). This means that consumers who hold animosity attitudes are also ethnocentric oriented. The results which are presented in Appendix 14 approve the hypothesis.

The second set of hypotheses (Ib, IIb and IIIb) are designed to determine the level of consumer ethnocentrism by examining consumer attitudes and purchase intention towards the foreign products, as well as comparing consumer income with their ethnocentric tendencies. The results are explained below.

Hypothesis Ib: Montenegrins have a negative attitude towards foreign products.

By using the One-Sample Test, it was established that Montenegrins demonstrate negative attitude towards foreign products calculating the average mean (4.78) which is significantly (Sig.000) different to the test value (4.0), so following the rule (P=.000 ≤ α=0.05) the null hypothesis can be rejected. It was concluded that the average mean of the sample is significantly higher (0.78) than the test value. The results presented in Appendix 14 approve the proposed hypothesis, concluding that Montenegrins have a negative attitude towards foreign products.

Hypothesis IIb: Montenegrins have negative purchase intention for foreign products.

Similar to the previous hypothesis, the One-Sample Test was used in this case as well, and following the same principle it was established that Montenegrins have negative purchase intention for foreign products. Calculating the average mean (4.74) which is significantly (Sig.000) different to the test value (4.0), so following the rule (P=.000 ≤ α=0.05) the null hypothesis can be rejected. It was concluded that the average mean of the sample is significantly higher (0.74) than the test value. The result presented in Appendix 14 approve the proposed hypothesis, concluding that Montenegrins have a negative attitude towards foreign products.

Hypothesis IIIb: Consumer ethnocentrism increase with the lower income levels of consumers.

In order to determine if there are differences regarding the level of ethnocentrism among the respondents with different level of income, the ANOVA for determining the significance of the differences was applied. With the significant level of .009, which is below the required level of 0.01 following the rules of cut point (3.45), the test showed that there are statistically significant differences between the five groups compared and their level of consumer ethnocentrism (F=3.49, p<0.01). After determining that there are statistically significant differences among the groups, the PostHoc LSD Test was performed, where it was established that customers with lower income demonstrate the highest level of ethnocentrism. This situation changes when it comes to the next group with a higher income of 500-1000 euros, where the level of ethnocentrism is lower. However, the level again rises with a group whose income is between 1000-2500 euros, and it drops down for the ones who earn more than 2500 euros. The results from the preformed tests are presented in Appendix 14. Still, the highest score belongs to the group with the lowest income, so we can approve this hypothesis by concluding that consumer ethnocentrism varies between different income levels group, but the highest ethnocentirc score have the group with the lowest income.

The next set of hypotheses (Ic, IIc, IIIc, IVc, and Vc) is designed to determine the COO effect by examining the quality perception towards oil and olive oil product categories, as well as willingness to buy, especially within the group of people with higher income. Additionally, the correlation between consumer ethnocentrism and willingness to buy, and between consumer ethnocentrism and quality perceptions will be examined in this set. The results are explained below.

Hypothesis Ic: Montenegrins have positive attitudes towards Greek oil.

To approve of or reject the proposed hypothesis, the One-Sample Test was used, and following the results it was established that Montenegrins have positive quality perception towards Greek oil. Calculating the average mean (4.47) which is significantly (Sig.000) different to the test value (4.0), so following the rule (P=.000 ≤ α=0.05) the null hypothesis can be rejected. It was concluded that the average mean of the sample is significantly higher (0.47) than the test value. The result presented in Appendix 14 approve the proposed hypothesis, concluding that Montenegrins have positive attitude towards the quality perception of Greek oil.

Hypothesis IIc: Montenegrins have positive attitudes towards Greek olive oil.

The same like in the previous hypothesis, the One-Sample Test was used and following the results it was established that Montenegrins have positive quality perception towards Greek olive oil. Calculating the average mean (5.09) which is significantly (Sig.000)

different to the test value (4.0) and following the rule (P=.000 ≤ α=0.05) the null hypothesis can be rejected. It was concluded that the average mean of the sample is significantly higher (1.09) than the test value. The results presented in Appendix 14 approve the proposed hypothesis, concluding that Montenegrins have positive attitude towards the quality perception of Greek olive oil.

Hypothesis IIIc: Willingness to buy Greek product increase with the higher income levels of consumer.

In order to determine if people with the higher income have higher willingness to buy Greek products, the ANOVA for determining the significance of the differences was applied. With the level of signifcant .105, which is above the required level of 0.05 following the rules of cut point (2.43), the test showed that there were no statistically significant differences between the compared groups and willingness to buy Greek products (F=1.938, p<0.05). That can lead us to reject this hypothesis, Although it was showed that the highest willingness to buy have people whose income is between 500 and 1000 euro. The preformed tests are presented in Appendix 14.

Hypothesis IVc: Consumer ethnocentrism will be negatively correlated with willingness to purchase Greek product.

The result from the Pearson's correlation coefficient showed that there are no significant relations (Sig.916) between consumer ethnocentrism and willingness to buy Greek products (r=-.007, p<.05), even though the more ethnocentric Montenegrin consumers express negative tendency towards willingness to buy Greek products, which is shown by the negative Pearson's coefficient (-.007). Regarding the results presented in Appendix 14, this hypothesis was rejected.

Hypothesis Vc: Consumer ethnocentrism will be negatively correlated with product quality perception of Greek products.

This hypothesis was tested with the help of the Pearson's correlation coefficient, which showed significant relations (Sig.018) between consumer ethnocentrism and product judgement towards Greek oil and olive oil (p<.05). However, since the Pearson's correlation coefficient is positive (r=.155) this hypothesis can be rejected and it was concluded that consumer ethnocentrism is not negatively related with the respondents' attributes towards particular Greek products. The results are presented in Appendix 14.

The last set of hypotheses (Id) is designed to determine the effect of the Greek crisis on country image, especially willingness to purchase Greek products. The resulta are explained below.

Hypothesis Id: Consumer willingness to purchase Greek products decrease with their awareness about Greek crisis.

The hypothesis Id was tested with the Independent T-test for determining the significance of the differences between the compared groups, the customers who are aware of the Greek crisis, and the ones who are not. With the significant level of .236 (which is above the required level of 0.05) it was established that there are no statistically significant differences between the respondents from these two groups when it comes to their willingness to buy Greek products. These results, presented in Appendix 14, reject the proposed hypothesis and lead to conclusion that willingness to purchase Greek products does not depend on consumer awareness of the Greek crisis.

2.4   Discussion of results

The findings from this analysis indicate that Montenegrin consumers do not feel any type of animosity towards the Greeks and their country, since any possibility that animosity would affect willingness to buy and product perception can be excluded. In line with that, it was concluded that animosity does not affect the perception of the Greek country image in Montenegro. Subsequently, it was found that animosity is correlated with consumer ethnocentrism, whose existence was proven in the next part of this analysis. With regards to that, a special emphasis is put on consumer ethnocentrism in the following discussion.

Since it was found that consumers in Montenegro hold ethnocentric tendencies towards foreign products, including both attitude and purchase intention, variability of consumer ethnocentrism towards socio-demographic factors were examined. The analysis showed that the highest ethnocentric tendencies are demonstrated by consumers with the lower income, while the least ethnocentric are those whose income ranges between 500 and 1000 euros.

Another important dimension of this study is the consumers' attitude towards product quality and willingness to buy. The result of the performed analysis shows a very positive quality perception of oil and olive oil products. In line with that, it was concluded that there is a positive reflection of country image for these two categories. The income level does not affect willingness to buy Greek products, although it was found that the highest willingness to buy is performed by the group whose income ranges between 500 and 1000 euros. The awareness of ethnocentric tendencies among consumers in Montenegro lead us to examine the effect of consumer ethnocentrism on the product quality perception and willingness to purchase Greek products. The analysis showed that there was no significant effect of ethnocentric tendencies on consumers' attitude towards the Greek image and willingness to buy Greek products.

The last part of the research focuses on the Greek financial crisis and its effect on consumers' willingness to buy. Even if 84.4% of respondents were aware of the Greek crisis, and most of them think that the crisis has had a negative effect on the Greek image, the analysis showed that no significant effect was demonstrated on consumers'

willingness to buy Greek products, and almost half of the respondents would not avoid to do business with the Greeks because of the crisis. The summary of the main findings are presented in the Table 11.

