

UNIVERSITY OF LJUBLJANA  
FACULTY OF ECONOMICS

MASTER'S THESIS

**CONSUMER ETHNOCENTRISM, AFFINITY, ANIMOSITY AND  
DISIDENTIFICATION, AND THEIR EFFECTS ON THE PURCHASE  
BEHAVIOR OF BRAZILIAN CONSUMERS**

Ljubljana, December 2017

SEVERIN STEPAN



## **AUTHORSHIP STATEMENT**

The undersigned **Severin Stepan**, a student at the University of Ljubljana, Faculty of Economics, (hereafter: FELU), author of this written final work of studies with the title **Consumer Ethnocentrism, Affinity, Animosity and Disidentification, and Their Effects on Purchase Behaviour of Brazilian Consumers**, prepared under the supervision of **Dr. Tanja Dmitrović, Full Professor**.

### **DECLARE**

1. This written final work of studies to be based on the results of my own research;
2. The printed form of this written final work of studies to be identical to its electronic form;
3. The text of this written final work of studies to be language-edited and technically in adherence with the FELU's Technical Guidelines for Written Works, which means that I cited and / or quoted works and opinions of other authors in this written final work of studies in accordance with the FELU's Technical Guidelines for Written Works;
4. To be aware of the fact that plagiarism (in written or graphical form) is a criminal offence and can be prosecuted in accordance with the Criminal Code of the Republic of Slovenia;
5. To be aware of the consequences a proven plagiarism charge based on this written final work could have for my status at the FELU in accordance with the relevant FELU Rules;
6. To have obtained all the necessary permits to use the data and works of other authors which are (in written or graphical form) referred to in this written final work of studies and to have clearly marked them;
7. To have acted in accordance with ethical principles during the preparation of this written final work of studies and to have, where necessary, obtained permission of the Ethics Committee;
8. My consent to use the electronic form of this written final work of studies for the detection of content similarity with other written works, using similarity detection software that is connected with the FELU Study Information System;
9. To transfer to the University of Ljubljana free of charge, non-exclusively, geographically and time-wise unlimited the right of saving this written final work of studies in the electronic form, the right of its reproduction, as well as the right of making this written final work of studies available to the public on the World Wide Web via the Repository of the University of Ljubljana;
10. My consent to publication of my personal data that are included in this written final work of studies and in this declaration, when this written final work of studies is published.

Ljubljana, December 21, 2017

Author's signature:



# TABLE OF CONTENTS

<b>INTRODUCTION .....</b>	<b>1</b>
<b>1 LITERATURE REVIEW .....</b>	<b>2</b>
1.1 Product nationality and purchase behaviour .....	3
1.2 Integrative framework.....	4
1.3 Country of origin – cognitive perspective .....	5
1.4 Consumer Ideologies .....	6
1.5 Consumer Ethnocentrism.....	7
1.6 Consumer Animosity .....	9
1.7 Consumer Affinity .....	11
1.8 Consumer Disidentification .....	12
<b>2 ANALYSIS OF PRODUCT MARKETS - CHOCOLATE AND MOBILE PHONES IN BRAZIL .....</b>	<b>13</b>
2.1 The Chocolate market in Brazil .....	13
2.2 Global chocolate producers and brands .....	15
2.3 The mobile phone market in Brazil .....	16
<b>3 THE EMPIRICAL STUDY - PURCHASES OF DOMESTIC, CHINESE AND AMERICAN BRANDS OF MOBILE PHONES AND CHOCOLATE .....</b>	<b>19</b>
3.1 Qualitative research .....	20
3.1.1 Interview result.....	21
3.1.2 Summary of interview findings.....	25
3.2 Quantitative research of pertinent constructs on Brazilian consumers.....	26
3.2.1 Conceptual model and research hypotheses.....	27
3.2.2 Quantitative study research methodology .....	30
3.3 Questionnaire design and data collection .....	33
3.3.1 Survey results .....	33
3.3.2 Characteristics of the sample.....	34
3.4 Statistical analysis of the constructs studied.....	35
3.4.1 Descriptive statistics.....	42
3.5 Hypothesis testing.....	46
3.5.1 Overview of hypothesis testing results.....	55
<b>4 MANAGERIAL IMPLICATIONS.....</b>	<b>58</b>
4.1 Limitations and suggestions for future research .....	59
<b>CONCLUSION .....</b>	<b>59</b>

<b>REFERENCE LIST .....</b>	<b>61</b>
-----------------------------	-----------

## **APPENDIXES**

### **LIST OF FIGURES**

Figure 1. An integrative framework for studying the effects of product nationality effects	5
Figure 2. The consumer attraction-repulsion matrix .....	9
Figure 3. Growth of cocoa production in the last 50 years .....	14
Figure 4. Brazil Smartphone market share in 2016.....	18
Figure 5. Conceptual model of domestic product judgement and willingness to buy .....	27
Figure 6. Conceptual model of foreign product judgement and willingness to buy .....	27

### **LIST OF TABLES**

Table 1. Global cocoa production in 2014 .....	14
Table 2. Global net confectionery sales value in 2016 .....	15
Table 3. Mobile phones with operating access and density per 100 habitants.....	17
Table 4. Top 10 Android Phone Brands in Brazil in 2016.....	18
Table 5. Annual results of mobile phone sales in Brazil 2014-2016 .....	19
Table 6. Affinity and animosity countries of Brazilian consumers.....	21
Table 7. Operationalization of studied constructs .....	32
Table 8. Demographic characteristics of respondents.....	34
Table 9. Factor loadings and reliability for Consumer ethnocentrism .....	36
Table 10. Factor loadings and reliability for consumer disidentification .....	37
Table 11. Factor loadings and reliability for consumer affinity for USA .....	37
Table 12. Factor loadings and reliability for product judgement .....	39
Table 13. Factor loadings and reliability for willingness to buy for Brazil and China .....	40
Table 14. Factor loadings and reliability for willingness to buy for USA .....	41
Table 15. Dimensions of consumer animosity towards China.....	42
Table 16. Descriptive statistics of consumer ethnocentrism items .....	43
Table 17. Descriptive statistics of consumer disidentification.....	43
Table 18. Descriptive statistics of consumer affinity for USA .....	44
Table 19. Descriptive statistics of product judgement .....	44
Table 20. Descriptive statistics for willingness to buy.....	45
Table 21. Descriptive statistics for consumer animosity toward China.....	46
Table 22. Result of simple linear regression for Hypothesis 1a.....	47
Table 23. Results of simple linear regression for Hypothesis 2a .....	47
Table 24. Results of t-test for Hypothesis 2b and ANOVA for Hypothesis 2c and 2d.....	48
Table 25. Results of simple liner regression for Hypothesis 3a .....	48
Table 26. Results of t-test for Hypothesis 3b and ANOVA for Hypothese 3c and 3d .....	49
Table 27. Results of simple linear regression for Hypothesis H4a .....	50
Table 28. Results of t-test for Hypothesis 4b and ANOVA for Hypothese 4c and 4d .....	50

Table 29. The result of simple linear regression for Hypotheses 5a, 5b, 6a and 6b .....	51
Table 30. Results of linear regression for Hypothesis H7a, H7b .....	52
Table 31. Results of simple linear regression for Hypothesis H8a and H8b .....	52
Table 32. Results of linear regression for Hypotheses H9a and H9b .....	53
Table 33. Results of linear regression of Hypotheses H10a and H11a .....	54
Table 34. Results of multiple linear regression for Hypotheses H11a, H11b, H12a and H12b .....	55
Table 35. Results of testing Hypotheses 1a and 1b .....	56
Table 36. Results of testing Hypotheses 2a, 2b, 2c and 2d .....	56
Table 37. Results of testing Hypotheses 3a, 3b, 3c and 3d .....	56
Table 38. Results of testing Hypotheses 4a, 4b, 4c and 4d .....	56
Table 39. Results of testing Hypotheses 5a and 5b .....	56
Table 40. Results of testing Hypotheses 6a and 6b .....	56
Table 41. Results of testing Hypotheses 7a and 7b .....	57
Table 42. Results of testing Hypotheses 8a and 8b .....	57
Table 43. Results of testing Hypotheses 9a and 9b .....	57
Table 44. Results of testing Hypotheses 10a and 10b .....	57
Table 45. Results of testing Hypotheses 11a and 11b .....	57
Table 46. Results of testing Hypotheses 12a and 12b .....	57





## INTRODUCTION

International marketers face demanding challenges and opportunities in the age of globalization. Gradual relaxation of trade policies has increased the consumption opportunities for consumers around the globe. What interests researchers in the field of international business and consumer behaviour are consumer attitudes towards products originating from foreign countries (Wang & Chen, 2004). Consumer purchase behaviour is being discussed extensively in extant literature. Consumer ideologies and the country of origin (hereinafter: CO) are researched in different contexts. It is imperative to acknowledge that marketers in today's contemporary world are focused extensively on identifying the attributes which encourage the buying behaviour of consumers. Globalisation contributed immensely to the growth of international trade and this has made it easy for the multinational companies (hereinafter: MNCs) to focus on customer needs. Targeted advertising is hugely encouraged to promote specific products in niche markets. At this juncture, it is interesting to investigate the innate purchase behaviour of consumers and the attributes which are responsible for the interdependence of the country of origin and consumer ideologies.

In the first part of my thesis, I will focus on two independent yet interrelated streams of literature that have emerged since the mid 1980's, namely the CO perceptions and country norms (consumer ideologies), which are based on distinctive processing mechanisms. The first type of product nationality related bias focuses on product nationality as a quality cue, while the second one focuses on consumer ideologies and their effects which are activated by the product nationality cue (Dmitrović & Vida, 2010).

It is imperative to acknowledge that the cognitive, affective, and normative mechanism of consumer preference formation concerning the product nationality cue are interdependent and interact with one another. The focus of empirical work within the two subdivisions of literature has been on the interaction among emotions (affective) and beliefs (cognitive, normative), namely between cognitive and affective or affective and normative dimension (Dmitrović & Vida, 2010).

Scholars that conducted research on the so called affective and normative perspective have posited that the product nationality will affect not only the effective quality image of the product but also on consumer feelings and perception connected to it. They will also shape the consumer's character and influence his or her decision (Dmitrović & Vida, 2010). In what way (positive or negative) product nationality will influence their decisions regarding different product categories is not uniform, as consumers around the globe grow up in different environments with distinct cultures.

Accordng to Dmitrović and Vida (2010), the integrative framework allows for a holistic analysis of the normative, cognitive, and affective dimension on product nationality induced

consumer behaviour. The final product attitude is the result of the integration of processing mechanisms triggered by product nationality-CO cue (Dmitrović & Vida, 2010).

In my master's thesis, I propose to examine whether the mechanisms described can have an influence on consumers' buying decision. Attraction and repulsion towards domestic and foreign countries is tested via affective constructs (affinity, animosity, consumer disidentification) and normative construct (consumer ethnocentrism). Their effect on product judgement and product ownership is important to understand the key concepts in the proposed country setting. The two products in my study are from different product categories. How will a low involvement product and a high involvement product be perceived in a developing country setting such as Brazil? The new consumer market with a strong group of middle class consumers is in a difficult time of economic and political changes. Brazil is facing negative economic growth, high unemployment, corruption and high import taxes in a market saturated with competition. This may influence Brazilian consumers's bias towards imports which are, according to previous research, considered and perceived as being of higher quality when compared to domestic products.

In the second part of my thesis, I will explain the evaluated products-industries in more detail and present the consumption of chocolate and mobile phones by Brazilian consumers and their purchase preferences for domestic or foreign brands. I will present the results of qualitative data research, namely interviews I conducted with people from the most southern Brazilian state of Rio Grande do Sul (RS). In the next chapter, I focus on results of quantitative research. Qualitative and quantitative studies are used to explore the reasons for the positive or negative country attitude when purchasing a mobile phone and chocolate. In my Master's thesis, I want to research the effect of product nationality on consumer attitudes and behaviour based on Brazilian consumers' buying decisions in the mobile phone and chocolate market. The objective of the thesis is to understand the opportunities and pitfalls awaiting companies that plan to enter this developing country's market. I will conclude my research with a discussion of the results and implications for the marketing of these two products in Brazil.

## **1 LITERATURE REVIEW**

In this chapter, I present a literature review pertinent to the concepts and mechanisms of the integrated theoretical framework. I start with two different literature streams (country of origin and consumer ideologies) and the underlying processing cognitive, affective, and normative mechanisms that are triggered by the country-of-origin cue. Next, I focus on the description of the role consumer attitudes have on purchase behaviour towards domestic and foreign countries. The emphasis is on consumer ethnocentrism, consumer affinity, consumer animosity, and consumer disidentification. These constructs are also examined in the empirical part of my research.

## **1.1 Product nationality and purchase behaviour**

Making a purchase is a decision based on an interconnection of knowledge, experiences, and feelings about a product. A product is equipped with extrinsic cues that we as consumers come in contact with during the purchase. In the middle of the 20<sup>th</sup> century marketing, scholars considered utilising national stereotypes in product evaluations with the “made in” external cue. This extrinsic cue shapes our perception of quality based on our image of the country where the product was made (Dmitrović & Vida, 2010).

With time, these changes gradually transformed the ways of conducting business. From the ‘70s onwards, efficiency and profit maximization as the main corporate goals have resulted in the externalization of activities formerly carried out at home (Pratap, 2014). With globalisation, the international division of labour, and the globalization of marketing operations, the national origin of brands became less national and more international and consumer acceptance of products, irrespective of their origin, was growing. Nearly endless amounts of products from all over the world are displayed at people’s disposal. Global business environment changes and transformations influenced CO (country of origin) literature. The explanatory power of single cue studies on whether products from a specific country are preferred wasn't enough and the field of research evolved into multilayer image studies on why particular country products are preferred (Dmitrović & Vida, 2010).

The prolific field of studies of the product nationality effect revealed the complex processing mechanisms that underly consumer decisions. The formation of CO related consumer attitudes and their resulting behaviour requires a broader approach and beside CO research, country norms (consumer ideologies) should be considered. Consumer ideologies were focused on considerably, after normative aspects of product origin cues were proposed with the conceptualization of consumer ethnocentrism (Shimp & Sharma, 1987 in Dmitrović & Vida, 2010). Ideologies such as animosity, patriotism, consumer racism, affinity, and others determine consumer behaviour just as CO does but with an important difference. It is important to regard these constructs separately, primarily because of different processing mechanisms that underline their reasoning (Dmitrović & Vida, 2010). As described by Vida (1996) in the consumer evaluation process, product nationality as a quality cue studies primarily focus on where the product was made, namely the image of the producing country. On the other side of the country interaction issue are consumer ideologies where emphasis is placed on the value systems and the mindset of the consumer (Dmitrović & Vida, 2010).

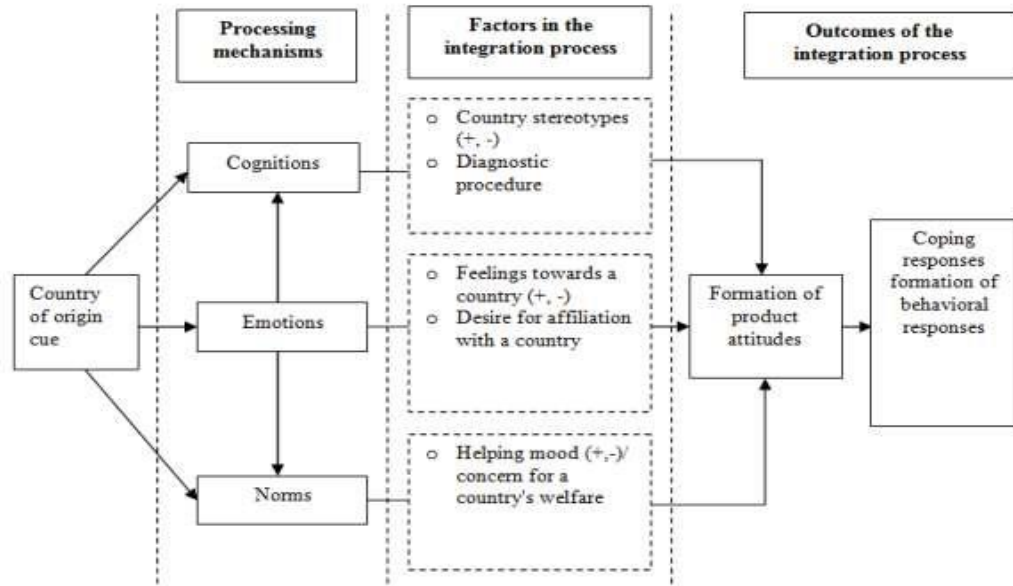
## **1.2 Integrative framework**

The buying behaviour of consumers is investigated in literature through various frameworks such as the framework in the consumer-brand context and others. There exists an abundance of literature on CO and consumer ideologies and these have been researched and discussed from various perspectives. My Master's thesis is written with respect to a subset of literature related to product nationality. This area of research is discussed extensively in the work contributed by Dmitrović and Vida (2010).

Shankarmahesh (2006) suggested the delineation of CO and country norms and viewing them as distinct topics, not dependent on each other. The proposition of Dmitrović and Vida (2010), is that country of origin and consumer ideologies are identified as two streams of literature that share the same conceptual domain, namely they both tap into the product nationality issue. They should be viewed and researched through the integrative framework which identifies the effect of product nationality on consumption holistically, rather than distinct topics not dependent on one another. The integrated framework depicted in Figure 1 merges the two literature streams and offers a holistic perspective and provides answers on understanding the impact of the country of origin cue on processing mechanisms. Normative, affective and cognitive perspectives are considered interrelated in a way as they affect consumer purchase behaviour (Dmitrović & Vida, 2010).

Studies conducted on people in developed countries are specific and their results vary from the results of studies conducted in developing countries and their consumers. The recent impact of recession on global economies has made consumers question the implications of buying a foreign made product on their domestic economy and at this juncture the integrative framework offers a better perspective on understanding and explaining CO and consumer ideologies as interrelated variables which determine the buying behaviour of consumers (Dmitrović & Vida, 2010).

Figure 1. An integrative framework for studying the effects of product nationality effects



Source: T. Dmitrović & I. Vida, *Consumer behaviour induced by product nationality: The evolution of the field and its theoretical antecedents*, 2010, p. 159.

### 1.3 Country of origin – cognitive perspective

With respect to the CO processing mechanisms, it is imperative to point out that the cognitive perspective is the one that was studied the longest. A country's image plays a pivotal role in purchasing consumer behaviour. A cognitive activity such as thinking or reasoning is a part of the cognitive process that utilizes existing knowledge to obtain new knowledge. The Cognitive aspect of the CO cue is that it is used as an attribute, namely it provides information regarding the quality of the product in order for the consumer to find the one product with the highest utility (Ahmed & d'Astous, 1996).

Assigning a CO to a product will serve as a proxy to infer the quality based on the consumers' knowledge about a specific country. Consumers associate products with the CO while making a purchase decision and this develops a positive or negative bias. Consumers carry a predisposed image of a product (based on the subjective image of the CO of the product) prior to decision making. This predisposed image can be positive or negative or even both at once and substantially determines the purchase behaviour (Gurhan-Canli & Maheswaran, 2000; Han, 1989; Klein, Ettenson, & Morris, 1998; Nagashima, 1970; Reiersen, 1967; Schooler 1965; Shimp & Sharma 1987; Chu, Chang, Chen, & Wang, 2010).

Consumers make purchase decisions based on their personal experiences with a product and, at this juncture, the CO of a product acts as a contributing factor (Han, 1989). Consumer decision making and personal judgement of a product is also influenced by the quality of the products. Products manufactured in developed countries have a profound effect on the

personal judgement of consumers. Chu et al. (2010) stated that the stage of economic evolution has been among the most frequently cited determinants of a country's image, meaning that products from highly developed countries such as the United States of America (hereinafter: USA), Germany, the Netherlands etc. are considered second to none. Studies conducted on Chinese consumers have proved that they prefer and regard Japanese products as superior in quality (Verlegh & Steenkemp 1999; Klein et al. 1998).

It is imperative to acknowledge that globalisation has shrunk the world into a single platform and marketers around the world are vying to capitalise this advantage. Products originating from foreign countries have contributed in attracting global consumers irrespective of the place of origin. Information asymmetry previously deterred consumers from preferring foreign made products since consumers' familiarity with domestic brands was higher than with foreign ones as they were exposed to domestic brands more often (Martin & Cervino, 2011). An upturn in CO recognition or making the product's CO more established is possible by increasing their exposure and media presence (Cordell, 1992).

Information asymmetry with respect to consumers' experiences with the product purchase distinguishes between the experienced consumers who already bought from that product category and the ones that have not (Rezvani et al., 2012). The processing of CO information was categorized as the halo and summary dimensions. When consumers are not familiar with the product, their perspective on its quality comes from their knowledge and perception of the country that made the product. Among researchers, this is collectively known as the halo effect. When consumers recognize the country's product, they deduce product quality by epitomizing their experience with products. This is collectively known as the summary effect (Ahmed et al., 2004; Hong & Wyer, 1989).

## **1.4 Consumer Ideologies**

With respect to the second stream of literature synthesized in the integrative framework, consumer ideologies related to product purchase are distinct from the CO. They both tap into the product nationality issue with a distinct difference in the underlying processing mechanism of the product nationality (the CO cue) as an attribute of the created good (Dmitrović & Vida, 2010). The cognitive processing of the product nationality effect of consumers was broadly covered in the literature. Researchers realized the need of unravelling the deeper consumer motivations behind the market behaviour.

The cognitive processes (the quality dimension of national origin) are the first step to a better understanding of consumer preference formation. The normative and affective mechanism play an important role in consumer preference formation as well (Johansson, 1989; Verlegh & Steenkamp, 1999 in Dmitrović & Vida, 2010 p. 153). Knowing where the product originates from may bring out images that may influence consumers' attitudes in a positive or negative manner without having an effect on the beliefs acquired or developed through

the cognitive processes. The images evoked may be of the country, its people, its symbols, and culture (Askegaard & Ger, 1998).

Emotions as the main processing mechanism are not to be neglected as they can provide an explanation to why an emotional attachment (positive or negative) to a country (home country or a foreign country) may result in disregarding the quality evaluations and selecting a product purely on a positive or negative association with a country. Negative emotional associations - such as consumer disidentification and animosity - are discussed in literature. The results of these two ideologies are similar in terms of the rejection of products with a different “target”. According to Jossiasen (2011), when the source of repulsion is the domestic country this phenomenon is named consumer disidentification. When the source of repulsion is a foreign country, it is represented as animosity. The product nationality cue can also trigger a positive attitude formation toward a product. Affinity is a country specific ideology that translates into a favourable product attitude.

## **1.5 Consumer Ethnocentrism**

This dimension’s relevance to consumer choice behaviour is that a relevant social or national group norm causes consumer conformity, without the anticipated belief change or a change of attitude towards product attributes (Obermiller & Spangenberg, 1989; Pecotich & Rosenthal, 2001). Consumers are influenced by their social environment, be it an individual or a group buying certain goods. To live up to the beliefs and norms of others and adapt they adjust their purchases accordingly (Huang, Phau, & Lin, 2010). Such consumers distinguish clearly between the in-group products and the home country products as well as the out-group products or the foreign country products and evaluate all the out-groups in comparison to it. Consumers may also believe that a country's product quality is very high, and they may feel sympathy towards a country, which is reflected in liking their culture and people but nevertheless choosing to refrain from using products from that country on account of normative pressure.

Consumer ethnocentrism is founded in the sociological construct of ethnocentrism that was originally introduced by William Graham Sumner in 1906 (in Shimp & Sharma, 1987). Ethnocentrism is linked to a worldview in which a person views his country as right, superior, and the centre of everything. CE plays a crucial role in the purchase decision of consumers. Shimp and Sharma (1987, p. 280) define it as “beliefs held by consumers about the appropriateness and indeed morality of purchasing foreign-made products”. The original 17 item CETSCALE measures consumers’ ethnocentric tendencies. The shortened version of the CETSCALE has been extensively applied in research (e.g. Vida & Maher Pirc, 2006).

Ethnocentric consumers are driven by the intense urge to benefit the local economy through the purchase of products made in the residing country and often overestimate domestic products and underestimate foreign made products. Ethnocentric customers are greatly motivated and believe it obligatory to buy the products to benefit the local economy. They

attach nationalistic perspective to purchase of products and are guided by a general feeling of patriotism and the economic benefits to the nation derived from the purchase of domestic products. This intense desire drives the consumers to prefer products made in their home country (Netemeyer, Darvasula, & Lichtenstein, 1991; Sharma, Shimp, & Shin, 1995; Shimp & Sharma, 1987; Balabanis, Diamantopoulos, Mueller, & Melewar, 2001; Shankarmahesh 2006).

It is argued that ethnocentric consumers appreciate (domestic) products of superior quality and that the country of origin plays a dominant role in the purchase behaviour of ethnocentric consumers (Agbonifoh & Elimimian, 1999; Shimp & Sharma, 1987). The belief that consumers with high levels of ethnocentrism overestimate domestic products and undervalue imports is generally supported with research from US and other developed countries (Shimp & Sharma 1987; Sharma et al., 1998; Netemeyer et al., 1991). Ethnocentric consumers and their tendency have been researched extensively and it is found that consumers in developed nations prefer domestic products over imported products due to their perceived superiority in quality. However this tendency is different in developing nations, namely imports are perceived as superior in quality (Dickerson 1982; Elliott & Cameron, 1994; Agbonifoh & Elimimian 1999; Batra, Ramaswamy, Alden, Steenkamp, & Ramachander, 2000; Wang & Chen, 2004).

In the consumer attraction-repulsion matrix depicted in Figure 2, consumer ethnocentrism is antagonistic to consumer disidentification owing to its resilience to the purchase of products other than the domestic country of origin (Josiassen, 2011).



Figure 2. The consumer attraction-repulsion matrix

	Attraction	Repulsion
Domestic Country	<b>1</b> <b>Consumer Ethnocentrism</b> Shimp and Sharma (1987)	<b>2</b> <b>Consumer Disidentification</b>
Foreign	<b>3</b> <b>Consumer Affinity</b> Oberecker, Riefler, and Diamantopoulos (2008)	<b>4</b> <b>Animosity</b> Klein, Ettenson, and Morris (1998)

Source: A. Josiasen, *Consumer disidentification and its effects on domestic product purchases: An Empirical Investigation in the Netherlands*, 2011, p. 126.

It is interesting to note that the idea of promoting ethnocentric products is attributed to the strong association of consumers to a specific majority group. The association of ethnocentric consumers towards a majority group can aid in decision making. The willingness to buy a foreign product and the differences in the market structure cannot be generalised for both developed and developing countries owing to their different perceptions to country of origin (Cleveland, Laroche, & Papadopoulos, 1990). CE studies have shown that scores on the CETSCALE have an inverse relationship with a consumer's willingness to buy imports (Sharma et al., 1995). The same inverse relationship stands for the judgement of foreign country products (Klein, 2002; Klein et al., 1998).

Research conducted by Marcoux et al. (1997) in the Polish context (transition country) indicates that the social status of imports is preferable for products which are consumed conspicuously; however, a general feeling of patriotism encouraged consumers to be ethnocentric in preference of products which are made in Poland.

## 1.6 Consumer Animosity

According to Klein et al. (1998, p. 90), consumer animosity is best described as "remnants of antipathy related to previous or ongoing military, political or economic events". Consumer ethnocentrism described previously is related to consumer animosity. They both portray attitudes toward imported products yet they are conceptually different. The main difference is in the unfavourable attitudes toward foreign countries and imports in general as a

consequence of consumer ethnocentrism while consumer animosity and the resulting unfavourable attitude is projected towards a specific country (Klein et al., 1998).

Consumers can feel animosity towards another country for different reasons. The sources of animosity are many and they are varied. People can relate the general feeling of antipathy over serious or less serious reasons. In the existing literature they range from war related animosity stemming from past historic military events such as World War I, II (Klein et al., 1998). Economic related animosity is related to the fear of economic dominance, namely that the animosity country has a great influence in their domestic affairs and that trade with them is unfair (Klein et al., 1998). Political reasons can be associated with the opposition to a country's foreign policies (Russel & Russell, 2006). Religious animosity is the type of animosity that manifests when the lack of respect for religion is perceived from a foreign country and their people (Maher & Mady, 2010). Some animosity hasn't got a specific source and is described as rivalry between two nations eg. USA and France (Amine, 2008).

Klein et al. (1998) argue that negative consequences of consumer animosity will have an adverse effect on consumer attitudes toward foreign products. These effects are not just direct but also indirect through various mediators such as product quality judgements (Shoham et al., 2006). According to Klein et al. (1998), animosity negatively predicts the willingness to buy animosity country's products. Additionally, willingness to buy predicts product ownership. The effect can be summarized as direct, negative, and independent, indifferent to product quality judgement (Klein et al., 1998). Actual product ownership studies empirically proved a positive relationship between willingness to buy and foreign product ownership (Klein et al., 1998; Shin, 2001; Mostafa in Gec & Perviz, 2012, p. 24).

The indirect effect of consumer animosity occurs through different mediators. For one, an inverse relationship between product quality judgement and animosity was found (Shoham et al., 2006). The effect of animosity willingness to buy can be positive if the relationship is mediated by product judgement (Shoham et al., 2006)

With respect to the measurement of consumer animosity Hoffmann et al. (2011) adopted an approach built on the premise that universal drivers of animosity exist which is unlike Riefler and Diamantopoulos (2007), who proposed an investigation of country-specific sources of animosity. Riefler and Diamantopoulos (2007), suggested a universally applicable measurement applicable to respondents from different animosity target countries and various home countries. They identified the (1) perceived threat, (2) antithetical political attitudes, and (3) negative personal experiences as universal drivers that mediate the specific causes' influence on general animosity (Riefler & Diamantopoulos in Gec in Perviz, 2012, p. 28).

## 1.7 Consumer Affinity

The research of general positive attitudes on foreign countries, from consumer xenophilia (Perlmutter, 1954), internationalism (Kosterman & Feshbach, 1989), and worldmindedness (Rawwas, Rajendran, & Wuehrer, 1996) didn't tap into the impact of country specific attitudes. Interestingly people also have country specific attitudes and harbour positive feelings, so called affinities, towards them. A positive country image or attitude towards a specific foreign country is labelled consumer affinity. Consumers develop a sense of affinity towards a product due to their personal experiences. Furthermore, similarities existing in language, culture, and the political and economic situation can also aid in developing this sense of affinity and a personal feeling towards a product (Oberecker et al., 2008).

With affinity consumers translate product nationality cue positively and this countries' product has a symbolic and emotional value for them (Verlegh & Steenkamp, 1999). Consumer affinity was introduced to international marketing literature by Oberecker et al. (2008, p. 26 in Gec & Perviz, 2012 p. 28) and defined it as: "A feeling of liking, sympathy, and even attachment toward a specific foreign country that has become an in-group as a result of the consumer's direct personal experience and/or normative exposure and that positively affects the consumer's decision making associated with products and services originating from the affinity country."

Consumer affinity and animosity constructs were conceptualized as opposite poles of the same continuum, meaning that they measure two country specific emotional responses, namely a positive and a negative one (Jaffe & Nebenzahl, 2001). An alternative outlook proposed by Oberecker et al. (2008) that the affinity and animosity constructs are distinct and independent of each other as a result of different drivers of affinity and sources of animosity. Affinity is driven by two major sets of drivers, namely macro drivers – such as politics, lifestyle, and economics – and micro drivers that are based on direct personal experience – such as travelling or meeting people from the affinity country. Lifestyle and scenery were revealed as key drivers of affinity. The equal validity of cultural similarity and dissimilarity was established when contrasting the domestic and all other countries (Oberecker et al., 2008).

Oberecker et al. (2008) obtained interesting results from their study. Products from affinity country were viewed positively overall by some consumers, while some respondents did not express a general positive judgement towards products of their affinity country. This indicated that affinity feelings cannot be directly translated into favourable product perceptions.