Table 11: Summary of results

Construct	Item	Average score
Summary of results	Animosity rate.	2.37
	Consumer ethnocentrism.	5.12
	Quality perception of Greek oil.	4.68
	Quality perception of Greek olive oil.	5.28
	Willingness to buy products with the Greek COO.	3.80
Construct	**Item**	**Percentage**
Summary of results	Respondents that have never been to Greece.	62%
	Respondents that were aware of the Greek crisis.	84.4%

Source: own work.

2.4.1   The explanation of the findings

Following the aforementioned findings, this study proposed positive perception of the Greek national image on the Montenegrin market from the marketing perspective, followed by the positive purchase behaviour for the examined product categories, oil and olive oil. Excluding the possibility of animosity towards Greek nation, together with the positive quality perception of Greek originating product, including more or less positive purchase intention towards the Greek branded products and services led us to that conclusion. Anyhow, high level of ethnocentric tendencies should be something that can not be ignored, although the results showed that there is no significant effects of consumer ethnocentrism on consumers' attitude towards Greek products and willingness to buy. From this analysis the demographic segment whose income ranges between 500 and 1000 euros could be the most interesting for further examination, since this group showed the lowest ethnocentric tendencies and the highest willingness to buy Greek product and services. It was concluded that the Greek financial crisis has left an effect on the Greek country image, but not in a way that can negatively influence the quality perception of Greek products and willingness to buy.

2.4.2   The application of findings to the Greek companies in Montenegro

Researching the perception of the Greek national image and the purchase behaviour for oil and olive oil product categories in Montenegro, it was found that is very beneficial for the companies to use advantages of their country image. Since this study was performed from the marketing perspective, and showed positive country image, the advantage for the Greek companies in Montenegro could be to identify company's

image with their country image. The study is especially helpful for the companies which operated in food, tourism or oil sector, considering the fact that respondents showed the most positive impression towards these categories. This chapter should advise marketing managers how to appropriately adapt marketing mix in order to successfully transform benefits from the country image, especially following the segmentation and targeting issue through different socio-demographic characteristics. Managers also should bear in mind that according to study, 62% of the respondents had never been to Greece, since they formulated their perception of the Greek country images through their expectation. Also, the most of respondents positively associate Greece with sea, holidays, food, sun, islands, and history, while on the other side financial crisis causes negative associations. One of the major socio-demographic segments that is separated from the others is consumers whose income ranges from 500 to 1000 euros. Further on, the ethnocentric tendencies of Montenegrin consumers is something that can not be ignored when performing a marketing strategy.

Brand image transfer (hereinafter BIT) should be a result of a number of marketing related activities that can lead to transfer of meaning. The schema congruity theory, that represents a "match-up" between two concepts which are involved in the transferring procedure, have to be achieved in order to successfully transfer the image. The greater the match-up is perceived, the more likely the transfer of images will be (Smith, 2004). The second important thing in BIT, is the transfer through nodes of associations that are formed in consumers' minds. The stronger the link between the two nodes in the minds of individuals, the greater the potential transfer of associations. One of the most important customer-related factors that influence BIT from country to corporate brand are the following: awareness of the corporate brand's country of origin; power of the corporate brand image; strength of the corporate brand–country association in the consumer's mind; brand image fit; strength of the industry–country association in the consumer's mind; the extent to which the company plays up or down its country of origin; the company's international visibility; the company's market visibility and the number of corporate brands from the country that operate in the market (Gotsi, Lopez, & Andriopoulos, 2011). The useful tools to successfully associate country image with corporate image and vice versa is to play up their country of origin in their corporate visual identity and corporate communication, to have a powerful corporate image and operate in industries which have a strong association with the country of origin, and also having high national and international visibility (Gotsi, Lopez & Andriopoulos, 2011). Consumers tend to use "halo effect" of a country to generate brand beliefs, on the other hand, becoming more familiar with a country's products, they summarize product information and form product evaluations formulated their perceptions (Hsieh, Pan & Setiono, 2004, p. 253). Image has also been seen to transfer from one brand to another via co-branding alliances who involve two organizations jointly advertising their brand names. The rationale for such alliances is the transfer of a beneficial image either to the new brand or the core brands (Smith, 2004).

Adapting marketing mix (corporate campaigns, loyalty programs, sponsorship activities, etc.) to the aforementioned could lead to successful usage of country image advantages that can affect consumer behaviour. Marketing managers should be aware of the fact that product-country image strategy will not work if the consumer does not perceive the marketed associations as important or relevant. The "image creating moment" starts when a customer is confronted with a marketing mix designed to evoke a specific image, and reflect a relationship between the consumers' needs and expectations, and the ability of the image to match these (Iversen & Stensaker, 2002). The images consist of emotional and rational elements and it is important that all components in the marketing mix (design, presentation, sellers' skills, etc.) are consistent and support the image. If false expectations are created, consumers will react negatively. Managers should also bear in mind that country images changes over the time (Iversen & Stensaker, 2002). Since the study proved ethnocentric tendencies of Montenegrin consumers have no effect on the purchase initiatives through foreign products, this issue could be handled by involving local people in managing and operational processes. Forming cooperative entry modes, like joint ventures or strategic alliance with local companies which could help to overcome consumer ethnocentrism.

As a developing country, which is a part of the Western Balkans, Montenegro offers many opportunities for the international expansion and this research can help Greek companies to choose optimal marketing strategies as well an entry mode and company model, beneficially using a country image and considering the ethnocentric tendencies of local people.

2.4.3   Contribution, limitation and future research

The study holds significant contribution for the existing literature on the country image. First of all, this research is the only study of its kind performed on the territory of Montenegro. Therefore, it offers a lot of useful information for the existing Greek companies and institutions on the Montenegrin market, as well for the one who are looking to expand their business in Montenegro. The study could lead them to appropriately adapt their marketing strategies regarding the value of their national brand. Further on, see how to communicate with the environment to raise awareness of national image, as well as to adopt it with the issue of consumer ethnocentrism. Another contribution of this research is that this model can be used to examine some other country image using the same model. Also, since Montenegro is a part of the Western Balkans region, the study can be more or less applicable for many countries in this developing region.

Despite of the significance of this study, it is important to mention that there are some limitations regarding the performed research. The limitation concerns the availability of Greek products in Montenegro, especially for the second chosen category of olive oil.

Keeping in mind that there are no many Greek products or companies currently present on the Montenegrin market, especially the commercial ones, it is safe to assume that the customer might form its attitude towards Greek products through some already preconceived notions that stem in the negative perceptions or stereotypes they have about the Greek image. Also, the research showed that a large percentage (62%) of respondents have never been to Greece, which also confirms the previous claim. Another important limitation is that variables for measuring willingness to buy were created from only one question from the "willingness to buy" scale. However, the newly constructed scale includes the range of different product categories. The stress was on the general country of origin aspects, and not on specific product category separately. The scale was mainly focused to examine the perception of the Greek image which is behind different products or services, and through general observation willingness to buy different products and services available on the Montenegrin market labeled under the Greek brand, has been concluded. Therefore, this question needs deeper analysis for each product category separately. The last limitation of this study can be that the demographic characteristics were not utilised enough, they are more or less performed just from the income level attribute.

Following the aforementioned, there is a need for further research, especially in terms of the aspect of willingness to buy. The study showed that there is a positive attitude towards the Greek oil and olive oil, as well as a high willingness to buy food products and to use touristic services. Having in mind this information, further research could analyse deeper separately these product categories from the aspect of willingness to buy through their specific characteristics. Also, that analysis could be performed including socio-demographic characteristic from many different aspects. That could be a particular contribution for this research, especially in terms of segmentation and targeting. In other words, there is a need for further research into this subject.

CONCLUSION

Country image is a concept relevant for the field of marketing, consumption and purchase behaviour. Formulating perception about country image leads consumers to form expectations about products, which can significantly influence their purchase behaviour. Country's image creates favoritism towards products or product categories that originate from a particular country based on that country image. However, its intensity varies among different countries and even among different range of products, due to many different factors which act as antecedents of consumer ethnocentrism, animosity, or the country of origin effect.

The conducted study and the obtained results clearly demonstrate positive perception of Greek national image on Montenegrin market from the marketing perspective, followed by positive purchase behaviour for examined product categories, oil and olive oil.