Interesting results were obtained when investigating the intention of product purchase from the affinity country. It was concluded that, although affinity may affect consumption behaviour, it may not result in unconditional preference for affinity country products. The

research was in line with previous CO research that posited quality and price attributes importance in the choice process (Oberecker et al., 2008).

## **1.8 Consumer Disidentification**

The struggle of most national subgroup members is deciding whether to merge their two identities, namely the subgroup identity with the national identity (Transue, 2007). Various subgroups characterized by religion, political views, demographics, values, interests etc. find themselves in an identity clash. Social discomfort that can appear is the result of disidentification between the subgroup versus the dominant group and can lead to a creation of an entrenched sub-group identity to actively reject the dominant group. Freeman (1997) outlines the particularity of settler countries such as the United States or New Zealand and the struggle of immigrants to combine their subgroup with their national identity. The diverse demographic and ethnic composition in these countries can lead to friction and riots and citizens can adopt an adversarial stance towards the country they live in. A position which can also apply to willingness to buy the domestic country products. CDI (hereinafter: Consumer disidentification) construct is to render a more complete picture of home country bias induced consumer behaviour.

CDI is adapted from national disidentification (Verkuyten & Yildiz, 2007). National disidentification is a sociological construct representing reactive and oppositional positions toward the domestic country (Ogbu, 1993). CDI as a feeling of repulsion towards the domestic country would represent rejection and distancing consumers from the typical domestic consumer. Consumers with high CDI levels do not identify with consumers from their domestic country and avoid domestic products for various reasons. Disidentification is driven by negative stereotypes linked to typical domestic purchasing habits. Religious, political, ethnic, and age group identification are antecedents of CDI (Josiassen, 2011).

In the context of similarity and dissimilarity, sociologists have established models that conceptualize an individual's attraction to or repulsion for a certain group. The similarity-attraction and dissimilarity-repulsion model was established to research this phenomenon (Byrne, 1971; Chen & Kenrick, 2002; Newcomb, 1956; Rosenbaum, 1986). The similarity represented by ethnocentrism promotes group attraction and the dissimilarity represented by CDI promotes group repulsion.

Josiassen (2011) researched the CDI construct in three different studies and proposed a model of consumer ethnocentrism and CDI. The author suggests that the constructs predict a consumer's willingness to buy directly and indirectly through product judgements. The relationship between the willingness to buy and the ownership of domestic products was tested additionally.

The results of Josiassen's (2011) study revealed that CDI and CE measure different phenomena and in order to understand the domestic consumer biases properly CDI is included. The hypothesised negative relation between consumer disidentification and a consumer's willingness to buy domestic (meaning originating from the country they live in) products was confirmed. Further CDI negatively effects the willingness to buy directly and indirectly through product judgements. In the process of product judgements, unlike in animosity construct studies where quality is not deprecated, CDI effect on PJ is the opposite - products are not bought and are being deprecated. Josiassen (2011) developed a new scale for measuring CDI in line with scale development procedures and validated it on a sample of immigrants in the Netherlands.

## **2 ANALYSIS OF PRODUCT MARKETS - CHOCOLATE AND MOBILE PHONES IN BRAZIL**

In this chapter I review two product markets researched in my master thesis, namely the Brazilian chocolate and mobile phone markets. In this chapter, I provide data on consumption, the key players on the market, sales, and other important information to get an insight into the purchasing of mobile phones and the consumption of chocolate of Brazilian consumers.

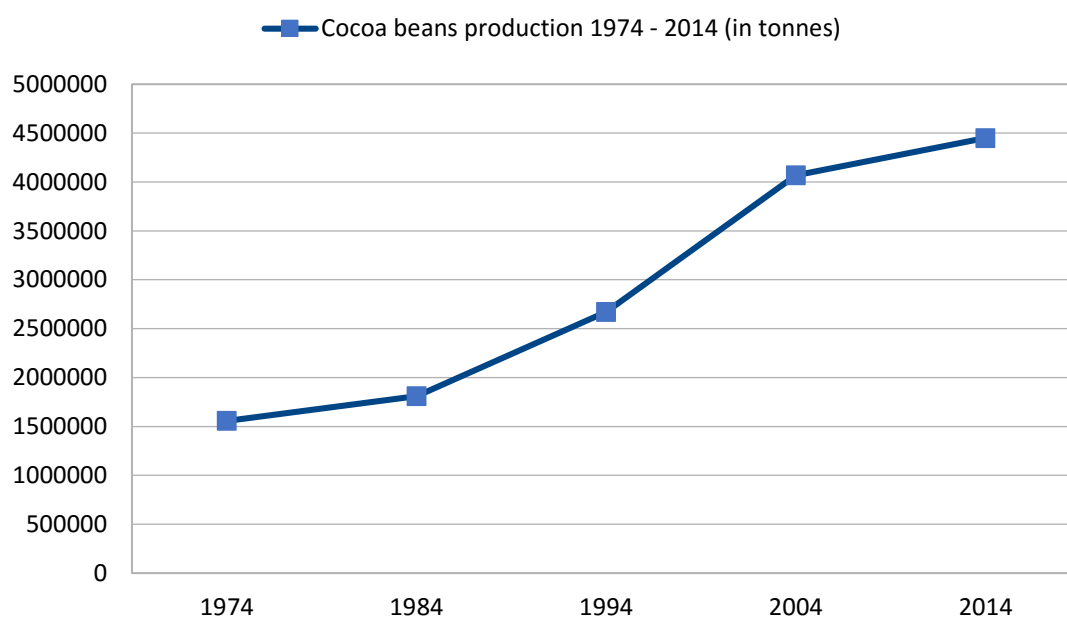
### **2.1 The Chocolate market in Brazil**

Chocolate is created from the cocoa bean. Cocoa beans come from the cocoa tree. There is no consensus on where the cocoa tree originates, yet there are scientific claims that the cocoa tree originates in several areas in Central and South America (ICCO, 2013). Today the three types of cocoa beans used in chocolate production are (Barry Callebaut, n. d.):

- **Criollo** – only 5% of all cocoa production. The rarest and most expensive cocoa on the market.
- **Forastero** – the most commonly grown bean with high yields, present in the majority of mass produced chocolate.
- **Trinitario** – natural hybrid of Criollo and Forastero.

The total global production of cocoa beans amounted to 4,450,263 tons in the year 2014 (FAO, 2017). The production increased significantly in the last 40 years, more specifically by 186 %.

Figure 3. Growth of cocoa production in the last 50 years



Source: Food and Agriculture Organization of the United Nations, Historical data, 2017a.

The most commonly grown cocoa is Forastero and it accounts for 80 % of the world's cocoa supply. It is grown in Africa, Ecuador, and also in Brazil. More than half of the world's cocoa production is in Africa (Barrry Callebaut, 2017). In Table 1. I present the top cocoa bean producers in 2014.

Table 1. Global cocoa production in 2014

Country	Tons
Ivory Coast	1,434,077
Ghana	858,720
Indonesia	728,400
Brazil	273,793
Cameroon	269,902
Nigeria	248,000
Ecuador	156,216
Mexico	26,969
Peru	81,651
Dominican Republic	69,633
World total	4,450,263

Source: Food and Agriculture Organization of the United Nations, Historical data, 2017b.

According to ABICAB (*Associação Brasileira da Indústria de Chocolates, Cacau, Amendoim, Balas e Derivados*), Brazil is the third biggest producer and fourth major consumer of chocolate in the world (Istoe, 2013).

The consumption of chocolate in Brazil has been growing since the 1970 when consumption was low - on average every Brazilian consumed around 300g annually (Garcia, 2015). A study by IBOPE Mídia revealed that the consumption of chocolate has augmented significantly since 1999, not just in per capita consumption but also in relative consumption. More specifically, at the beginning of the study in 1999, 57 % of the country's population consumed chocolate. In 2009, 67 % of Brazilians confirmed they consumed various types of chocolate. The study also showed that Brazilian women prefer chocolate more than men, namely 56% of all females in the study consumed chocolate, as opposed to males whose consumption was slightly lower and amounted to 44 % of participants (Empreendedor, 2009).

The chocolate market has an annual growth of 10 % and a revenue of 12.5 billion Brazilian reais (Garcia, 2015). Chocolate consumption increases significantly during Easter, Christmas and Valentine's Day. In recent years the annual per capita consumption of chocolate in Brazil averaged to 2.5 kg, with major differences between the northerners and southerners. In the north of the country consumption is 1.2 kg of chocolate per person annually, which is modest compared to the citizens of southern regions with 4.5 kg of chocolate per person annually (Azevedo, 2016). A study by IBOPE Mídia in metropolitan regions of Brazil, from 10. July 2006 to 1. July 2007, showed that people of Curitiba and Brasilia are the principal consumers of chocolate in the country. On the very end of the table was Fortaleza where people showed least interest in the product (Empreendedor, 2009).

## 2.2 Global chocolate producers and brands

The top ten global confectionery companies by net sales in 2016 are presented in Table 2. According to ICCO (2017), Mars Inc is the biggest producer of confectionery in the world, followed by Mondelez international and Ferrero Group. Companies from USA have, by far the biggest market share.

Table 2. Global net confectionery sales value in 2016

Company	Net Sales 2016 (US\$ millions)
Mars Inc (USA)	18,000
Mondelez International (USA)	12,900
Ferrero Group (Italy/Luxembourg)	10,637
Meiji Co LTD (Japan)	9,850
Nestlé (Switzerland)	9,138
Hershey Co (USA)	7,461
Pladis (UK)	5,200
Chocoladenfabriken Lindt & Sprüngli AG (CH)	3,968
Ezaki Glico Co Ltd (Japan)	6,437
Arcor (Argentina)	2,900

Source: R. Azevedo, *Brazilians and chocolate. Exame abril*, 2016.

There are many producers of chocolates and pralines on the Brazilian market. According to Garcia, (2015) the three largest companies that are responsible for 76 % of all sales in Brazil are

- Mondelez – this company has the biggest market share (32 %) and is present on the Brazilian market with chocolate brands such as Lacta, Bis, Diamante Negro and Sonho de Valsa. It has the highest sales volume of Easter eggs (*ovos de Páscoa*).
- Garoto (a Brazilian company acquired by Nestlé in 2002) – second with 22 % market share and present on the market with traditional brands such as Batom, Talento.
- Nestle – third place with 21 % market share with brands such as Kit-Kat, Chokito, Charge, Alpino and others.

Other companies on the market with smaller market shares are Hershey's (Resse's, Hershey's, Kisses), Arcor (Tortugitas, Twister), Mars (Twix, Snickers, MilkyWay, M&M), Ferrero (Ferrero Rocher, Raffaello, Kinder), Neugebauer (Mu-Mu, Stikadinho, Bib's). Besides formerly listed traditional mass produced retail brands, Brazilians also have specialized confectionery stores, domestic and foreign, mostly in the bigger cities. Some of these specialized stores are e.g. Cacau Show, Lindt & Sprungli – offering high quality chocolate at accesible prices and also the highest quality artisanal chocolate from Kopenhagen, Ofner, Nugali. These companies use the finest raw material and craftsmanship that commands premium prices (Azevedo, 2016).

China is not a major international chocolate producer, nor will it be in any near future, mainly because many products fail to meet international standards for chocolate and most importantly, cultural and gastronomic differences. Products have (much) less than 35 % of cocoa butter and companies use cheaper additives for production (Sixthtone, 2017). Chinese products aren't available to the general population in Brazil as much as domestic or North American chocolate. Brazilian consumers can purchase Chinese produced chocolate in specialized Chinese stores located in the bigger cities. As most of today's goods all chocolate products from China can be purchased online e.g. Alibaba, Made-in-China and Amazon.

## **2.3 The mobile phone market in Brazil**

Brazil is the world's seventh largest economy and has the highest GDP in South America. It is the fifth most populous country in the world with around 208 million people (United Nations, 2017). Since their introduction to Brazil, mobile phones and the cellular system have grown exponentially from the 1990's (Tech in Brazil, 2015). Globalization accelerated the evolution of telecommunication technologies and the services became more stable and of higher quality. Affordable prices and usability entices consumers to renounce landlines and use mobile phones as their main means of communication (Tech in Brazil, 2015). According to Anatel, the Brazilian national telecommunications agency, in 2017, more than 242 million mobile phones had operating access (Anatel, 2017). Types of payment plans for mobile



devices are in favor of pre-paid phones with a broad margin. Out of 242,115,821 operating devices 160,188,163 were pre-paid and 81,927,658 were post-paid phones (Anatel, 2017). In table 3I present data on operating access and density (per 100 habitants) of mobile phones in Brazil and it's 5 regions.

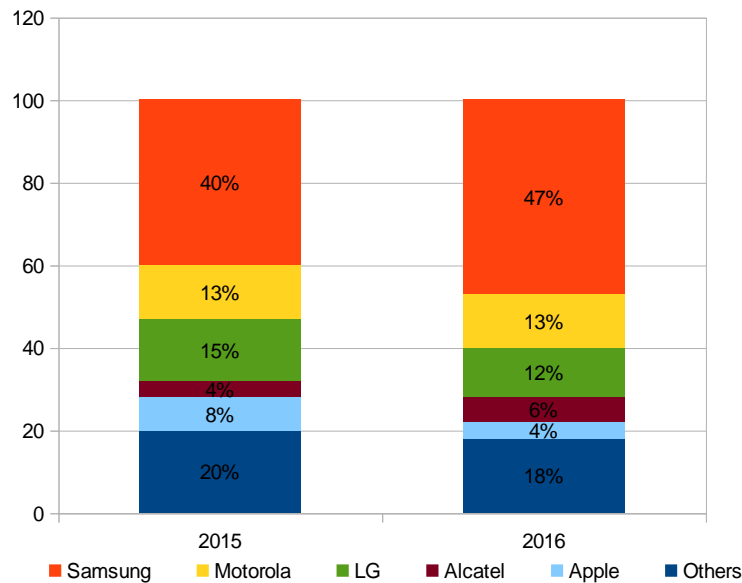
Table 3. Mobile phones with operating access and density per 100 habitants

<b>Region</b>	<b>Mobile phones with operating access</b>	<b>Density per 100 habitants</b>
Brazil	242,115,821	117,47
Center - West	20,672,339	132
Northwest	57,991,230	101,89
North	16,619,731	93,68
Southwest	111,068,505	128,62
South	35,763,956	121,48

Source: Anatel, *Brazil closes june with 242,1 millions of mobile lines in operation.*, 2017.

Brazilian smartphone market is one of the biggest in the world and is controlled by a few companies. The top 5 producers depicted in Figure 4 capture 82 % of the overall market share (Business Insider, 2017). In 2016 Samsung was the market leader with 47 % market shares, followed by Motorola with 13 %, LG with 12 % Alcatel with 6 % and Apple with 4 %. The rest of the market is divided among other domestic and international vendors. One of the decisive factors is the price of the phone. Mobile phones produced in locations in Brazil are not as heavily taxed as mobile phones of international vendors without manufacturing presence in Brazil. This import duty nullifies any potential cost advantages and increases the price of smartphones significantly (Business Insider, 2017).

Figure 4. Brazil Smartphone market share in 2016



Source: Business Insider, *Brazils smartphone market shows signs of recovery*, 2017.

In september 2017, the most expensive iPhone 7 Plus 256GB cost 4899 R\$ (Brazilian reais) which is slightly over 600 \$ more than the same phone in the United States, where it costs 969\$ (Apple Inc, 2017). The most expensive Samsung smartphone S8+ cost 4.499 R\$ (Samsung, 2017). Mobile phones that use the Android operating system (Samsung, Motorola, LG, Alcatel and others) are available at every price point and the market penetration of Android powered mobile phones in august 2017 was 85.49 %, while Apple's iOS had 8.74 %, and Microsoft's Windows phone had 2.11% (Stat counter, 2017). Chinese manufacturers are present on the market with Motorola (purchased by Lenovo), ASUS, and TCT (purchased by TCL), Xiaomi and Huawei, although the market share of the last two was under 0.5 % of all active Android phone users in Brazil in 2016 (Cheetah lab, 2016). Domestic manufacturers Positivo and Multilaser that also run on the Android operating system were listed among top 10 Android phone brands in Brazil as 6<sup>th</sup> and 9<sup>th</sup> respectively. The market share (measured as active users of mobile phones, not shipments) of Positivo was 0,66 % and Multilaser's market share amounted to 0,62% in 2016 (Cheetah lab, 2016).