Excluding the possibility of animosity towards Greek nation on any level, together with positive quality perception of Greece originating products, including more or less positive purchase intention towards the Greek branded products and services lead us to that conclusion. Nevertheless, a high level of ethnocentric tendencies should be something that can be ignored, even if the results showed that there is not a significant effect of consumer ethnocentrism on consumers' attitude trough Greece product and willingness to buy. It was concluded that the Greek financial crisis left an effect on the Greek country image, but not in a way that can negatively influence quality perception of Greek products and willingness to buy. From this analysis the demographic segment whose income ranges between 500 and 1000 euros could be the most interesting for further examination, since it showed the lower ethnocentric tendencies and the highest willingness to buy Greek products and services.

It was found that it is very beneficial for Greek companies to use advantages of their country image on this market. The study is especially helpful for companies which operate in food, tourism or oil sector, since the respondents showed the most positive impression towards these categories. However, the ethnocentric tendencies of Montenegrins consumers is something that can not be ignored when they performing a marketing strategy, and this issue could be solved with cooperative entry modes, like joint ventures or strategic alliance.

All of the conclusions are drawn on the basis of the acceptance or rejection of the proposed hypotheses and that provided the answer for the five basic questions outlined in the introduction of the thesis. A general conclusion remains that Montenegrins do not feel any type of animosity towards the Greek nation. Since any type of animosity has been excluded, then all the consequences of animosity on perception of country image can be excluded as well. Consumer ethnocentrism is at a high level, and leads to negative attitudes and purchase intention towards foreign products, but while examining the relationship between consumer ethnocentrism and purchase behaviour for Greek products, no relationships between these two concepts were found. Therefore, it was concluded that consumer ethnocentrism does not have an effect on the purchase behaviour for the Greek products. Considering the quality perception and willingness to buy Greek products, it is obvious that Montenegrins have positive perception of Greek national image. Although it is also clear that the Greek financial crisis left a negative effect on the country's image, but it does not influence consumer attitude towards Greek products. The last findings proposed that consumer with different socio-demographic backgrounds have different perceptions about the Greek country image. Nevertheless, it can be concluded that Montenegrins have positive perception of the Greek country image including positive purchase behaviour for oil and olive oil product categories, which is still an area that calls for additional extensive studies so it could be fully researched, examined and understood.

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APPENDICES

Appendix 1: Summary of basic findings in Slovenian

Številne raziskave so pokazale, da obstaja neposredna pozitivna povezava med znamko države in njenim učinkom na ravnanje potrošnikov. Prav zato je namen te naloge razložiti koncept znamke Grčije v odnosu s portošniškim ravnanjem kupcev v Črni gori, kot tudi razlike v ravnanju glede na socialno-demografske značilnosti kupcev, njihovo razumevanje kvalitete in naklonjenost k nakupu specifičnih kategorij produktov. Cilj te magistrske naloge je zelo pomemben, saj je Črna gora država v razvoju, to pa je za Grčijo velika priložnost za razširitev trgovine s tujino. Raziskava ponuja tudi vpogled v razumevanje fenomena grške finančne krize, ki je po svetu pomembno vplival na znamko Grčije (Antoniades, 2012) in je bil raziskan iz različnih vidikov.

V tej magistrski nalogi sem raziskala in izmerila stopnjo potrošniškega neodobravanja (predvsem ekonomskega), potrošniškega etnocentrizma, učinek države izvora in učinek grške finančne krize ter posledice teh na znamko Grčije. Ugotovitve naj bi predstavljale vpogled v razumevanje znamke Grčije in njenih učinkov na potrošniško ravnanje v Črni gori, še zlasti pri nakupovanju v kategorijah olja in olivnega olja.

- Kakšna je v Črni gori stopnja neodobravanja Grčije in kakšne so njene posledice?
- Kakšna je v Črni gori stopnja etnocentrizma in ali vpliva na potrošnjo grških produktov?
- Ali imajo črnogorski potrošniki z vidika razumevanja kvalitete in naklonjenosti k nakupu pozitivno percepcijo Grčije?
- Ali je v Črni gori učinek grške krize negativno vplival na asociacije ob grški znamki?
- Ali potrošniki z različnih socialno-demografskih skupin različno razumejo produkte iz podjetij, katerih generalni direktor je Grk?

Moja raziskava temelji na dveh vrstah virov – sekundarnih in primarnih. Sekundarni viri izvirajo iz obstoječe literature na temo znamke države, učinka države izvora, potrošniškega etnocentrizma, potrošniškega neodobravanja in grške finančne krize. Primarne podatke sem zbrala z raziskovalnim vprašalnikom na teh področjih. Sekundarni viri so povzeti z namenom pripraviti temelje za zbiranje primarnih podatkov in izvedbo strukturne analize.

Magistrska naloga je strukturirana v dva dela. Prvi del obravnava pregled literature in je osredotočen na koncept države izvora in definicij, pa tudi vpliva na potrošniško vedenje, ki mu sledi potrošniški etnocentrizem in merjenje na lestvici CETSCALE, vključno z vplivom na marketinške strategije. Na koncu prvega dela se osredotočim na koncept potrošniškega neodobravanja, različne tipe le tega in pa njihovo uporabo v različnih državah. V drugem delu se osredotočim predvsem na razumevanje grške nacionalne znamke na črnogorskem trgu. Ta del vsebuje konceptualni model in hipotezo, ki skozi analizo sekundarnih virov pojasni grško-črnogorske odnose in grško

krizo. Nadalje se osredotočim na metodologijo in raziskovalni proces, čemur sledi analiza podatkov s testiranjem hipotez. Nazadnje v tem drugem delu sledi razprava o ugotovitvah z managersko dimenzijo in pa vpogledom v možnosti za nadaljnje raziskovanje.

Koncept znamke države je relevanten na področjih marketinga, potrošništva in potrošniškega ravnanja. Ko se izoblikuje znamka določene države, ta potrošnike vodi v izoblikovanje pričakovanj glede produktov, kar pa lahko odločno vpliva na potrošniško ravnanje. Znamka države povzroči, da so nekateri produkti oziroma kategorije produktov, ki izvirajo iz države z določeno znamko, bolj zaželeni. Stopnja zaželenosti pa se med različnimi državami razlikuje, razlikuje pa se tudi med različnimi nabori produktov, to pa zato, ker nanjo vpliva mnogo različnih faktorjev, kot so to že izoblikovan potrošniški etnocentrizem, neodobravanje ali učinek države izvora.

Moja raziskava in rezultati jasno kažejo na to, da črnogorski trg grško nacionalno znamko razume pozitivno z vidika marketinga, sledi pa ji pozitivno potrošniško ravnanje znotraj raziskanih kategorij – olja in olivnega olja. To sem ugotovila po tem, ko sem izključila možnost neodobravanja grškega naroda na katerikoli stopnji in spoznala, da je razumevanje kvalitete produktov, ki izvirajo iz Grčije pozitivno, prav tako je bolj ali manj pozitivna tudi naklonjenost k bodočim nakupom storitev in produktov, ki nosijo grško znamko. Kljub temu ne smemo zanemariti pomena visoke stopnje potrošniškega etnocentrizma, četudi so rezultati pokazali, da le ta nima značilnega vpliva na naklonjenost k nakupu specifično grških produktov. Zaključila sem, da je grška finančna kriza zaznamovala grško znamko, ampak ne na način, ki bi negativno vplival na razumevanje kvalitete grških produktov oziroma naklonjenosti k nakupu le teh. V povezavi s tem je demografski segment črnogorcev s prihodki med 500 in 1000 EUR, še najbolj zanimiv za nadaljnje raziskovanje, saj sem ugotovila, da ima ta skupina nižne etnocentrične težnje, hkrati pa so bolj naklonjenosti k nakupu grških produktov in storitev.

Ugotovila sem, da je za grška podjetja uporaba nacionalne znamke in njenih prednosti zelo smiselna. Moja raziskava je še posebej relevantna za podjetja iz prehranske industrije, turizma in oljnega sektorja, saj so bili intervjuvanci grški nacionalni znamki najbolj naklonjeni prav v teh kategorijah. Vseeno pa med pripravo marketinške strategije velja upoštevati etnocentrične teženje črnogorskih potrošnikov, ki so lahko učinkovito naslovljene v obliki vstopa na trg z lokalnimi partnerji.