Table 4. Top 10 Android Phone Brands in Brazil in 2016 in %

Rank	Brand	Market share
1	Samsung	54.69
2	Motorola	21.87
3	LG	11.20
4	Asus	4.15
5	Sony	2.94
6	Positivo	0.66

table continues

Table 5. Top 10 Android Phone Brands in Brazil in 2016 (CONT.)

7	TCL	0.63
8	BLU	0.63
9	Multilaser	0.62
10	TCT	0.45

Source: Cheetah lab, *2016 Brazil's Mobile Internet Report*, 2016.

Mobile phone sales in 2016 were a reflection of the longest recession in history that has ended just recently with 1 % growth in the first three months of 2017 (BBC News, 2017). According to IDC Brazil, in the first quarter of 2017, 12.4 million mobile phones were sold, which is 2.2 million more than in the first quarter of 2016. Out of 12.4 million mobile phones 11.4 million were smartphones and 1 million were traditional mobile phones (Teleco, 2017). Historic annual results for the last three years (from 2014 to 2016) depicted in Table 5 were significantly affected and mobile phone sales have a long way to go before they reach pre-recession sales numbers.

Table 6. Annual results of mobile phone sales in Brazil 2014-2016

	2014	2015	2016
Traditional mobile phones	16,9	6,7	4,9
Smartphones	55,2	47,8	43,5
Total devices	72,1	54,5	48,4

Source: Teleco, *Smartphones in Brazil*, 2017.

### 3 THE EMPIRICAL STUDY - PURCHASES OF DOMESTIC, CHINESE AND AMERICAN BRANDS OF MOBILE PHONES AND CHOCOLATE

The main objective of my study is to research the constructs of affinity, consumer disidentification, consumer animosity and consumer ethnocentrism and particularly their effect on willingness to buy and product judgement of domestic and foreign chocolate and mobile phones in case of Brazilian consumers. As described before, product nationality is a complex field of research linked to more than one mechanism that participates in the final decision of the consumer. The interdependence of cognitive, normative, and affective mechanisms described in previous chapters will shape the purchasing behaviour when considering the purchase of a low involvement product such as chocolate and a high involvement product such as a mobile phone. My research proposes to answer the following research questions:

- Is product nationality important for Brazilian consumers?
- What are the affinity and animosity countries of Brazilians?

- What are the studied constructs' effect on product judgement and product purchase behaviour in the case of chocolate and mobile phones?
- What are the demographic antecedents of animosity, affinity CE, and CDI?

I used two instruments of primary data collection in order to attain my research goals: a qualitative study based on interviews where I initially collected data on animosity and affinity countries and later researched the attitudes towards products origination from the affinity, animosity and domestic countries. A quantitative study was conducted to test the hypotheses. Data was collected via web questionnaire. Then conclusions on the behaviour of Brazilian consumers regarding chocolate and mobile phone purchases are drawn. I contribute with suggestions on the possible application with the use of my additional findings.

### **3.1 Qualitative research**

In the empirical part of my Master's thesis, I first conducted a qualitative research study. In this stage of research (design stage), I propose a plan on how the study will be conducted. It involves a series of crucial decisions, namely, gathering the right information or data type, deciding what form of data collection will be used, and determining where and among which group of people will I conduct my research (Berg, 2001). The decisions were made with consideration of the objectives of my qualitative research. The goal was to identify animosity and affinity countries and understand why affinity and animosity towards the most frequently listed country may have an affect on product purchase in the case of Brazilian consumers. Among the standard methods of revealing affinity and animosity feelings such as focus groups, in depth interview, and exploratory consumer surveys I decided to focus on this research problem by conducting an interview (Riefler & Diamantopoulos, 2007). The decision was thought through since in a focus group, the opinions of the dominant participant(s) can prevail and second because affinity and animosity are a personal topic, meaning many people would not be comfortable discussing it openly in a focus group. Taking all this into consideration I decided to choose an interview to exclude bias. The affinity and animosity country identification had two phases. The first phase was country identification and the second phase was an interview. I obtained the interviewees through my personal contacts. The interviewees were young men and women between the age of 20 and 35. All of them come from the federal state of Rio Grande do Sul. The language of the interview was English. The interview lasted 15 minutes on average. All participants were informed on the purpose of my research, namely how the collected data would be used. I informed them about the anonymity of their responses.

In the first phase of my qualitative study, I asked the participants to name 3 countries they liked and 3 countries they were not fond of. I assured them there were no wrong or right answers, I wanted to get their opinions. The aim was to identify animosity and affinity

countries. After identifying the animosity and affinity countries I conducted short interviews. In the second part of the interview I asked the interviewees a standardised set of interview questions (presented in Appendix A) about their feelings towards products from the United States and China which were listed as affinity and animosity countries most often. I wanted to know how they felt about products from these two countries, and if it would affect their purchase behaviour of mobile phones and chocolate. The next question was about domestic purchasing to see if my interviewees held ethnocentric feelings. The last question was about assessing the quality of Brazilian made mobile phones and chocolate.

### 3.1.1 Interview result

As mentioned I asked people from Brazil to list 3 affinity and animosity countries. I got 20 people to respond. In total, 60 votes were dispersed among 20 affinity and 20 animosity countries. The United States of America (the USA) and China were chosen as the affinity and animosity country of most respondents, respectively. According to these results of my qualitative research I decided to consider them in my master thesis as affinity and animosity countries of Brazilian consumers. The results are presented in Table 6.

Table 7. Affinity and animosity countries of Brazilian consumers.

Affinity country	No. of votes	Animosity country	No. of votes
USA	10	China	11
Italy	6	North Korea	8
Germany	5	Russia	6
England	5	Iraq	5
Uruguay	5	India	4
Spain	4	Iran	4
Australia	4	Syria	3
Portugal	2	Afghanistan	3
France	2	Pakistan	2
Switzerland	2	USA	2
Ireland	2	Argentina	2
South Africa	2	Venezuela	2
Japan	2	Italy	1
Belgium	2	France	1
UK	2	Congo	1
Colombia	1	Spain	1
Norway	1	Ireland	1
Northern Ireland	1	Ukraine	1
Finland	1	Columbia	1

Egypt	1	Portugal	1
Total of votes	60	Total of votes	60

The first question in my interview was about the quality of products from the USA, namely what interviewees thought about it. The answers were quite consistent throughout all interviews even for people that listed the USA as an animosity country. For example Jeniffer, one of the two interviewees that described the USA as an animosity country was not questioning the quality of USA products, neither was Ricardo who saw the USA as an affinity country.

Jeniffer: I think they are of higher quality than brazilian products, we see north american products as of better quality in Brazil.

Ricardo: In my opinion, products from the USA are generally speaking very good. Maybe there are some sectors where quality isn't the best, such as the fast food sector, but generally I think it is the best.

It seems that wheter Brazilians like or dislike the United States they all consider products that are either made in the USA, or those branded as such, as prime quality. Next, I wanted to know how the quality of Chinese products was percieved generally. What was interesting about Chinese products was that all of my interviewed participans found them not satisfactory in terms of quality. Some found them inferior to the ones from the United States or even domestic ones.

Vinicius: Chinese products are percieved as bad and cheap. You can't get rid of the felling of the exploitation of workers.

Joao: Bad. Probably all the things made there will break or fall apart in a short period of time.

The two questions that followed were product specific. First, I asked them how they percieved chocolate and mobile phones from the USA. All except Taina who found the chocolate too 'sugary' and Joao who did not consume a lot of chocolate, said they liked american chocolate. For sometheir favorite brand of chocolate was from the USA. Mobile phones were also ranked very high. All of them percieved american mobile phones as good. Some stressed that the phones, especially Apple's, are overpriced.

Carol: American chocolate is very good. I likey Hershey, its my favorite. Mobile phones are also good, probably the best on the market.

Pedro: I like american chocolate, I buy it regularly. As for electronics,, products from the USA are considerd good, reliable, and you could say a status simbol.

Ricardo: Chocolate... I think its good but they have to buy cocoa from us, so its partly our chocolate as well right? I think mobile phones from the USA are good, although they are really expensive. An Iphone costs up to 4000 reais I think thats a lot of money for a phone, considering the average income in Brazil.

Interviewees had a very strong negative stance towards Chinese chocolate. All but Vinicius and Taina were certain that buying a chinese chocolate was out of the question. Mobile phones were considered of low quality, not durable. Out of all of my interviewees Taina (who does not have a Chinese phone anymore) and Joao were coming from experience. Taina was not satisfied, since she had had software problems. Joao still owned a chinese phone and he was satisfied with the price/quality ratio, but what influenced his purchase was interesting.

Joao: Chocolate: Its like from America, cheap and probably will not taste very well. Mobile phones: My phone is from China, Xiaomi is very good. It's not the most modern at the moment but when I got it it was good. Before I bought it I checked the specs online and I saw that some parts of it were made in Japan and other countries.

Taina: Chocolate: I think they have a lot of variety. I saw some product reviews on youtube, they had very different and interesting flavours. Mobile phones: I owned a chinese mobile and I was not satisfied and I will never buy it again.

The next two questions were about the weight COO cue had on their purchase decisions. According to the given answers most of them lingered on their favourite brands. COO cue was important for most of them but to an extent that was not solely connected to the quality or the status symbol that buying a product from a specific country brought. The concern they had was that the conditions where the product was manufactured were inhumane, and the biggest concern had been that the company used child labour. Also, it is important to note that other elements were considered in their decision making namely health concerns (unhealthy ingredients) and most of all price.

Joao: It is important when I do not know the chocolate brand. Here you have the main brands, but some times you buy something that is not that well known and you check. They usually put on the box where the cacao was from.

Taina: Yes. I find it important to know who produces it under what conditions. I would not buy chocolate produced in inhumane conditions.

Jeniffer's view on the country of origin was that it was not important. It did not change whether she was buying chocolate or a mobile. The most important thing in her opinion was that the price of the product was low and that the company did not use child labour.

Jeniffer: For me its not and for most people in Brazil in my opinion it is not important. I think what really counts are health concerns and not the country of origin. I think of the price and if any children made it. If they did I would not buy it.

Jeniffer (mobiles): Its not important. I check the brands that sell the most. I check Samsung, Motorola, and Nokia, that is it.

So far the interview was about foreign products and their quality. To see wheter the so called normative mechanism plays a role in a consumer's preference formation I asked the participants if they wer limited in their opinions by feelings of attachment or duty to their country. Consumer ethnocentrism is the construct that can explain how domestic products are percieved as opposed to foreign. I asked the participants if they thought buying domestic products was important and what the quality of domestic produts was, namely chocolate and mobile phones. The majority of them shared the opinion that buying domestic and furthermore local was very important. However, there were different opinions, that went from a softer stance e.g. it is not important to buy domestic to, a strong sense of resentment to their own country.

Ricardo: No. I hate my country. I do not like the corrupt politicians and the mentallity of people living here.

Carol: Yes! Because we help the economy.

Taina: Yes! I Think it is important to buy local if you have the possibilty to buy local over foreign.

Next, I wanted to get their perception on the quality of domestic products in general. The perception of the quality of chocolate was much higher than the perception of the quality of mobile phones or other tech products.

Joao: I think it is the same as Chinese. I think products will break. In the past, brands from Brazil were the cheapest ones on the market because they would break soon. I have this feeling that is embedded in me, mostly from when I was young and the sentiment was that Brazilian products were not that good.

Jeniffer: I think Brazil is known for having the best thingsexported. Its famous for raw materials. It is known that the best coffee is exported, and what we get is not prime quality. It is the same with chocolate.



The perception of the quality of chocolate was differed from the perception of the quality of mobile phones. Chocolate was perceived as good and mobile phones were mostly considered as of inferior quality. Even if they read a positive review consumers would not buy it.

Carol: I like Brazilian chocolate, because I grew up on it. I do not know about mobile phones. I never bought one that was made in Brazil. I probably would not buy it, unless it was cheap. But even then probably not.

Joao: I think it is very good. My favourite chocolate brands are from Rio Grande do Sul. Neugebauer is my favourite. In the past it was terrible. It was cheap. Mobile phones: I don't even know if there is one. Oh yes, I heard about this Brazilian one I heard it was good, but I would not risk it.

Pedro: Chocolate is good, we eat a lot of it here in the south. Some brands taste better than the others. Neugebauer is a cheap one with a lot of sugar, sweet - that tastes like chocolate is written on the packaging. Lacta and Garoto are the ones I buy. Mobile phones would probably not sell well. I think the quality perception of Brazilian made electronic products is better than it was in the past where they were considered bad, but still not up there with the quality brands from Japan or USA.

### **3.1.2 Summary of interview findings**

My qualitative study provided very interesting insights. Affinity and animosity countries were two of the world's biggest economies whose products quality was seen (in general) diametrically opposed either it was a food product or a technological product.

When asked about the quality of products from the United States of America, all interviewees were satisfied with the quality of products from the USA, except for one participant who listed USA as an animosity country and acted on it. He recognized the quality of USA products but said he would not buy them. The quality of mobile phones was perceived as second to none, while the quality of chocolate was not perceived as unanimously good, there was no significant animosity expressed towards it while some found it tasted the best. Products from the USA are related to the status and pride of possessing a product from a country that is higher on the stage of economic development even by people who do not consider the USA as an affinity country. Affinity towards the USA products and the positive quality perception will affect their product judgement and purchase behaviour.

The quality of Chinese products was considered bad regardless if participants listed it as an animosity country or not. Except for one participant, the general picture was that products were manufactured in inhumane conditions, that the quality was low, and that the products were not durable. These negative associations with China resulted in the rejection of Chinese

products. Mobile phones were considered bad although most of them never owned a Chinese branded mobile phone. Some interviewees were certain that they would never buy a phone from China. Chocolate was generally considered of poor quality, some more adventurous would try it for the cultural experience, but the majority would never buy it nor try it. Animosity and negative quality perception towards China will affect their product judgement and purchase behaviour.

The quality perception of domestic products was almost unanimously bad for technological products. This perception was inferred from their experience or word of mouth reputation from the past when domestic products malfunctioned quickly. Domestic chocolate was seen as being of good quality despite the belief that the best raw material was being exported. Although foreign products were preferred to domestic ones, when asked about the importance of buying domestic, some interviewees were considerate of the domestic economy and especially small local businesses. Regardless, they would not hesitate to buy foreign products when factors such as quality and prestige were concerned.

One interviewee statement was especially interesting. Out of all countries in the world he hated (felt animosity towards) Brazil the most. His reasons were corruption, not sharing the values of the majority population, hopelessness, and disappointment. According to these statements, I can conclude that the attitude of people in my qualitative study was as anticipated and confirmed in the literature. Unlike in developed countries where imports are seen as lower quality in developing countries they are preferred. The results for a developing country setting ethnocentric tendencies were low and according with previous research (Wang & Chen, 2004).

### **3.2 Quantitative research of pertinent constructs on Brazilian consumers**

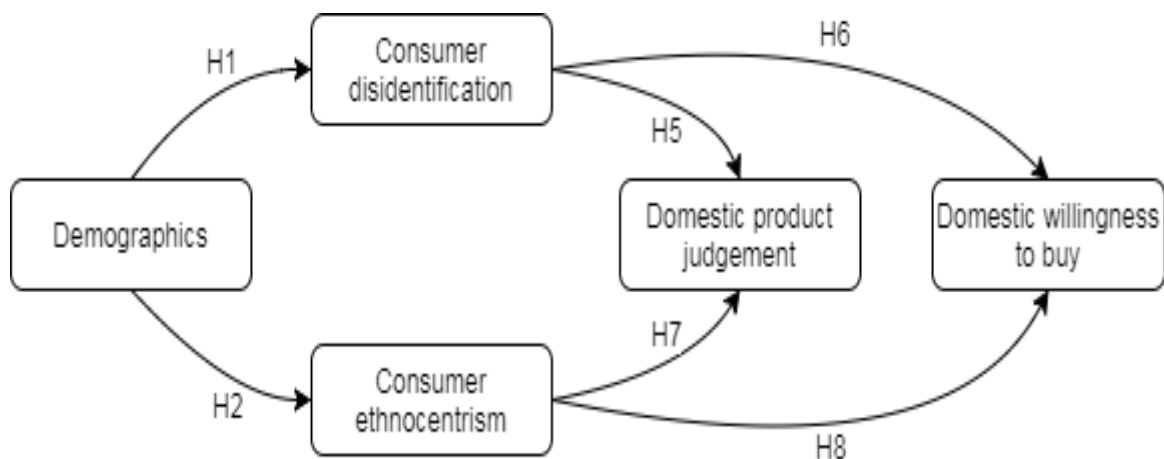
Stemming from the findings of my qualitative study I continued with the advancement of the quantitative study of consumer ethnocentrism, consumer animosity, consumer affinity, and consumer disidentification in Brazil. The objectives of the quantitative research were the following:

- To determine the demographic characteristics of Brazilians who harbor feelings of animosity and affinity towards foreign countries and ethnocentric and disidentifying feelings towards domestic country.
- To examine the influence of consumer animosity, consumer affinity, consumer ethnocentrism, and consumer disidentification on domestic/foreign product judgement.
- To empirically test whether consumer animosity, consumer ethnocentrism, consumer disidentification, and consumer affinity have an impact on Brazilians willingness to buy from the target country.

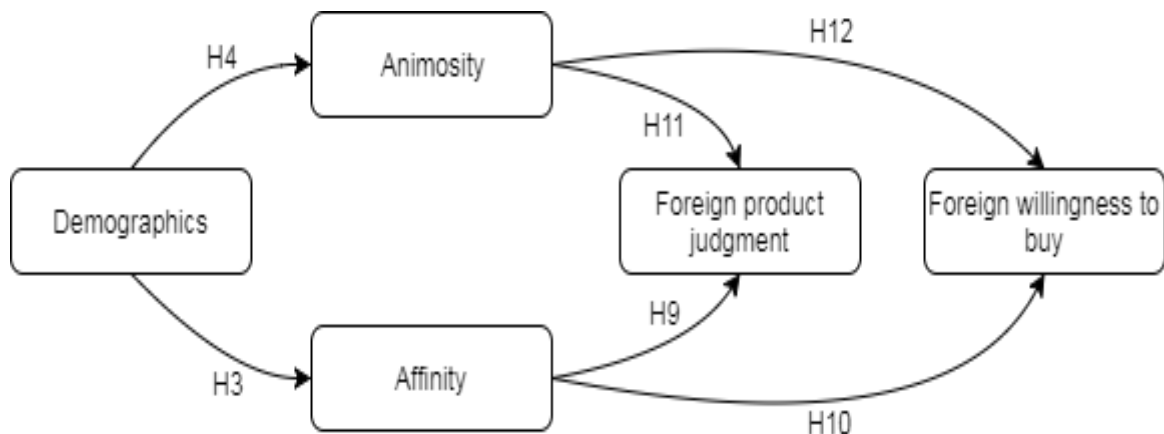
### 3.2.1 Conceptual model and research hypotheses

The conceptual model for my research stems from the literature review described in chapter 1 and findings from the qualitative research presented in Chapter 2. It is depicted in detail in Figures 5 and 6. My conceptual model is based on the integrative model by Dmitrović and Vida (2010) and a foreign product purchase model by Klein et al. (1998).

*Figure 5. Conceptual model of domestic product judgement and willingness to buy*



*Figure 6. Conceptual model of foreign product judgement and willingness to buy*



With the goal of getting the profile of the consumers harbouring animosity, affinity, and ethnocentric and disidentifying feelings toward selected foreign and home countries, I included demographic antecedents in the model. I decided to test the antecedents of investigated constructs. These are as follows: age, gender, education, and income.

High CDI levels of consumers translates to considering themselves as being different from the majority group of people. Antecedents of CDI range from age, religious, and ethnic groups (Josiassen, 2011). Based on this I hypothesise:

**H1a: Age is a significant predictor of consumer disidentification.**

**H1b: Ethnicity is a significant predictor of consumer disidentification.**

Shimp & Sharma (1995) tested the antecedents and moderators of consumer ethnocentrism. Among demographic factors the correlation between gender and consumer ethnocentrism was significantly positive for women, predicting that women would be more consumer ethnocentric than men. Education and income were, respectively, negatively related to consumer ethnocentrism, meaning that CE tendencies would decrease with greater levels of education achieved and with increasing income. Klein & Ettenson (1999) found empirical support for the argument that younger people will have lower CE scores. Based on this I hypothesise that:

**H2a: Age is a significant predictor of consumer ethnocentrism.**

**H2b: Women have stronger CE sentiments than men.**

**H2c: Income is a significant predictor of consumer ethnocentrism.**

**H3d: Education is a significant predictor of consumer ethnocentrism.**

Oberecker & Diamantopoulos, (2011) in their research develop the measurement scale for capturing the feeling of affinity. Their findings on consumer ethnocentrism and consumer affinity find out the power of affinity to overcome preference for domestic made products. The research of Oberecker & Diamantopoulos, (2011) does not investigate for antecedents of consumer affinity. Age, gender, income, and education are included in my hypotheses. These antecedents were confirmed in studies with other affective constructs.

**H3a: Age is a significant predictor of consumer affinity.**

**H3b: Gender is a significant predictor of consumer affinity.**

**H3c: Income is a significant predictor of consumer affinity.**

**H3d. Education is a significant predictor of consumer affinity.**

Regarding previous research of Klein (2002), I hypothesize there is a positive relationship between age and consumer animosity. Gender is a significant predictor of consumer animosity according to Shah & Halim (2011). I hypothesize that education is a significant predictor of consumer animosity according to Nakos and Hajidimitriou (2007). I hypothesize that income and consumer animosity may be related which is in line with Bahaee and Pisani (2009).

**H4a: Age is a significant predictor of consumer animosity.**

**H4b: Gender is a significant predictor of consumer animosity.**

**H4c: Income is a significant predictor of consumer animosity.**

**H4d: Education is a significant predictor of consumer animosity.**

Consumer disidentification researched by Josiassen (2011) defines this construct based on sociological disidentification. Consumers reject domestic products because they do not identify as the majority group. The model for domestic product purchase suggests that CE and CDI predict a consumer's willingness to buy, both as a direct relationship and via product judgements. This research suggests that a consumer's level of CDI affect their product judgements. Based on these findings I hypothesise:

**H5a: Consumer disidentification has a negative effect on the product judgment of Brazilian chocolate**

**H5b: Consumer disidentification has a negative effect on the product judgment of Brazilian mobile phones.**

**H6a: Consumer disidentification has a negative effect on the willingness to buy Brazilian chocolate.**

**H6b: Consumer disidentification has a negative effect on the willingness to buy Brazilian mobile phones.**

Consumer ethnocentrism has been found to relate negatively to product judgement evaluations. The relationship is well researched and there is abundant evidence (e.g. Netemeyer, Durvasula, & Lichtenstein, 1991; Klein, 2002; Nguyen et al., 2008). Based on these findings I hypothesise:

**H7a: Consumer ethnocentrism has a negative effect on the product judgement of Brazilian chocolate.**

**H7b.: Consumer ethnocentrism has a negative effect on the product judgement of Brazilian mobile phones**

Consumers with high levels of consumer ethnocentrism find it wrong to purchase imported products (Shimp & Sharma, 1987). A negative association of consumer ethnocentrism with the willingness to buy was presented in different studies (Vida & Dmitrović, 2009; Klein et al., 1998). Based on this research I hypothesise:

**H8a: Consumer ethnocentrism has a positive effect on the willingness to buy Brazilian chocolate.**

**H8b: Consumer ethnocentrism has a positive effect on the willingness to buy Brazilian mobile phones.**

Affinity was related positively with product judgement (Wongtada et al., 2012) Based on this and my qualitative research I hypothesise:

**H9a: Consumer affinity has a positive effect on foreign product judgement of chocolate from USA.**

**H9b: Consumer affinity has a positive effect on foreign product judgement of mobile phones from USA.**

Oberecker & Diamantopoulos' (2011) research respondents were asked to choose their favorite country. They found a relationship between affinity and the willingness to buy. Qualitative study by Nes et al. (2014) supports this finding. The vast majority of respondents was confident in buying products from the affinity country. Based on this I hypothesize:

**H10a: Consumer affinity has a positive effect on the willingness to buy chocolate from the USA.**

**H10b: Consumer affinity has a positive effect on the willingness to buy mobile phones from the USA.**

Initially, there was no discovered impact of animosity on foreign product judgement (Klein et al., 1998). However, further research (e.g. Huang et al., 2010; Shoham et al., 2006) found that consumer animosity and foreign product judgement were negatively related. My qualitative study suggests similar results and based on this I hypothesize:

**H11a: Animosity has a negative effect on the product judgement of Chinese chocolate.**

**H11b: Animosity has a negative effect on the product judgement of Chinese mobile phones.**

With respect to abundant literature on consumer animosity and how it affects the willingness to buy products from the country towards which they feel hatred (Klein et al., 1998; Shoham et al., 2006; Ettenson & Klein, 2005; Nakos & Hajidimitriou, 2007) and with respect to my qualitative study I hypothesize:

**H12a: Animosity has a negative effect on the willingness to buy Chinese chocolate**

**H12b: Animosity has a negative effect on the willingness to buy Chinese mobile phones.**

### **3.2.2 Quantitative study research methodology**

In the survey, I gathered data with the use of a questionnaire distributed online. I used this frequently used data collection technique due to its efficiency in collecting responses from larger samples (Saunders et al., 2009). In order to measure the relevant concepts I employed a questionnaire. The questions were operationalized with reference to the findings of extant literature review and the prior qualitative study. In this section, I describe the methodological aspects of the survey. In the next paragraphs, I explain the operationalization of variables and describe the questionnaire design and data collection.

Before developing and utilizing a questionnaire I had to research the affinity and animosity targets. According to Riefler and Diamantopoulos (2007), the predetermination of (animosity) target countries is unwanted. It is recommended by the authors to do exploratory research to identify the target countries first. The findings of my qualitative study, summarized in the previous chapter of my thesis, suggested that the USA and China are the affinity and animosity countries, respectively.

Measuring the consequences of consumer ethnocentrism, animosity, affinity, and dissidentification on Brazilian's purchase behavior was tested on a low involvement food product - chocolate, and a high involvement product - a mobile phone.

I introduced the chocolate category (any type of chocolate eg. chocolate candy bars, chocolate confectionery) into further research. Chocolate from the selected countries is well known, except for Chinese chocolate, which is available only in the bigger cities in Chinese shops. The second product selected was from the durable goods category, namely mobile phones. Mobile phones of American and Chinese companies are well known and available on the Brazilian market.

In this study, I examine the following constructs: Consumer ethnocentrism, consumer animosity, consumer affinity, consumer disidentification, quality judgement (product judgement), and the willingness to buy. Consumer ethnocentrism and consumer disidentification were measured by a 7-point Likert scale, going from "strongly disagree" to "strongly agree". Consumer affinity, consumer animosity, quality judgement, and the willingness to buy were measured with the same scale, with an additional option "I don't know" coded as "0". The questionnaire consists of 20 questions (Appendix B). All the questions and scales were translated into Portuguese for the purpose of making it easier for respondents to answer it and giving them the possibility to answer in their language - eliminating the language barrier.

The measurement of constructs – the operationalization of studied constructs was adapted from extant literature. Operationalized variables are presented in Table 7.

Table 8. Operationalization of studied constructs

Item	Variable label	Adapted from/Based on
<b>Consumer ethnocentrism</b>		
We, Brazilians, should not let other countries get rich off us.	CET1	Shimp & Sharma (1987)
Brazilians who buy mainly foreign-made products hurt the Brazilian economy and cause unemployment.	CET2	Shimp & Sharma (1987)
It may cost me more in the long run but I prefer to buy products made in Brazil.	CET3	Shimp & Sharma (1987)
We should buy from foreign countries only those products that we cannot obtain within Brazil.	CET4	Shimp & Sharma (1987)
<b>Consumer disidentificaion</b>		
I would never say „we Brazilians.“	DIS1	Verkuyten & Yildiz (2007)
I certainly don not want to see myself as Brazilian.	DIS2	Verkuyten & Yildiz (2007)
I always have the tendecy to distance myself from Brazilians.	DIS3	Verkuyten & Yildiz (2007)
Actually, I do not want to have anything to do with Brazilians.	DIS4	Verkuyten & Yildiz (2007)
I never feel addressed when they are saying something about Brazil and Brazilians.	DIS5	Verkuyten & Yildiz (2007)
<b>Consumer animosity</b>		
I do not like China.	CA_CHINA_1	Klein (2002)
I dislike the Chinese.	CA_CHINA_2	Klein et al., (1998)
I don't like the mentality of the people in this country.	CA_CHINA_3	Nes et al., (2011)
The people from this country have a bad attitude toward Brazilians.	CA_CHINA_4	Gec & Perviz (2012)
I find it difficult to communicate with people from this country.	CA_CHINA_5	Gec & Perviz (2012)
I disapprove of the domestic politics of China.	CA_CHINA_6	Hoffman et al. (2011)
This country twists historical facts.	CA_CHINA_7	Gec & Perviz (2012)
This country's foreign policy is opportunist.	CA_CHINA_8	Gec & Perviz (2012)
My experiences with people from the country are negative.	CA_CHINA_9	Nes et al., (2011)
Personally, I have had bad experiences with China.	CA_CHINA_10	Nes et al., (2011)
<b>Consumer affinity</b>		
I harbor pleasant feelings toward this country.	CAF1	Oberecker & Diamantopoulos (2011)
I like this country.	CAF2	Oberecker & Diamantopoulos (2011)

table continues



Table 9. Operationalization of studied constructs (CONT.)

I have feelings of sympathy toward this country.	CAF3	Oberecker & Diamantopoulos (2011)
I am captivated by this country.	CAF4	Oberecker & Diamantopoulos (2011)
I am inspired by this country.	CAF5	Oberecker & Diamantopoulos (2011)

The last part of the questionnaire included demographic questions. In this section of the questionnaire, I wanted to obtain general socio-demographic information about my sample. This data was used to identify disparity in animosity, affinity, ethnocentrism, and disidentification levels according to the relevant variable from the demography section.

### 3.3 Questionnaire design and data collection

I paid a lot of attention to the questionnaire design to make the questionnaire attractive and enticing. The anonymity and confidentiality of responses was guaranteed. The questionnaire was translated and adapted into Portuguese language. Back to back translations (English to Portuguese and then from Portuguese to English) of the questionnaire were done to assure the maximum accuracy of the translations. After having translated the questionnaire into Portuguese I tested it with the purpose of fine tuning and applying the last touch ups. This was done with a pilot test to check whether all the items were understood properly. The test respondents provided valuable feedback and my questionnaire needed only a few minor improvements. The Portuguese version of the questionnaire is presented in appendices.

The questionnaire was distributed online. This form was used because it can reach a higher share of population and because physical dissemination would be very time consuming. I created the questionnaire using EnKlikAnketa survey design software. I used snowball sampling - a non-probability sampling technique (Saunders et al., 2009). I used social networks, forums, and blogs to disseminate my questionnaire. I sent it to a number of friends and colleagues and asked them to fill in the questionnaire. To get a sufficient amount of responses and to get a more heterogeneous respondents sample I asked them to forward it to their family members, friends, and acquaintances.

#### 3.3.1 Survey results

Results of my quantitative research are presented in the following order. First, I describe my sample's characteristics through respondents' demographics. Next, I focus on the constructs presented in the conceptual model (see Figures 5 and 6). The last step in my analysis is hypothesis testing, after diminishing the variables into few factors.