Vsi zaključki so rezultat sprejemanja ali zavračanja hipotez, s katerimi sem oblikovala odgovore na pet osnovnih vprašanj iz uvoda. Splošna ugotovitev je, da Črnogorci ne čutijo nobenega neodobravanja grškega naroda. Izključila sem namreč vse vrste neodobravanja, kar pa pomeni, da niti ni vplivov neodobravanja na grško znamko. Kljub temu, da je potrošniški etnocentrizem v Črni gori na visoki ravni in so potrošniki torej manj nagnjeni k nakupu tujih produktov, nisem našla povezave med stopnjo

etnocentrizma in (ne)naklonjenostjo k nakupu specifično grških produktov. Zaključim lahko, da potrošniški etnocentrizem ne vpliva na potrošniško vedenje glede grških produktov. Ugotovila sem, da Črnogorci grške produkte razumejo kot kvalitetne in so naklonjeni k nakupu. Kljub temu, da je jasno, kako je grška finančna kriza negativno vplivala na grško znamko, pa ta hkrati ni negativno vplivala na potrošniški odnos do grških produktov. Za konec sem ugotovila še, da potrošniki z različnih socialno-demografskih okolij grško znamko razumejo različno.

Črnogorci torej razumejo grško znamko pozitivno, izkazujejo pa tudi naklonjenost k nakupu grškega olja in olivnega olja, vseeno pa področje za globoko razumevanje potrebuje dodatno raziskovanje.

Appendix 2: The 17-items Scale for measuring ethnocentric tendencies

Table 1: 17-item CETSCALE

Item	Reliability
1. Montenegrins people should always buy Montenegrin made products instead of imports.	.65
2. Only those products that are unavailable in the Montenegro should be imported.	.63
3. Buy Montenegrin-made products. Keep Montenegrins working.	.51
4. Montenegrin products, first, last, and foremost.	.65
5. Purchasing foreign-made products is un-Montenegrin.	.64
6. It is not right to purchase foreign products, because it puts Montenegrins out of jobs.	.72
7. A real Montenegrins should always buy Montenegrin made products.	.70
8. We should purchase products manufactured in Montenegro instead of letting other countries get rich off us.	.67
9. It is always best to purchase Montenegrin products.	.59
10. There should be very little trading or purchasing of goods from other countries unless out of necessity.	.53
11. Montenegrins should not buy foreign products, because this hurts Montenegrin business and causes unemployment.	.67
12. Curbs should be put on all imports.	.52
13. It may cost me in the long-run but I prefer to support Montenegrin products.	.55
14. Foreigners should not be allowed to put their products on our markets.	.52
15. Foreign products should be taxed heavily to reduce their entry into the Montenegro.	.58
16. We should buy from foreign countries only those products that we cannot obtain within our own country.	.60
17. Montenegrin consumers who purchase products made in other countries are responsible for putting their fellow Americans out of work.	.65

Source: Sharma & Shimp (1987).

Appendix 3: The animosity model of foreign product purchase

Figure 1: The animosity model of foreign product purchase
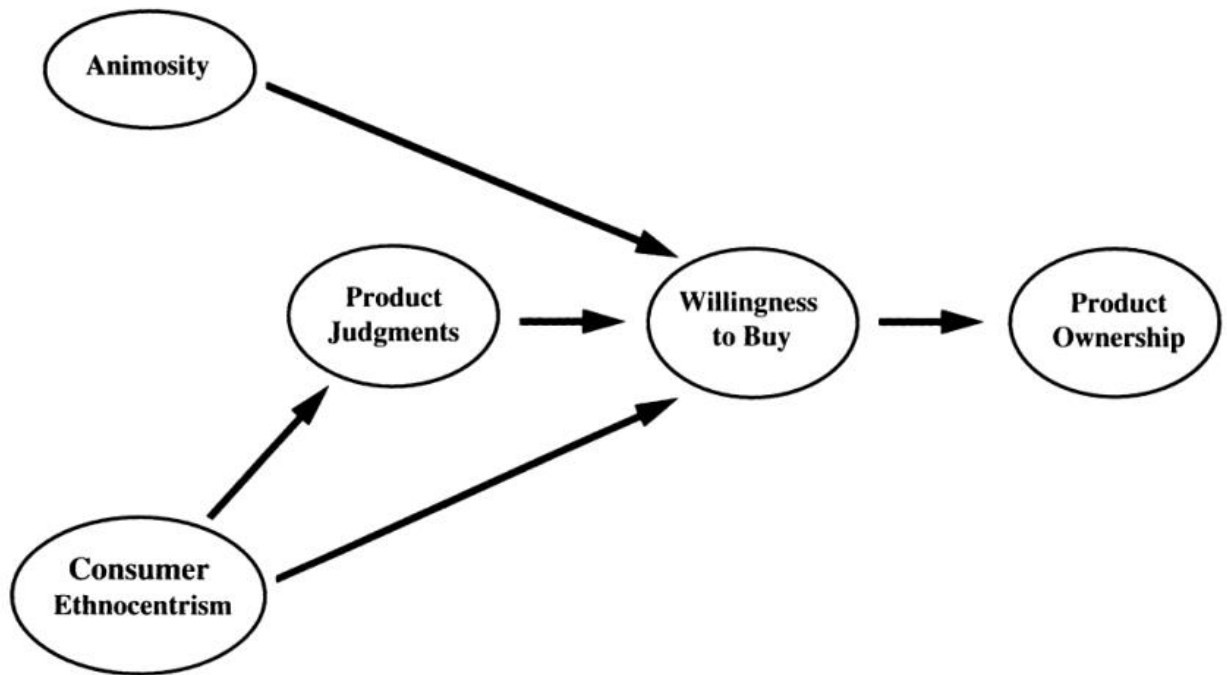
Source: Klein, Ettenson, & Morris (1998).

Appendix 4: Structural Equation Model Results

Figure 2: Structural Equation Model Results
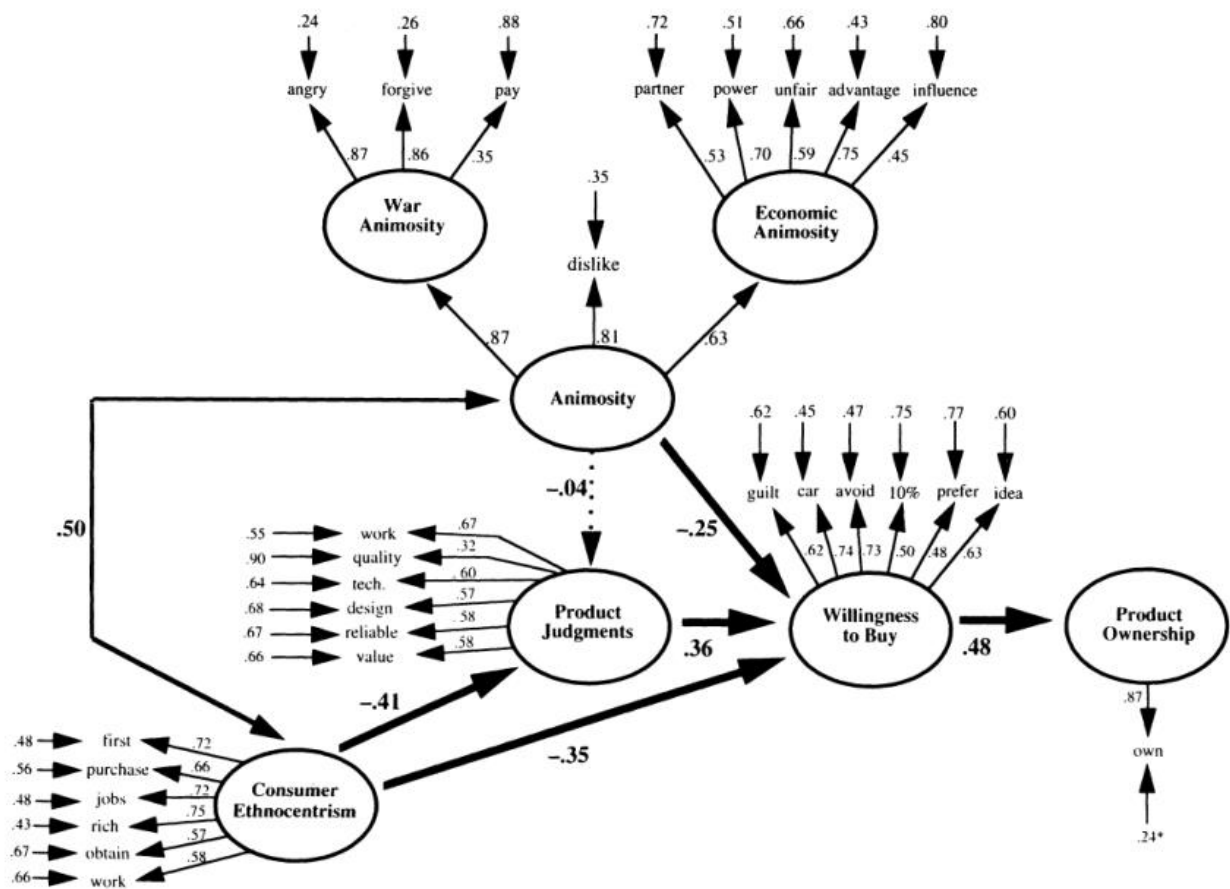
Source: Klein, Ettenson, & Morris (1998).