### 3.3.2 Characteristics of the sample

The data was collected via an online survey software distributed through the Internet. The survey was active between 18. August and 24. August 2017. In this time, a total of 202 questionnaires were retrieved. The completion of questionnaires was not entirely satisfactory and 36 questionnaires that were not filled out properly were excluded from the analysis due to missing values. The final number of completed surveys used in my sample analysis was 166.

Table 10. Demographic characteristics of respondents

Demographic characteristics		Frequency	Relative frequency (%)
Age groups (years)	15-19	30	18.1
	20-29	58	34.9
	30-39	38	22.9
	40-49	19	11.4
	50-59	18	10.8
	60-69	2	1.2
	70-79	1	0.6
	Missing	0	
Income	Below average	20	12.9
	Slightly below average	17	10.2
	Exactly average	54	32.5
	Slightly above average	21	12.7
	Above average	53	31.9
	Missing	1	0.6
Gender	Male	83	50.0
	Female	83	50.0
	Missing	0	
Education	Elementary school	16	9.6
	Secondary school	72	43.4
	University education or more	78	47.0
	Missing	0	
Work status	Work in household or on farm	1	0.6
	Self-employed	32	19.3
	Employed-management position	16	9.6
	Employed-non management position	68	41.0
	Unemployed	12	7.2
	Retired	3	1.8
	Student	34	20.5
	Missing	0	

table continues

Table 11. Demographic characteristics of respondents (CONT.)

Residence	City (over 100.000 inhabitants	128	77.1
	Town (from 10.000 to 100.000 inhabitants )	31	18.7
	Settlement (up to 10.000 habitants)	7	4.2
	Missing	0	
Nationality	Brazilian	162	97.6
	Italian	2	1.2
	Portuguese	1	0.6
	Slovenian	1	0.6
	Missing	0	

Demography of survey respondents is presented in Table 8. I got the respondents age (AGE) with the transformation of the year of birth (YEARbirth). After I got their age, I formed seven categories representing the age distribution of respondents by groups (AGE\_GROUP). The distribution of age is right-skewed. The reason lies in a higher number of younger respondents in the sample. The age ranges between 15 and 72, whereas the mean age is 32.01. If we look at gender distribution, we see the same number of females and males (83). The educational background encompasses all levels of education, with the majority of respondents having completed University education or more.

Monthly income questions, namely the respondents' income (INCOME) and subquestion for the answer average income (AVE\_INCOME) were merged together and I formed one variable (NEW\_INCOME) with five income categories. Exactly average income was the most often chosen answer. Most respondents (41 %) are employed at non-management positions. A vast majority of respondents lives in a city with over 100,000 inhabitants (77.1 %). Almost all respondents' nationality is Brazilian.

### 3.4 Statistical analysis of the constructs studied

The measurement scales that I applied for consumer ethnocentrism, consumer animosity, consumer disidentification, consumer affinity, quality judgement, and the willingness to buy are based on previous research (see Table 6). That supported their reliability, validity, and unidimensionality. I assessed each construct's dimensionality using the Principal Component Analysis extraction method (hereinafter: PCA). When there were two or more factors extracted, as is the case with the willingness to buy and consumer animosity, PCA was conducted with Varimax with Kaiser normalization rotation method. I used the Kaiser-Meyer-Olkin (KMO) and Bartlett's test of sphericity to measure appropriateness of using factor analysis. Both of these values should be above 0.5 (Field, 2009). KMO values for individual variables on the diagonal of the anti-image correlation matrix were above the

required minimum of 0.5, and all other elements in the matrix were low and close to zero in all of the cases (Field, 2009).

Table 12. Factor loadings and reliability for Consumer ethnocentrism

Construct (factor)	Item	Factor loading	Cronbach's Alpha
<b>Consumer ethnocentrism</b>	We, Brazilians, should not let other countries get rich off us. (1)	0.596	0.745
	Brazilians who buy mainly foreign-made products hurt the Brazilian economy and cause unemployment. (2)	0.835	
	It may cost me more in the long run but I prefer to buy products made in Brazil. (3)	0.786	
	We should buy from foreign countries only those products that we cannot obtain within Brazil. (4)	0.790	

The consumer ethnocentrism factor loadings are presented in Table 9. All four items loaded reasonably onto one single factor meaning they are representing the same construct – I extracted just one component. According to Field (2009), factor loadings should be above 0.4. Reliability is the extent to which analysis procedures will yield consistent findings (Saunders, 2009). A reliability analysis is used when the most reliable measures are needed. This analysis identifies items that provide the most reliable measures. For each item in the scale I calculated Cronbach's alpha reliability coefficient to assess internal consistency reliability (Gec & Perviz, 2012). This was done for each construct. Cronbach's alpha reliability coefficient ranges between 0 and 1 and there is no consent on the minimum acceptable alpha values and there are various opinions on cut-off points (Gec & Perviz, 2012).

Ferligoj, Leskošek and Kogovšek (1995, p. 157) recommend the following guidelines for coefficient alpha values:

- $\alpha \geq 0.80$                       exemplary
- $0.70 \leq \alpha < 0.80$               very good
- $0.60 \leq \alpha < 0.70$               moderate
- $\alpha < 0.60$                         barely acceptable

Cronbach's alpha coefficient presented in Table 9 is 0.745 and indicates a very good value of the coefficient.

A PCA was conducted on 4 items. The KMO value for this construct was 0.731. The Bartlett's test of sphericity was significant ( $p < .001$ ). The value of Bartlett's test of sphericity  $\chi^2 (6) = 160.844$  also indicates sufficiently large correlations between items – suitable for PCA. In order to get eigenvalues for the component I ran an initial analysis. The scree plot indicates one component. Component had eigenvalues over Kaiser's criterion of

1 and in combination explained 57.372 % of the variance. The result of my PCA lead me to believe that a set of items measures one single construct.

A principal component analysis (PCA) for **consumer disidentification** was conducted on 5 items. As with CE I extracted only one component. Extraction of one component suggests that all five items that represent the same construct loaded into one single factor fairly. I followed Kaiser's criterion and retain factor with eigenvalues greater than 1. The scree plot showed one component. Cronbach's alpha for consumer disidentification presented in table 10 is 0.796 which indicates a very good value of the coefficient. The KMO value was 0.792 and the Bartlett's test of sphericity was significant. Bartlett's test of sphericity  $\chi^2 (10) = 300.263$  indicates that correlations between items were sufficiently large for PCA. One component had eigenvalues over Kaiser's criterion of 1 and in combination explained 58.274 % of the variance.

Table 13. Factor loadings and reliability for consumer disidentification

Construct (factor)	Item	Factor loading	Cronbach's Alpha
<b>Consumer disidentification</b>	I would never say „we Brazilians.“ (1)	0.677	0.796
	I certainly do not want to see myself as Brazilian. (2)	0.796	
	I always have the tendency to distance myself from Brazilians. (3)	0.851	
	Actually, I do not want to have anything to do with Brazilians. (4)	0.837	
	I never feel addressed when they are saying something about Brazil and Brazilians. (5)	0.631	

For **consumer affinity** I extracted only one component. Cronbach's alpha for consumer presented in table 11 is 0.940. A value this high indicates and exemplary value of the coefficient. A principal component analysis for consumer affinity was conducted on 5 items. The KMO value was greater than 0.5 (0.833) and the Bartlett's test of sphericity was significant. Bartlett's test of sphericity  $\chi^2 (10) = 718.208$  indicates that correlations between items were sufficiently large for PCA. To obtain eigenvalues for the component I ran an initial analysis. Components had eigenvalues over Kaiser's criterion of 1 and in combination explained 80.814 % of the variance. The scree plot shows one component. The result of our PCA lead me to believe that each set of items measures consumer affinity.

Table 14. Factor loadings and reliability for consumer affinity for USA

Construct (factor)	Item	Factor loading	Cronbach's Alpha
<b>Consumer affinity</b>	I harbour pleasant feelings toward this country (USA). (1)	0.844	0.940
	I like this country (USA). (2)	0.940	
	I have feelings of sympathy toward this country (USA). (3)	0.933	

	I am captivated by this country (USA). (4)	0.915	
	I am inspired by this country (USA). (5)	0.859	

For the **product judgement of chocolate** and **mobile phones** I extracted only one component for each construct and for each of the three countries: Brazil, the USA and China. A principal component analysis (PCA) was conducted on 5 items for the product judgment of chocolate and the product judgement of mobile phones. A fairly well established correlation of the variables is required for factor analysis. In case the variables correlate with no others they should be eliminated (Field, 2009). The correlation matrix for the construct Product judgement of Brazilian chocolate, showed that item 4 was problematic. The correlations of this item with other items were lower than 0.3, thus we excluded it from the analysis.

The Bartlett's test of sphericity was significant for both constructs for all three countries. KMO values for the individual variables on the diagonal of the anti-image correlation matrix were above the required minimum of 0.5 and the off-diagonal elements in the matrix were low (Field, 2009 in Gec & Perviz, 2012, p. 76). Components for the product judgement of chocolate had eigenvalues over Kaiser's criterion of 1. The factors explain 64.439 % of variance for Brazil, 59.557% of variance for China, and 61.245 % of variance for the USA. The components for the product judgement of mobile phones had eigenvalues over Kaiser's criterion of 1 and in combination explained 57.672 % of the variance for Brazil, 60.790% of the variance for China 48.527 % variance for the USA. The scree plots show one component for all constructs.

Table 12 shows that Cronbach's alpha for the product judgement of chocolate is above 0.80 for all three countries which indicates an exemplary value of the coefficient. Cronbach's alpha for the product judgment of mobile phones for all three countries is also high, 0.798 for Brazil and 0.711 for the USA, which indicates a very good value of the coefficients, and 0.829 for China, which indicates exemplary value of coefficient.

Because I excluded one item in case of product judgement towards Brazil, the results are not exactly comparable to this scale between countries.

Table 15. Factor loadings and reliability for product judgement

Construct (factor)	Item	Brazil		China		USA	
		Factor loading	Cronbach's Alpha	Factor loading	Cronbach's Alpha	Factor loading	Cronbach's Alpha
Product judgement of chocolate	Chocolates originating from country...						
	usually offers good value for money. (1)	0.820	0.810	0.807	0.815	0.753	0.839
	are generally of high quality. (2)	0.864		0.873		0.896	
	are generally better than the same product type originating from other countries. (3)	0.874		0.777		0.810	
	seem to be unsatisfactory. (4R)	/		0.594		0.674	
	are generally cleverly designed and attractive. (5)	0.629		0.780		0.763	
	Mobile phones originating from the country ...						
Product judgement of mobile phones	usually offers good value for money. (1)	0.866	0.798	0.879	0.829	0.570	0.711
	are generally of high quality. (2)	0.824		0.790		0.817	
	are generally better than the same product type originating from other countries. (3)	0.581		0.491		0.763	
	seem to be unsatisfactory. (4R)	0.847		0.849		0.517	
	are generally cleverly designed and attractive. (5)	0.632		0.825		0.765	

I measured the **willingness to buy chocolate** and **mobile phones from three countries**: Brazil, China, and the USA, with means of multi-item scale consisting five statements. I made my analysis with the extraction method Principal Component Analysis and with the Varimax with Kaiser Normalization rotation method. For the willingness to buy chocolate and mobile phones in Brazil and China, I extracted only one component for each construct. Table 12 shows that Cronbach's alpha for the willingness to buy chocolate for Brazil and China is above 0.7, which indicates very good values of the coefficient. Cronbach's Alpha

for the willingness to buy mobile phones is 0.781 in Brazil and 0.805 in China. The KMO values were above 0.5. The Bartlett's test of sphericity was significant for both constructs for both countries. Also the KMO values for the individual variables on the diagonal of the anti-image correlation matrix were above the required minimum of 0.5 and off-diagonal elements were low (Field, 2009 in Gec & Perviz, 2012, p. 76). Factors for the willingness to buy chocolate explain 54.668 % of the variance for Brazil and 55.238 % for China. Factors for the willingness to buy mobile phones explain 54.732 % for Brazil and 56.943 % for China.

Table 16. Factor loadings and reliability for willingness to buy for Brazil and China

Construct (factor)	Item	Brazil		China	
		Factor loading	Cronbach's Alpha	Factor loading	Cronbach's Alpha
Willingness to buy chocolate	It is very likely that I will buy ... (1)	0.772	0.783	0.835	0.787
	Whenever possible, I avoid buying ... (2R)	0.791		0.766	
	I would feel guilty if I bought (3R)	0.607		0.533	
	Whenever available, I would prefer to buy ... (4)	0.656		0.677	
	I am willing to buy ... (5)	0.845		0.858	
Willingness to buy mobile phones	It is very likely that I will buy ... (1)	0.826	0.781	0.818	0.805
	Whenever possible, I avoid buying ... (2R)	0.663		0.720	
	I would feel guilty if I bought (3R)	0.440		0.561	
	Whenever available, I would prefer to buy ... (4)	0.850		0.799	
	I am willing to buy ... (5)	0.836		0.841	

For the willingness to buy for the USA a principal component analysis extracted two components for both constructs. The scree plots also indicated two factors for both constructs. I extracted two factors for each construct. In Table 13 the two factors for the willingness to buy chocolate are: the willingness to buy chocolate and the unwillingness to buy chocolate. I did the same for two factors for the willingness to buy mobile phones: the willingness to buy mobile phones and the unwillingness to buy mobile phones. The KMO values and the values of Bartlett's test were above 0.5. The Bartlett's test of sphericity was significant for both constructs for the USA. The factors for chocolate explain 77.543 % of variance, the factors for mobile phones explain 74.350 % of variance. Cronbach's alpha for the willingness to buy chocolate are both above 0.7. Cronbach's alpha for the willingness to buy mobile phones is 0.819 which indicates an exemplary value for coefficient. Cronbach's alpha for the unwillingness to buy mobile phones is low (0.559). This is probably because the factor contains only two items. Although that indicates barely acceptable value of the coefficient, I will still use it in our analysis.



Table 17. Factor loadings and reliability for willingness to buy for USA

Construct (factor)	Item	USA			
		Factor loading for 1 <sup>st</sup> factor	Cronbach's Alpha	Factor loading for 2nd factor	Cronbach's Alpha
Willingness to buy chocolate	It is very likely that I will buy ... (1)	<b>0.864</b>	<b>0.811</b>	0.001	
	Whenever available, I would prefer to buy ... (4)	<b>0.845</b>		0.123	
	I am willing to buy ... (5)	<b>0.842</b>		0.260	
Unwillingness to buy chocolate	I would feel guilty if I bought (3R)	-0.019		<b>0.919</b>	<b>0.735</b>
	Whenever possible, I avoid buying ... (2R)	0.297		<b>0.832</b>	
Willingness to buy mobile phones	Whenever available, I would prefer to buy ... (4)	<b>0.853</b>	<b>0.819</b>	0.222	
	It is very likely that I will buy ... (1)	<b>0.849</b>		0.027	
	I am willing to buy ... (5)	<b>0.808</b>		0.218	
Unwillingness to buy mobile phones	I would feel guilty if I bought (3R)	0.010		<b>0.922</b>	<b>0.559</b>
	Whenever possible, I avoid buying ... (2R)	0.443		<b>0.688</b>	

I measured **consumer animosity** toward China, with a 10 statement multi item scale. My analysis was made with the extraction method Principal Component Analysis and with the Varimax with Kaiser Normalization rotation method. The correlation matrix showed that item 5 (“The people from this country have a bad attitude toward Brazilians.”) is problematic, most of the correlation were lower than 0.3, thus I excluded it from the analysis. KMO value is 0.821, the Bartlett's test of sphericity was significant, the value of Bartlett's test was  $(45) = 368,365$ .