Appendix 5: CET, its antecedents and consequences

Figure 3. CET, its antecedents and consequences

Socio-pscyhological Antecedents

Cultural Openness (−)
World Mindedness (−)
Patriotism (+)
Conservatism (+)
Collectivism (+)
Animosity (+)
Materialism (+)
List of values
- External(+)
- Internal (−)
Salience (+)
Dogmatism (+)

Economic Antecedents

Capitalism (−)
Stage of econ. Develop.
Improving national econ. (−)
Improving personal fin. (−)

Political Antecedents

Propaganda (+)
Historyof oppression (+)
Outgroup size, proximity (+)
Leader manipulation (+)

Demographic Antecedents

Age (+)
Gender
Income (−)
Education (−)
Race
Social class (−)

CET

Consumer Ethno Centrism

Mediators

Perceived equity (−)
Empathy (+)
Perceived cost (−)
Responsibility (+)
COO (−)
Product evaluation (−)

Outcomes

Attitude toward foreign product (−)

Purchase Intention (−)

Support for foreign product (−)

Moderators

Perceived product necessity (−)
Perceived economic threat (+)
Cultural similarity (−)

Source: Shankarmahesh (2004).

Appendix 6: Level of activation of the link between consumer ethnocentrism and

COO effect per product origin during product evaluation

Figure 4: Level of activation of the link between consumer ethnocentrism and COO effect per product origin during product evaluation
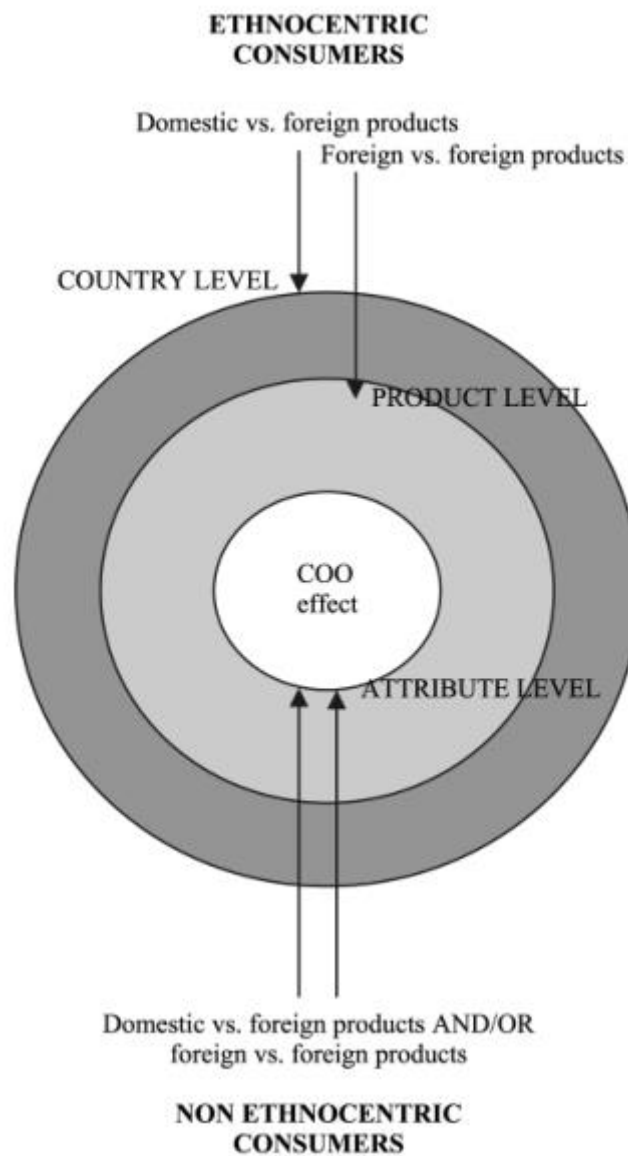
Source: Chryssochoidis, Krystallis, & Perreas (2008).

Appendix 7: Questionnaire (Montenegrin version)

Viđenje grčkog brenda u Crnoj Gori

Survey short title: Viđenje grčkog brenda u Crnoj Gori

Question number: 44

Survey is closed.

Active from: 05.04.2018   Active until: 05.07.2018

Author: b.becic9   Edited: b.becic9

Date: 05.04.2018   Date: 07.05.2018

www.1ka.si   *Viđenje grčkog brenda u Crnoj Gori*

Molimo Vas da ispunite sledeću anketu. Biće Vam potrebno manje od 5 minuta. Hvala.

Q1 - Molim Vas da napišete prvu riječ koja Vam padne na pamet kada pomislite na Grčku:

Q2 - Kada mislite na Grčku, sa kojom od sledećih rečenica biste se složili:

○ Ja mislim o Grčkoj kao cijeloj državi.

○ Ja mislim da je Grčka samo Atina.

○ Ja mislim da je Grčka samo Solun.

○ Ja mislim da Grčku čine samo njena ostrva. (Santorini, Mikonos, Rodos...)

Q3 - Da li ste ikada bili u Grčkoj?

○ Da

○ Ne

Q4 - Koja od sledećih karakteristika opisuje Vas:

○ Studirao sam u Grčkoj.

○ Radio sam u Grčkoj.

○ Ja sam/bio zaposlen u grčkoj kompaniji.

○ Radim/Radio sam sa Grcima.

○ Imam porodicu u Grčkoj.

○ Često posjećujem Grčku kao turista.

○ Ništa od navedenog.

○ Ostalo:

9

Q5 - Koliko je vjerovatno da ćete kupiti naftne proizvode grčke kompanije?

Na sledeća pitanja odgovorite na skali od 1 do 7, gdje 1 označava da se ne slažete u potunosti, a 7 da se izuzetno slažete.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q6 - Koliko je vjerovatno da ćete koristiti turističke usluge grčke kompanije?

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q7 - Koliko je vjerovatno da ćete kupiti hranu (feta sir, pasta, masline, vino) grčke kompanije?

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q8 - Koliko je vjerovatno da ćete koristiti bankarske usluge grčke kompanije?

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q9 - Koliko je vjerovatno da ćete koristiti usluge avio servisa grčke kompanije?

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q10 - Vjerujem da grčko maslinovo ulje ima dobar ukus.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q11 - Vjerujem da grčko maslinovo ulje ima dobar izgled.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q12 - Vjerujem da grčko maslinovo ulje ima dobru vrijednost.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q13 - Vjerujem da grčki proizvođač maslinovog ulja dostiže visoke standarde.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q14 - Vjerujem da je grčki proizvođač maslinovog ulja dobro edukovan.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q15 - Vjerujem da je grčka nafta dobrog kvaliteta.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q16 - Vjerujem da grčka nafta ima dobru vrijednost.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q17 - Vjerujem da grčki proizvođač nafte dostiže visoke standarde.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q18 - Vjerujem da je grčki proizvođač nafte dobro edukovan.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q19 - Vjerujem da su Grci kulturološki slični ljudima u Crnoj Gori.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q20 - Vjerujem da su Grci ekonomskim parametrima slični ljudima u Crnoj Gori.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q21 - Vjerujem da su Grci političkim vrijednostima slični ljudima u Crnoj Gori.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q22 - Da li ste upoznati sa grčkom ekonomskom krizom?

○ Da

○ Ne

Q23 - Vjerujem da grčka ekonomska kriza ima negativan uticaj na grčki imidž/brend.

Na sledeća pitanja odgovorite na skali od 1 do 7, gdje 1 označava da se ne slažete u potunosti, a 7 da se izuzetno slažete.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q24 - Izbjegavao/la bih poslovanje sa grčkim firmama zbog krize.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q25 - Sa kojom od sledećih tvrdnji se slažete?

○ Ja krivim Grke za njihovu ekonomsku krizu.

○ Ja krivim EU za grčku ekonomsku krizu.