Table 18. Dimensions of consumer animosity towards China

Dimension/ Factor	Scale item	Factor loading for 1 <sup>st</sup> factor (Cronbach's alpha = 0.837)	Factor loading for 2 <sup>nd</sup> factor (Cronbach's alpha = 0.817)	Factor loading for 3 <sup>rd</sup> factor (Cronbach's alpha = 0.765)
<b>People animosity</b>	I dislike the Chinese. (2)	<b>0.911</b>	0.133	0.124
	I do not like China. (1)	<b>0.769</b>	0.207	0.230
	I don't like the mentality of the people in this country. (3)	<b>0.672</b>	0.536	0.007
	The people from this country have a bad attitude toward Brazilians. (4)	<b>0.628</b>	0.280	0.429
<b>Political animosity</b>	This country's foreign policy is opportunistic (8)	0.209	<b>0.824</b>	0.001
	This country twists historical facts (7)	0.245	<b>0.810</b>	0.225
	I disapprove of the domestic politics of China. (6)	0.152	<b>0.730</b>	0.411
<b>Personal animosity</b>	Personally, I have had bad experiences with China.(10)	0.060	0.162	<b>0.915</b>
	My experiences with people from the country are negative. (9)	0.404	0.143	<b>0.803</b>

The scree plot (see Appendix C) indicated three factors, so I selected three factors to be extracted. The three factors I retrieved are people, political, and personal animosity. The three factors explain 76.160 % of variance towards China. Cronbach's alpha measures presented in Table 14 are all above 0.7 and indicates very good and exemplary measures of coefficients.

### 3.4.1 Descriptive statistics

I computed composite scales for each construct with the purpose of hypothesis testing. A composite scale is the average of scale items in one construct. I did this to ensure comparability across constructs with a different number of items.

Table 19. Descriptive statistics of consumer ethnocentrism items

<b>Construct (factor)</b>	<b>Scale item</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>Consumer ethnocentrism (CET)</b>	We, Brazilians, should not let other countries get rich off us. (1)	4.61	1.858
	Brazilians who buy mainly foreign-made products hurt the Brazilian economy and cause unemployment. (2)	3.74	1.878
	It may cost me more in the long run but I prefer to buy products made in Brazil. (3)	3.95	1.676
	We should buy from foreign countries only those products that we cannot obtain within Brazil. (4)	3.63	1.883
	<b>Composite scale</b>	<b>3.98</b>	<b>1.824</b>

Consumer ethnocentrism was measured by means of four items on a scale from 1 (strongly disagree) to 7 (strongly agree). In Table 16 I present the mean and standard deviation of all items measuring consumer ethnocentrism. The first statement: “We, Brazilians, should not let other countries get rich off us” was agreed with the most. The composite scale was computed as the mean of scale items and was 3.98 for consumer ethnocentrism which is a moderate result and doesn’t suggest high ethnocentric tendencies among survey respondents.

Table 20. Descriptive statistics of consumer disidentification

<b>Construct (factor)</b>	<b>Scale item</b>	<b>Mean</b>	<b>Standard deviation</b>
<b>Consumer disidentification (DIS)</b>	I would never say „we Brazilians. “ (1)	2.73	1.804
	I certainly do not want to see myself as Brazilian. (2)	2.01	1.328
	I always have the tendency to distance myself from Brazilians. (3)	2.22	1.534
	Actually, I do not want to have anything to do with Brazilians. (4)	1.88	1.306
	I never feel addressed when they are saying something about Brazil and Brazilians. (5)	2.92	1.965
	<b>Composite scale</b>	<b>2.35</b>	<b>1.587</b>

Consumer disidentification was measured by means of five items on a scale from 1 (strongly disagree) to 7 (strongly agree). In Table 17 I present the mean and standard deviation for all 5 items measuring consumer disidentification. The scale item agreed upon the most was statement number 5: “I never feel addressed when they are saying something about Brazil and Brazilians.” The mean of scale items is 2.35 which suggests that respondents hold no consumer disidentification tendencies.

Table 21. Descriptive statistics of consumer affinity for USA

Construct (factor)	Scale item	Mean	Standard deviation
Consumer affinity (CAF)	I harbour pleasant feelings toward this country (USA). (1)	4.54	1.768
	I like this country (USA). (2)	4.82	1.887
	I have feelings of sympathy toward this country (USA). (3)	4.44	2.007
	I am captivated by this country (USA). (4)	4.07	1.918
	I am inspired by this country (USA). (5)	4.01	1.986
	<b>Composite scale</b>	<b>4.38</b>	<b>1.913</b>

Consumer affinity was measured by means of five items on a scale from 1 (strongly disagree) to 7 (strongly agree). The questions related to this construct were offered an additional “I do not know” option coded as 0. Table 18 shows the mean and standard deviation for five scale items measuring the construct of consumer affinity. The statement respondents agreed upon the most was: “I harbour pleasant feelings toward this country”. The mean of all scale items or the scale value of this construct is 4.38, which indicates that respondents have a positive opinion about the United States of America.

Table 22. Descriptive statistics of product judgement

Construct (factor)	Item	Brazil		China		USA	
		Mean	Standard deviation	Mean	Standard deviation	Mean	Standard deviation
Product judgement of chocolate (PJchoco_country)	Chocolates originating from country ...						
	usually offers good value for money. (1)	4.68	1.860	3.66	1.268	4.59	1.597
	are generally of high quality. (2)	4.70	1.568	3.59	1.299	4.94	1.542
	are generally better than the same product type originating from other countries. (3)	4.14	1.717	3.44	1.193	4.54	1.650
	seem to be unsatisfactory. (4R)	/	/	3.79	1.594	5.00	1.365
	are generally cleverly designed and attractive. (5)	4.60	1.577	3.82	1.334	5.02	1.390
	<b>Composite scale</b>	<b>4.53</b>	<b>1.681</b>	<b>3.66</b>	<b>1.338</b>	<b>4.82</b>	<b>1.509</b>
Product judgement of mobile phones (PJcellular_country)	Mobile phones originating from the country ...						
	usually offers good value for money. (1)	3.30	1.889	4.81	1.658	5.08	1.608
	are generally of high quality. (2)	3.50	1.606	4.37	1.544	5.86	1.268
	are generally better than the same product type originating from other countries. (3)	3.02	1.445	4.06	1.587	5.47	1.491
	seem to be unsatisfactory. (4R)	3.71	1.776	4.58	1.499	5.45	1.429
	are generally cleverly designed and attractive. (5)	3.81	1.685	4.69	1.443	5.81	1.239
	<b>Composite scale</b>	<b>3.47</b>	<b>1.680</b>	<b>4.50</b>	<b>1.546</b>	<b>5.53</b>	<b>1.407</b>

Product judgement was measured by means of five items on a scale from 1 (strongly disagree) to 7 (strongly agree). The letter R with scale item 4 in Table 19 means the item is reverse coded in both sets of statements. The set of questions related to product judgement had an answer option “I do not know” coded as 0. China has the lowest mean (3.66) for product judgement of chocolate, while the highest mean was computed for USA (4.82). In the case of product judgement of mobile phones, the lowest score for all items was assigned to Brazil (3.47) and the highest to USA (5.53).

Table 23. Descriptive statistics for willingness to buy

Construct (factor)	Item	Brazil		USA 1 <sup>st</sup> factor		USA 2 <sup>nd</sup> factor		China	
		Mean	Standard deviation	Mean	Standard deviation	Mean	Standard deviation	Mean	Standard deviation
<b>Willingness to buy chocolate (WTB_CHO C_country)</b>	It is very likely that I will buy ... (1)	6.09	1.314	4.95	1.855	/	/	2.98	1.920
	Whenever possible, I avoid buying ... (2R)	5.79	1.632	/	/	5.38	1.572	3.68	2.112
	I would feel guilty if I bought (3R)	5.88	1.542	/	/	5.62	1.534	4.49	2.039
	Whenever available, I would prefer to buy ... (4)	5.14	1.779	4.37	1.746	/	/	2.81	1.560
	I am willing to buy ... (5)	5.64	1.691	5.22	1.707	/	/	3.50	1.937
	<b>Composite scale</b>	<b>5.71</b>	<b>1.592</b>	<b>4.85</b>	<b>1.769</b>	<b>5.50</b>	<b>1.553</b>	<b>3.49</b>	<b>1.914</b>
<b>Willingness to buy mobile phones (WTB_celular_country)</b>	It is very likely that I will buy ... (1)	3.92	2.029	5.54	1.693	/	/	4.13	2.031
	Whenever possible, I avoid buying ... (2R)	4.16	2.113	/	/	5.35	1.795	4.57	1.970
	I would feel guilty if I bought (3R)	5.05	1.909	/	/	5.49	1.580	4.89	1.827
	Whenever available, I would prefer to buy ... (4)	3.54	2.030	5.29	1.775	/	/	3.91	1.866
	I am willing to buy ... (5)	4.16	1.965	5.69	1.474	/	/	4.28	1.768
	<b>Composite scale</b>	<b>4.17</b>	<b>2.009</b>	<b>5.51</b>	<b>1.647</b>	<b>5.42</b>	<b>1.688</b>	<b>4.36</b>	<b>1.892</b>

The willingness to buy was measured by means of five items on a scale from 1 (strongly disagree) to 7 (strongly agree). The letter R with scale item 2 and 3 in Table 20 means the items are reverse coded in both sets of statements. These two sets of questions related the willingness to buy had an answer option “I do not know” coded as 0. The highest mean for the willingness to buy chocolate was computed for Brazil, the highest mean for the willingness to buy mobile phones was computed for China.

Table 24. Descriptive statistics for consumer animosity toward China

Construct	Scale Item	Mean	Standard deviation
<b>People animosity</b>	I do not like China. (1)	3.13	1.878
	I dislike the Chinese. (2)	2.89	1.848
	I don't like the mentality of the people in this country. (3)	3.63	1.983
	The people from this country have a bad attitude toward Brazilians. (4)	3.14	1.645
	<b>Composite scale</b>	<b>3.20</b>	<b>1.839</b>
<b>Political animosity</b>	I disapprove of the domestic politics of China. (6)	4.82	1.675
	This country twists historical facts. (7)	4.42	1.672
	This country's foreign policy is opportunist. (8)	4.60	1.708
	<b>Composite scale</b>	<b>4.61</b>	<b>1.685</b>
<b>Personal animosity</b>	My experiences with people from the country are negative. (9)	2.96	1.632
	Personally, I have had bad experiences with China. (10)	3.35	1.541
	<b>Composite scale</b>	<b>3.16</b>	<b>1.587</b>

Consumer animosity was measured with ten statements, using a Likert scale with the response range from 1 (strongly disagree) to 7 (strongly agree). The questions regarding animosity had an answer option “I do not know” coded as 0. The lowest mean is for the item 2.89: “I dislike the Chinese.” The highest mean is for the item 5 (4.85): “I find it difficult to communicate with people from this country.”

The constructs that had the option to indicate 0, namely the answer “I do not know” are consumer affinity, consumer animosity, product judgement, and the willingness to buy. All answers with zero values are not used in further analysis since they are treated as missing values.

### 3.5 Hypothesis testing

The hypotheses I presented at the beginning of the chapter are statistically tested in different combinations using the following statistical tests: simple linear regression, independent samples t-test, analysis of variance (ANOVA), and multiple linear regression.

**H1a: Age is a significant predictor of consumer disidentification.**

**H1b: Ethnicity is a significant predictor of consumer disidentification.**

Table 25. Result of simple linear regression for Hypothesis 1a

Predictor variable		Consumer disidentification
	R square	0.001
Constant	b-value	0.074
	Sig.	0.733
Age	b-value	-0.002
	Sig.	0.715

Hypothesis 1a was tested with simple linear regression (method Enter). With simple linear regression I predict values of one variable from another. The predictor and outcome variable's relationship strength is inferred from the b-values. According to Field (2009), the outcome variable is significantly predicted by the predictor variable if the relationship is significant (Sig. < 0.005). Stemming from my result, presented in Table 22, I did not find any empirical support for age being a significant predictor of consumer disidentification. Stemming from this I fail to find support for Hypothesis 1a.

I could not test the Hypothesis 2b, because I did not capture a sufficient number of respondents in each group in the sample. Most of the respondents were Brazilian (97.6), thus I could not test if ethnicity is a significant predictor.

**H2a: Age is a significant predictor of consumer ethnocentrism.**

Table 26. Results of simple linear regression for Hypothesis 2a

Predictor variable		Consumer ethnocentrism
	R square	0.023
Constant	b-value	-0.389
	Sig.	0.071
Age	b-value	0.012
	Sig.	0.053

I employed simple linear regression (method Enter) to test whether age is a significant predictor of consumer ethnocentrism. The results of simple linear regression are presented in Table 17. The result of significance is close to 0.05 ( $p = 0.053$ ), which shows tendency impact, but it is not significant ( $\alpha < 0.05$ ). I found that age is not a significant predictor of consumer ethnocentrism.

**H2b: Women have stronger consumer ethnocentrism sentiments than men.**

**H2c: Income is a significant predictor of consumer ethnocentrism.**

**H2d: Education is a significant predictor of consumer ethnocentrism.**

Table 27. Results of t-test for Hypothesis 2b and ANOVA for Hypothesis 2c and 2d

Predictor variable		Consumer ethnocentrism
<b>Gender</b>	t-value	<b>2.386</b>
	Significance (2-tailed)	<b>0.018</b>
<b>Income</b>	F-value	1.811
	Significance	0.129
<b>Education</b>	F-value	1.691
	Significance	0.188

In order to test Hypothesis 2b I conducted an independent samples t-test. This test is used to test different groups of people. It assumes the homogeneity of variances and that scores are independent (Field, 2009). If the significance is lower than 0.05 ( $p < 0.05$ ), I can infer that the two groups are significantly different (Field, 2009). Consumer ethnocentrism can be significantly predicted by gender. In my sample men have on average ( $M = 0.183$ ,  $SE = 1.012$ ) bigger consumer ethnocentric sentiments than women ( $M = 0.183$ ,  $SE = 0.959$ ). I found that the differences between men and women are significant ( $t = 2.386$ ,  $p = 0.018$ ) so there is a link between gender and consumer ethnocentrism, but in the opposite direction, as assumed by the hypothesis and as shown by the previous literature.

In order to test Hypotheses 2c and 2d, I employed the analysis of variance (ANOVA). I did not find empirical support for income or education to be a significant predictor of consumer ethnocentrism. I did not find support for Hypotheses 2a, 2c and 2d.

**H3: Demographic characteristics of Brazilian consumers are significant predictors of consumer affinity.**

**H3a: Age is a significant predictor of consumer affinity.**

Table 28. Results of simple liner regression for Hypothesis 3a

Predictor variable		Consumer ethnocentrism
	R square	0.008
<b>Constant</b>	b-value	0.317
	Sig.	0.176
<b>Age</b>	b-value	-0.010
	Sig.	0.148



With Hypothesis 3, I predict that demographic characteristics, such as; age, gender, income and education are significant predictors of consumer affinity. To test Hypotheses H3a simple linear regression (method Enter) was employed. From my test I found that consumer affinity is not significantly predicted by age.

**H3b: Gender is a significant predictor of consumer affinity.**

**H3c: Income is a significant predictor of consumer affinity.**

**H3d. Education is a significant predictor of consumer affinity.**

Table 29. Results of t-test for Hypothesis 3b and ANOVA for Hypotheses 3c and 3d

Predictor variable		Consumer affinity
<b>Gender</b>	t-value	0.770
	Significance (2-tailed)	0.443
<b>Income</b>	F-value	2.216
	Significance	0.070
<b>Education</b>	F-value	<b>10.446</b>
	Significance	<b>&lt; .001</b>

In order to test Hypothesis 3b I conducted an independent samples t-test. I wanted to determine if consumer affinity is significantly predicted by gender. I found that the differences between men and women are not significant ( $t = 0.770$ ,  $p = 0.443$ ), so I cannot say that gender is a significant predictor of consumer affinity.

For testing Hypotheses 3c and 3d, I employed the analysis of variance (ANOVA). Stemming from the results of my analysis consumer affinity is not significantly predicted by consumer affinity. I found out that education is a significant predictor of consumer affinity, because there are significant differences between groups of respondents with different educational backgrounds ( $F = 10.446$ ,  $p < .001$ ). On average respondents with higher education have lower tendencies of consumer affinity, meaning respondents with elementary school have the highest tendencies of consumer affinity ( $M = 0.817$ ,  $SE = 0.419$ ). I found empirical support only for one sub hypothesis, so I can find only partial empirical support for Hypothesis 3.