Q26 - Ja nisam naklonjen Grcima.
Na sledeća pitanja odgovorite na skali od 1 do 7, gdje 1 označava da se ne slažete u potunosti, a 7 da se izuzetno slažete.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q27 - Ja osjećam ljutnju prema Grcima.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q28 - Smatram da Grčka nije pouzdan trgovinski partner.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q29 - Smatram da Grci nepravedno posluju sa Crnom Gorom.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q30 - Smatram da Grci iskorišćavaju prednosti Crne Gore.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q31 - Ja nisam naklonjen grčkim proizvodima.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q32 - Ja nikada neću kupiti grčki proizvod.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q33 - Označite Vaš pol:

○ Muški

○ Ženski

Q34 - Označite Vaše godine:

○ 15-29

○ 30-44

○ 45-59

○ 60 i više

Q35 - Označite nivo Vašeg obrazovanja:

○ Osnovna škola

○ Srednja škola

○ Viša škola

○ Fakultet

○ Magistar

○ Doktor nauka

Q36 - Označite Vaš status:

○ Zaposlen

○ Nezaposlen

○ Student

○ Penzioner

Q37 - Označite Vaša primanja:

○ 0-150 EUR

○ 150-500 EUR

○ 500-1000 EUR

○ 1000-2500 EUR

○ 2500 i više EUR

Q38 - Označite Vašu regiju:

○ Južna

○ Centralna

○ Sjeverna

Q39 - Smatram da samo proizvodi koji nisu dostupni u Crnoj Gori, trebaju biti uvezeni.
Na sledeća pitanja odgovorite na skali od 1 do 7, gdje 1 označava da se ne slažete u potunosti, a 7 da se izuzetno slažete.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q40 - Iako može biti dugoročno neisplativo, preferiram da podržavam crnogorske proizvode.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q41 - Smatram da nije isprvno kupovati strane proizvode, jer ljude u Crnoj Gori na taj način ostavljam bez posla.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q42 - Smatram da bismo trebali kupovati proizvode proizvedene u Crnoj Gori, a ne dozvoliti drugim zemljama da se bogate od nas.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q43 - Smatram da ljudi iz Crne Gore ne bi trebali kupovati strane proizvode, jer to pogađa crnogorske kompanije i uzrokuje nezaposlenost.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Q44 - Smatram da strani proizvodi trebaju biti oporezivani u većoj mjeri, kako bi smanjili njihov uvoz u Crnu Goru.

	1	2	3	4	5	6	7
Click and write option 1:	○	○	○	○	○	○	○

Appendix 8: Questionnaire translated on English

1. Please write the first word that come to your mind when you think about Greece:
   Positive:
   Neutral:
   Negative:

2. When you think of Greece with which of the following sentence you agree:
   I think of Greece as a whole country.
   I think Greece is just Athens.
   I think Greece is just Solon.
   I think Greece is just Islands (Santorini, Mykonos,..).

3. Have you ever been to Greece?
   Yes
   No

4. Which of the followings characteristics are relevant for you:
   I studied in Greece
   I worked in Greece
   I am/was employed in Greek companies
   I do/did business with Greeks
   I have family in Greece
   I often visit Greece as a tourist
   other (please specify:)
   None

   <u>On the next question answer on scale from 1 to 7, where 1=not at all likely, 7=very likely</u>

5. How likely is that you will buy oil products from Greek companies?
6. How likely is that you will use tourism services from Greek companies?
7. How likely is that you will buy food (feta, pasta, olive oil, and vine) products from Greek companies?
8. How likely is that you will use bank services from Greek companies?
9. How likely is that you will use airlines services from Greek companies?

   <u>Do you agree with following statements? On the next question answer on scale from 1 to 7:</u>

10. I believe Greek olive oil have good taste.
11. I believe Greek olive oil looks good.
12. I believe Greek olive oil have good value.
13. I believe Greek producer of olive oil achieve high standards.
14. I believe Greek producer of olive oil are well-educated.
15. I believe Greek oil have good quality.

16. I believe Greek oil have good value.
17. I believe Greek producer of oil achieve high standards.
18. I believe Greek producer of oil are well-educated.
19. I believe Greeks are culturally similar to Montenegro.
20. I believe Greeks are economically similar to Montenegro.
21. I believe Greeks are politically similar to Montenegro.

22. Are you aware of the Greek crisis?
    Yes
    No

Do you agree with following statements? On the next question answer on scale from 1 to 7:

23. I believe that Greek crisis have negative effect on Greece image.
24. I would avoid doing business with Greek people because of crisis.

25. With which of the following sentence you agree:
    I blame Greeks for their crisis.
    I blame EU for Greek crisis.

Do you agree with following statements? On the next question answer on scale from 1 to 7:

26. I dislike Greeks.
27. I feel angry toward the Greeks.
28. Greece is not reliable trading partner.
29. The Greeks are doing business unfairly with Montenegro.
30. Greeks is taking advantage of Montenegro.
31. I dislike Greeks products.
32. I will never buy Greeks product.

33. Select your gender:
    M
    F
34. Select your age:
    15-29
    30-44
    45-59
    60 and over
35. Select your education:
    Primary school
    Secondary school
    High school
    Faculty

Master
PhD
36. Select your status:
Employed
None employed
Student
Pensioner
37. Select you income:
0-150
150-500
500-1000
1000-2500
2500+
38. Select your region:
South
Central
North

Do you agree with following statements? On the next question answer on scale from 1 to 7:

39. Only those products that are unavailable in the Montenegro should be imported.
40. It may cost me in a long-run but I prefer to support Montenegrin products.
41. It's not right to purchase foreign products, because it's put Montenegrins out of jobs.
42. We should purchase products manufactured in Montenegro instead of letting other countries get rich off us.
43. People from Montenegro should not buy foreign products, because this hurts Montenegrin business and causes unemployment.
44. Foreign products should be taxed heavily to reduce their entry into the Montenegro.

Appendix 9: Demographic characteristic of the respondents

Q33 Select your gender:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	112	48.5	50.2	50.2
	female	111	48.1	49.8	100.0
	Total	223	96.5	100.0	
Missing	-3	8	3.5		
Total		231	100.0		

Q34 Select your age:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-29	137	59.3	62.0	62.0
	30-44	65	28.1	29.4	91.4
	45-59	13	5.6	5.9	97.3
	60 and over	6	2.6	2.7	100.0
	Total	221	95.7	100.0	
Missing	-3	8	3.5		
	-1	2	.9		
	Total	10	4.3		
Total		231	100.0		

Q35 Select your education:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	2	.9	.9	.9
	secondary school	45	19.5	20.2	21.1
	junior college	11	4.8	4.9	26.0
	faculty degree	143	61.9	64.1	90.1
	master degree	19	8.2	8.5	98.7
	PhD	3	1.3	1.3	100.0
	Total	223	96.5	100.0	
Missing	-3	8	3.5		
Total		231	100.0		

Q36 Select your status:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	employed	131	56.7	58.7	58.7
	unemployed	29	12.6	13.0	71.7
	student	56	24.2	25.1	96.9
	retierd	7	3.0	3.1	100.0
	Total	223	96.5	100.0	
Missing	-3	8	3.5		
Total		231	100.0		

Q37 Select you income:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-150	61	26.4	28.0	28.0
	150-500	70	30.3	32.1	60.1
	500-1000	56	24.2	25.7	85.8
	1000-2500	24	10.4	11.0	96.8
	2500 and over	7	3.0	3.2	100.0
	Total	218	94.4	100.0	
Missing	-3	8	3.5		
	-1	5	2.2		
	Total	13	5.6		
Total		231	100.0		

Q38 Select your region:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1	2	.9	.9	.9
	south	42	18.2	18.8	19.7
	central	137	59.3	61.4	81.2
	north	42	18.2	18.8	100.0
	Total	223	96.5	100.0	
Missing	-3	8	3.5		
Total		231	100.0		

Appendix 10: Factor analysis for variables Willingness to buy

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.713
Bartlett's Test of Sphericity	Approx. Chi-Square	193.029
	df	10
	Sig.	.000

Factor Matrix^a

	Factor
	1
Q9a How likely is that you will use arilines services from Greek companies?	.696
Q6a How likely is that you will use tourism service from Greek companies?	.669
Q8a How likely is that you will use bank services from Greek companies?	.606
Q7a How likely is that you will buy food (feta, pasta, olive oil, and vine) products from Greek companies?	.454
Q5a How likely is that you will buy oil products from Greek companies?	.391

Extraction Method: Principal Axis Factoring.

a. 1 factors extracted. 7 iterations required.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.680	.696	5

Appendix 11: Factor analysis for variables Product Judgment for olive oil and oil

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.871
Bartlett's Test of Sphericity	Approx. Chi-Square	1386.405
	df	10
	Sig.	.000

Factor Matrix[a]

	Factor
	1
Q12a I belive Greek olive oil have good value.	.954
Q13a I belive Greek producer of olive oil achieve high standards.	.949
Q10a I belive Greek olive oil have good taste.	.917
Q11a I belive Greek olive oil looks good.	.905
Q14a I belive Greek producer of olive oil are well-educated.	.859

Extraction Method: Principal Axis Factoring.

a. 1 factors extracted. 4 iterations required.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.963	.963	5

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.865
Bartlett's Test of Sphericity	Approx. Chi-Square	1173.642
	df	6
	Sig.	.000

Factor Matrix[a]

	Factor
	1
Q16a I belive Greek oil have good value.	.958
Q15a I belive Greek oil have good quality.	.950
Q17a I belive Greek producer of oil achieve high standards.	.944
Q18a I belive Greek producer of oil are well-educated.	.915

Extraction Method: Principal Axis Factoring.

a. 1 factors extracted. 4 iterations required.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.969	.969	4

Appendix 12: Factor analysis for Animosity

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.767
Bartlett's Test of Sphericity	Approx. Chi-Square	407.067
	df	21
	Sig.	.000

Rotated Factor Matrix[a]

	Factor	
	1	2
Q29a The Greeks are doing business unfairly with Montenegro.	.844	
Q30a Greeks are taking advantage of Montenegro.	.781	
Q28a Greece is not reliable trading partner.	.547	.328
Q32a I will never buy Greeks product.		.737
Q31a I dislike Greek products.		.601
Q26a I dislike Greeks.		.381
Q27a I feel angry towards the Greeks.	.317	.367

Extraction Method: Principal Axis Factoring.

Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 3 iterations.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.769	.774	7

Appendix 13: Factor analysis for Consumer Ethnocentrism

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.886
Bartlett's Test of Sphericity	Approx. Chi-Square	827.559
	df	15
	Sig.	.000

Factor Matrix[a]

	Factor
	1
Q41a It's not right to purchase foreign products, becouse it's put Montenegrins aout of jobs.	.894
Q42a We should purchase products manifactured in Montenegro instead of letting other countries get rich off us.	.882
Q43a People from Montenegro should not buy foreign products, becouse this hurts Montenegrin business and causes unemployment.	.835
Q44a Foreign products should be taxed heavily to reduce their entry into the Montenegro.	.749
Q40a It may cost me in a long-run but I prefer to support Montenegrin products.	.745
Q39a Only those products that are unvailable in the Montenegro should be imported.	.589

Extraction Method: Principal Axis Factoring.

a. 1 factors extracted. 5 iterations required.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.902	.904	6

Appendix 14: Hypothesis output

Hypothesis Ia: Montenegrins have a negative attitude towards foreign products.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Averages from Q39, Q40, Q44 for measure negative attitude towards foeign products.	231	4.7893	2.22678	.14651

One-Sample Test

	Test Value = 3.5					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Averages from Q39, Q40, Q44 for measure negative attitude towards foeign products.	8.800	230	.000	1.28932	1.0006	1.5780

Hypothesis IIa: Montenegrins have negative purchase intention for foreign products.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Averages from Q41, Q42, Q43 for measure negative purchase intetnion towards foreign products	231	4.7446	2.38346	.15682

One-Sample Test

	Test Value = 3.5					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper

Averages from Q41, Q42, Q43 for measure negative purchase intetnion towards foreign products	7.936	230	.000	1.24459	.9356	1.5536

Hypothesis IIIa: People with lower income are more ethnocentric.

ANOVA

Averages from Q39a to 44a, for measure variable ethnocentrism

|	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	38.880	4	9.720	3.490	.009
Within Groups	593.265	213	2.785		
Total	632.145	217			

Multiple Comparisons

Dependent Variable: Averages from Q39a to 44a, for measure variable ethnocentrism

Scheffe

(I) Q37 Select you income:	(J) Q37 Select you income:	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
0-150	150-500	.19641	.29232	.978	-.7120	1.1048
	500-1000	1.08153*	.30886	.018	.1218	2.0413
	1000-2500	.41189	.40214	.902	-.8377	1.6615
	2500 and over	.57260	.66600	.946	-1.4970	2.6422
150-500	0-150	-.19641	.29232	.978	-1.1048	.7120
	500-1000	.88512	.29921	.071	-.0447	1.8149
	1000-2500	.21548	.39477	.990	-1.0112	1.4422
	2500 and over	.37619	.66158	.988	-1.6796	2.4320
500-1000	0-150	-1.08153*	.30886	.018	-2.0413	-.1218
	150-500	-.88512	.29921	.071	-1.8149	.0447
	1000-2500	-.66964	.40717	.609	-1.9349	.5956
	2500 and over	-.50893	.66906	.965	-2.5880	1.5701
1000-2500	0-150	-.41189	.40214	.902	-1.6615	.8377
	150-500	-.21548	.39477	.990	-1.4422	1.0112
	500-1000	.66964	.40717	.609	-.5956	1.9349
	2500 and over	.16071	.71690	1.000	-2.0670	2.3884
2500 and over	0-150	-.57260	.66600	.946	-2.6422	1.4970
	150-500	-.37619	.66158	.988	-2.4320	1.6796
	500-1000	.50893	.66906	.965	-1.5701	2.5880
	1000-2500	-.16071	.71690	1.000	-2.3884	2.0670

*. The mean difference is significant at the 0.05 level.
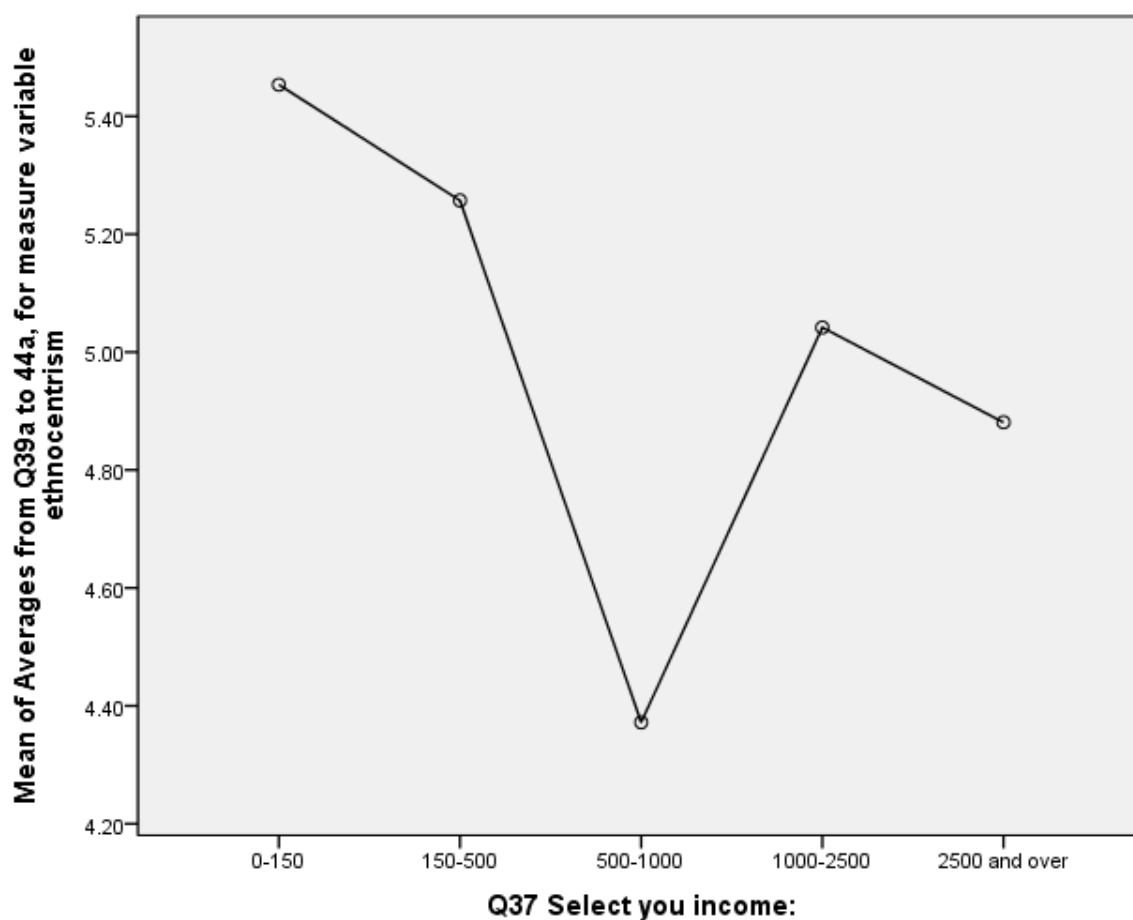
Hypothesis Ib: Montenegrins feel economic animosity trough Greeks.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Averages from Q28, Q29, Q30 for measure economic animosity	231	2.4877	1.58059	.10400

One-Sample Test

	Test Value = 3.5					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Averages from Q28, Q29, Q30 for measure economic animosity	-9.734	230	.000	-1.01227	-1.2172	-.8074

Hypothesis IIb: People which ties to Greece have lower animosity rate.

ANOVA

Averages from Q26a to 32a for measure variable animosity

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.780	6	1.630	1.230	.292
Within Groups	291.547	220	1.325		
Total	301.328	226			

Hypothesis IIIb: Animosity is positively related with ethnocentrism.

Correlations

		Averages from Q26a to 32a for measure variable animosity	Averages from Q39a to 44a, for measure variable ethnocentrism
Averages from Q26a to 32a for measure variable animosity	Pearson Correlation	1	.161*
	Sig. (2-tailed)		.014
	N	231	231
Averages from Q39a to 44a, for measure variable ethnocentrism	Pearson Correlation	.161*	1
	Sig. (2-tailed)	.014	
	N	231	231

*. Correlation is significant at the 0.05 level (2-tailed).

Hypothesis Ic: Montenegrins have positive attitudes towards Greek oil.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Averages from Q15a-Q18a for measuring variable product judgement for oil	231	4.4794	1.89173	.12447

One-Sample Test

			Test Value = 3.5			
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Averages from Q15a-Q18a for measuring variable product judgement for oil	7.869	230	.000	.97944	.7342	1.2247

Hypothesis IIc: Montenegrins have positive attitudes towards Greek olive oil.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Average from Q10a-Q14a for measuring varible product judgement for olive oil	231	5.0944	1.81298	.11929

One-Sample Test

			Test Value = 3.5			
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Average from Q10a-Q14a for measuring varible product judgement for olive oil	13.366	230	.000	1.59437	1.3593	1.8294

Hypothesis IIIc: People with higher income have higher willingness to buy Greek product.

ANOVA

Averages from Q5a-Q9a for measuring variablles willignes to buy.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.810	4	3.703	1.938	.105
Within Groups	406.975	213	1.911		
Total	421.786	217			
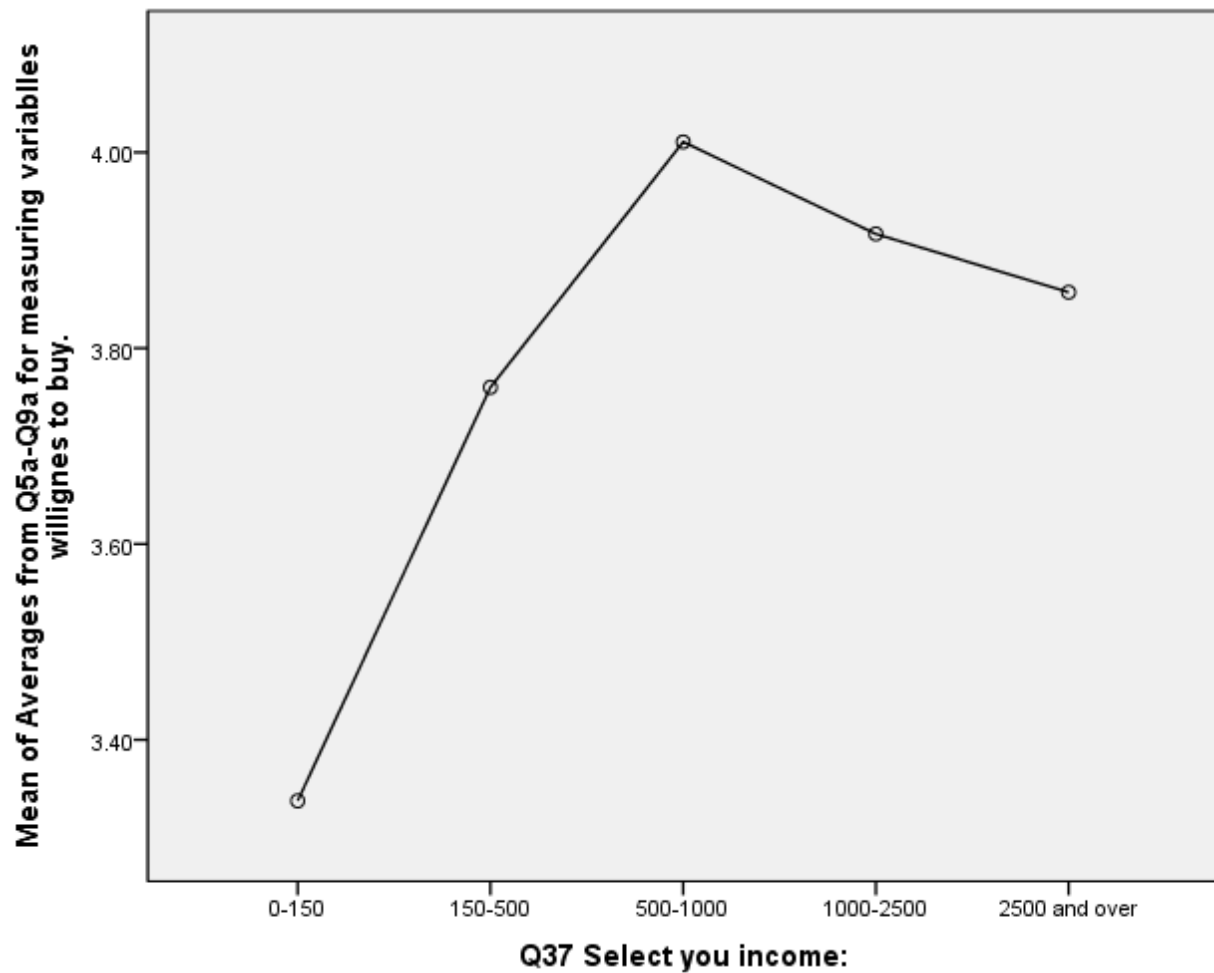
Hypothesis IVc: Consumer ethnocentrism will be negatively correlated with willingness to purchase Greek product.

Correlations

		Averages from Q39a to 44a, for measure variable ethnocentrism	Averages from Q5a-Q9a for measuring variablles willignes to buy.
Averages from Q39a to 44a, for measure variable ethnocentrism	Pearson Correlation	1	-.007
	Sig. (2-tailed)		.916
	N	231	231
Averages from Q5a-Q9a for measuring variablles willignes to buy.	Pearson Correlation	-.007	1
	Sig. (2-tailed)	.916	
	N	231	231

Hypothesis Vc: Consumer ethnocentrism will be negatively correlated with product quality perception of Greek products.

Correlations

		Averages from Q39a to 44a, for measure variable ethnocentrism	Averages from Q10a to Q18a for measurement vaiable image
Averages from Q39a to 44a, for measure variable ethnocentrism	Pearson Correlation	1	.155[*]
	Sig. (2-tailed)		.018
	N	231	231
Averages from Q10a to Q18a for measurement vaiable image	Pearson Correlation	.155[*]	1
	Sig. (2-tailed)	.018	
	N	231	231

[*]. Correlation is significant at the 0.05 level (2-tailed).

Hypothesis Id: Consumer willingness to purchase Greek products varies depending on their awareness about Greek crisis.

Group Statistics

	Q22 Are you familiar with Greek crisis?	N	Mean	Std. Deviation	Std. Error Mean
Averages from Q5a-Q9a for measuring variablles willignes to buy.	yes	188	3.8830	1.27448	.09295
	no	36	3.3722	1.01661	.16943

		Levene's Test for Equality of Variances	
		F	Sig.
Averages from Q5a-Q9a for measuring variablles willignes to buy.	Equal variances assumed	1.412	.236