**H4: Demographic characteristics of Brazilian consumers are significant predictors of Consumer animosity**

**H4a: Age is a significant predictor of consumer animosity.**

Table 30. Results of simple linear regression for Hypothesis H4a

Predictor variable		People animosity	Political animistic	Personal animosity
	R square	0.000	0.003	0.008
<b>Constant</b>	b-value	-0.014	0.137	0.226
	Sig.	0.964	0.654	0.459
<b>Age</b>	b-value	0.000	-0.004	-0.007
	Sig	0.961	0.629	0.425

**H4b: Gender is a significant predictor of consumer animosity.**

**H4c: Income is a significant predictor of consumer animosity.**

**H4d: Education is a significant predictor of consumer animosity.**

Table 31. Results of t-test for Hypothesis 4b and ANOVA for Hypotheses 4c and 4d

Predictor variable		People animosity	Political animosity	Personal animosity
<b>Gender</b>	t-value	1.848	-0.134	0.193
	Significance (2-tailed)	0.068	0.894	0.847
<b>Income</b>	F-value	0.640	1.862	1.520
	Significance	0.636	0.126	0.205
<b>Education</b>	F-value	1.449	<b>3.236</b>	0.073
	Significance	0.241	<b>0.045</b>	0.930

With Hypothesis 4, I predict that the following demographic characteristics; age, gender, income, and education are significant predictors of consumer animosity. To test Hypothesis H4a I employed simple linear regression (method Enter). Stemming from my analysis I cannot support that consumer animosity is significantly predicted by age.

For testing Hypothesis 4b I conducted an independent samples t-test. I wanted to determine if consumer animosity is significantly predicted by gender. I found that the differences between men and women are not significant, so I cannot say that consumer animosity is significantly predicted by gender.

For testing Hypotheses 4c and 4d, I employed the analysis of variance (ANOVA). I did not find empirical support that consumer animosity is predicted by income. Respondent groups with different educational levels result in significantly different levels of political animosity ( $F = 3.236$ ,  $p = 0.045$ ). People with higher education have higher tendencies of consumer animosity. Respondents with an university education or more have the highest tendencies of consumer affinity ( $M = 0.284$ ,  $SE = 0.926$ ). There is no significance between groups for people animosity and personal animosity. I find only partial support for Hypothesis 2d.

**H5a: Consumer disidentification has a negative effect on the product judgment of Brazilian chocolate.**

**H5b: Consumer disidentification has a negative effect on the product judgment of Brazilian mobile phones.**

With Hypothesis 5, I tested the impact of consumer disidentification on the domestic product judgment of Brazilian chocolate and mobile phones. I tested if the quality judgement of food and mobile phones is predicted by consumer disidentification with simple linear regression. The results are presented in Table 29.

**H6a: Consumer disidentification has a negative effect on the willingness to buy Brazilian chocolate.**

**H6b: Consumer disidentification has a negative effect on the willingness to buy Brazilian mobile phones.**

With Hypotheses H6a and H6b, I tested the impact of consumer disidentification on the willingness to buy Brazilian products. I tested both Hypotheses with simple linear regression. The results of linear regression for Hypotheses 6a and 6b are in Table 29.

Table 32. The result of simple linear regression for Hypotheses 5a, 5b, 6a and 6b

Predictor variable		Product judgment of Brazilian chocolate	Product judgment of Brazilian mobile phones	Willingness to buy Brazilian chocolate	Willingness to buy Brazilian mobile phones
	R square	0.006	0.020	0.040	0.046
Constant	b-value	0.003	0.004	0.008	0.009
	Sig.	0.975	0.965	0.922	0.917
Consumer disidentification	b-value	-0.074	-0.140	<b>-0.192</b>	<b>-0.207</b>
	Sig.	0.356	0.088	<b>0.018</b>	<b>0.011</b>

I found no empirical support that consumer disidentification has an impact on the product judgment of Brazilian chocolate or Brazilian mobile phones. I cannot find any statistical support for Hypotheses H5a and H5b.

The effect of consumer disidentification on the willingness to buy Brazilian chocolate has a statistically significant effect on buying chocolate ( $b = -0.192$ ,  $p = 0.018$ ). The regression coefficient is also negative, so I can support Hypothesis 6a. There is also statistically significant effect of consumer disidentification on buying Brazilian mobile phones ( $b = -0.207$ ,  $p = 0.011$ ). Both regression coefficients are negative, so I can support Hypotheses 6a and 6b.

**H7a: Consumer ethnocentrism has a negative effect on the product judgement of Brazilian chocolate.**

**H7b: Consumer ethnocentrism has a negative effect on the product judgement of Brazilian mobile phones**

Table 33. Results of linear regression for Hypothesis H7a, H7b

Predictor variable		Product judgement of chocolate	Product judgement of mobile phones
		Brazil	Brazil
	R square	0.008	0.011
<b>Constant</b>	b-value	0.002	0.001
	t-value	0.028	0.013
	Significance	0.978	0.990
<b>Consumer ethnocentrism</b>	b-value	0.087	0.102
	Beta (standard.)	0.087	0.104
	t-value	1.056	1.259
	Significance	0.293	0.210

With Hypotheses H7a and H7b, I tested if consumer ethnocentrism predicts product judgment. I tested the effect on the product judgement of chocolate and mobile phones in Brazil. I tested this with linear regression. I found no significant effect of consumer ethnocentrism and I cannot find support for any of the hypotheses.

**H8a: Consumer ethnocentrism has a positive effect on the willingness to buy Brazilian Chocolate.**

**H8b: Consumer ethnocentrism has a positive effect on the willingness to buy Brazilian mobile phones.**

Table 34. Results of s linear regression for Hypothesis H8a and H8b

Predictor variable		Willingness to buy chocolate	Willingness to buy mobile phones
		Brasil	Brasil
	R square	0.016	0.038
<b>Constant</b>	b-value	-0.001	0.000
	t-value	-0.017	0.004
	Significance	0.986	0.997
<b>Consumer ethnocentrism</b>	b-value	0.124	<b>0.189</b>
	Beta (standard.)	0.126	<b>0.194</b>
	t-value	1.502	<b>2.327</b>
	Significance	0.135	<b>0.021</b>

With Hypotheses H8a and H8b, I tested the effect of consumer ethnocentrism on the willingness to buy Brazilian products. The results of linear regression are presented in the Table 31. I find no statistically significant effect of consumer ethnocentrism on WTB for Brazilian chocolate, but there is significant effect on WTB for Brazilian mobile phones ( $b = 0.189$ ,  $p = 0.021$ ). I find no support for Hypothesis H8a, but I find statistical support for H8b.

**H9a: Consumer affinity has a positive effect on the foreign product judgement of Chocolate from the USA.**

**H9b: Consumer affinity has a positive effect on the foreign product judgement of mobile phones from the USA.**

Table 35. Results of linear regression for Hypotheses H9a and H9b

Predictor variable		Product judgement of chocolate	Product judgement of mobile phones
		USA	USA
	R square	0.084	0.001
Constant	b-value	-0.048	-0.007
	t-value	-0.542	-0.081
	Significance	0.589	0.936
Consumer affinity	b-value	<b>0.303</b>	0.033
	Beta (standard.)	<b>0.290</b>	0.032
	t-value	<b>3.309</b>	0.366
	Significance	<b>0.001</b>	0.715

In Hypotheses H9a and H9b I tested the impact of consumer affinity on foreign product judgment of chocolate and mobile phones from the USA. I found out, that quality judgment of chocolate from the USA is predicted by consumer affinity ( $b = 0.303$ ,  $p = 0.01$ ), but we find no significant effect on product judgement of mobile phones. Thus, I can support Hypothesis H9a, but we find no empirical support of Hypothesis H9b.

**H10a: Consumer affinity has a positive effect on the willingness to buy chocolate from the USA.**

**H10b: Consumer affinity has a positive effect on the willingness to buy mobile phones from the USA.**

Table 36. Results of linear regression of Hypotheses H10a and H11a

Predictor variable		Willingness to buy chocolate		Willingness to buy mobile phones	
		Willingness to buy	Unwillingness to buy	Willingness to buy	Unwillingness to buy
	R square	0.105	0.003	0.069	0.016
<b>Constant</b>	b-value	0.010	0.000	0.018	0.010
	t-value	0.119	0.003	0.218	0.113
	Significance	0.905	0.997	0.828	0.910
<b>Consumer affinity</b>	b-value	<b>0.320</b>	0.053	<b>0.253</b>	0.126
	Beta (standard.)	<b>0.087</b>	0.052	<b>0.263</b>	0.127
	t-value	<b>3.679</b>	0.563	<b>2.985</b>	10.406
	Significance	<b>0.000</b>	0.575	<b>0.003</b>	0.162

With Hypotheses H10a and H10b I tested if consumer affinity predicts willingness to buy USA chocolate and mobile phones. The results in the table shows that consumer affinity predicts willingness to buy USA chocolate ( $b = 0.320$ ,  $p < .001$ ) and willingness to buy mobile phones ( $b = 0.253$ ,  $p = 0.003$ ). Constructs that measured unwillingness to buy were not predicted by consumer affinity. Thus, I can confirm both hypotheses, because I found significant effect of consumer affinity on both factors that measure willingness to buy USA products.

**H11a: Animosity has a negative effect on product judgement of Chinese chocolate.**

**H11b: Animosity has a negative effect on product judgement of Chinese mobile phones.**

In hypotheses H11a and H11b I tested the impact of three dimensions of consumer animosity on product judgement of Chinese products. I tested if quality judgement of chocolate and phones is predicted by people, political, and personal animosity. The results of multiple linear regression are presented in Table 34. I found no statistically significant effect of consumer animosity on product judgment of Chinese products, thus I cannot find support for Hypothesis H11a or H11b.

**H12a: Animosity has a negative effect on the willingness to buy Chinese chocolate**

**H12b: Animosity has a negative effect on the willingness to buy Chinese mobile phones**

Table 37. Results of multiple linear regression for Hypotheses H11a, H11b, H12a and H12b

		Product judgement of chocolate	Product judgement of mobile phones	Willingness to buy chocolate	Willingness to buy mobile phones
Predictor variable		China	China	China	China
	R square	0.011	0.004	0.149	0.072
<b>Constant</b>	b-value	0.060	-0.111	0.046	-0.098
	t-value	0.529	-0.864	0.386	-0.727
	Significance	0.599	0.391	0.701	0.470
<b>People animosti</b>	b-value	0.085	0.027	-0.256	0.081
	Beta (standard.)	0.093	0.024	-0.222	0.066
	t-value	0.699	0.201	-1.806	0.529
	Significance	0.487	0.841	0.076	0.599
<b>Political animosity</b>	b-value	0.013	-0.058	-0.209	<b>-0.288</b>
	Beta (standard.)	0.015	0.129	-0.221	<b>-0.260</b>
	t-value	0.112	-0.449	-1.795	<b>-2.117</b>
	Significance	0.911	0.655	0.078	<b>0.038</b>
<b>Personal animosity</b>	b-value	0.047	-0.018	0.254	-0.066
	Beta (standard.)	0.054	-0.016	0.225	-0.055
	t-value	0.402	-0.133	1.823	-0.442
	Significance	0.689	0.895	0.074	0.660

In Hypotheses H12a and H12b I also tested the impact of the three dimensions of consumer animosity, in this case on the willingness to buy Chinese chocolate and Chinese phones. To analyse that, I used a multiple linear regression. The results are presented in Table 34. The willingness to buy Chinese mobile phones is predicted by political animosity ( $b = -0.288$ ,  $p = 0.038$ ). Political animosity also has the highest standardized beta values. Among the three dimensions of animosity only political animosity significantly predicts the willingness to buy Chinese mobile phones, so I can only partially support Hypothesis 12b, but I find no empirical support for Hypothesis 12a.

### 3.5.1 Overview of hypothesis testing results

Due to the high number of hypotheses I decided to condense the amount of information and make it more transparent. In the following tables I present a clear review of all the hypotheses tested in my theses.

Table 38. Results of testing Hypotheses 1a and 1b

<b>H</b>		<b>Consumer disidentification</b>
<b>1a</b>	Age	no
<b>1b</b>	Ethnicity	/

Table 39. Results of testing Hypotheses 2a, 2b, 2c and 2d

<b>H</b>		<b>Consumer ethnocentrism</b>
<b>2a</b>	Age	no
<b>2b</b>	Gender	yes
<b>2c</b>	Income	no
<b>2d</b>	Education	no

Table 40. Results of testing Hypotheses 3a, 3b, 3c and 3d

<b>H</b>		<b>Consumer affinity</b>
<b>3a</b>	Age	no
<b>3b</b>	Gender	no
<b>3c</b>	Income	no
<b>3d</b>	Education	yes

Table 41. Results of testing Hypotheses 4a, 4b, 4c and 4d

<b>H</b>		<b>People animosity</b>	<b>Political animosity</b>	<b>Personal animosity</b>
<b>4a</b>	Age	No	no	no
<b>4b</b>	Gender	No	no	no
<b>4c</b>	Income	No	no	no
<b>4d</b>	Education	No	yes	no

Table 42. Results of testing Hypotheses 5a and 5b

<b>H</b>	Predictor	<b>Consumer disidentification</b>
	Outcome	
<b>5a</b>	Product judgment of Brazilian chocolate	no
<b>5b</b>	Product judgment of Brazilian mobile phones	no

Table 43. Results of testing Hypotheses 6a and 6b

<b>H</b>	Predictor	<b>Consumer disidentification</b>
	Outcome	
<b>6a</b>	Willingness to buy Brazilian chocolate	yes
<b>6b</b>	Willingness to buy Brazilian mobile phones	yes



Table 44. Results of testing Hypotheses 7a and 7b

<b>H</b>	Predictor	<b>Consumer ethnocentrism</b>
	Outcome	
<b>7a</b>	Product judgment of Brazilian chocolate	no
<b>7b</b>	Product judgment of Brazilian mobile phones	no

Table 45. Results of testing Hypotheses 8a and 8b

<b>H</b>	Predictor	<b>Consumer ethnocentrism</b>
	Outcome	
<b>8a</b>	Willingness to buy Brazilian chocolate	no
<b>8b</b>	Willingness to buy Brazilian mobile phones	yes

Table 46. Results of testing Hypotheses 9a and 9b

<b>H</b>	Predictor	<b>Consumer affinity</b>
	Outcome	
<b>9a</b>	Product judgment of chocolate from USA	yes
<b>9b</b>	Product judgment of mobile phones from USA	no

Table 47. Results of testing Hypotheses 10a and 10b

<b>H</b>	Predictor	<b>Consumer affinity</b>
	Outcome	
<b>10a</b>	Willingness to buy chocolate from USA	yes
	Unwillingness to buy chocolate from USA	no
<b>10b</b>	Willingness to buy mobile phones from USA	yes
	Unwillingness to buy chocolate from USA	no

Table 48. Results of testing Hypotheses 11a and 11b

<b>H</b>	Predictor	<b>People animosity</b>	<b>Political animosity</b>	<b>Personal animosity</b>
	Outcome			
<b>11a</b>	Product judgment of Chinese chocolate	no	no	no
<b>11b</b>	Product judgment of Chinese mobile phones	no	no	no

Table 49. Results of testing Hypotheses 12a and 12b

<b>H</b>	Predictor	<b>People animosity</b>	<b>Political animosity</b>	<b>Personal animosity</b>
	Outcome			
<b>12a</b>	Willingness to buy Chinese chocolate	no	no	no
<b>12b</b>	Willingness to buy Chinese mobile phones	no	yes	no

## 4 MANAGERIAL IMPLICATIONS

Cacao beans are just one of the few commodities Brazilian agriculture exports all over the world to make chocolate. Brazilians themselves are considered as a sweet toothed nation and the consumption of chocolate is expected to rise. There are purchasing specifics on the market that have to be taken into consideration. Especially for chocolate producers the high rise in the demand for chocolate for Easter (*Páscoa*), Valentine's day (*Dia dos namorados*), and Christmas (*Natal*). It has been confirmed in the extant literature that the levels of CE are lower in the citizens of developing countries than those of developed countries. The results of my study are similar and suggest that Brazilian consumers do not harbour highly ethnocentric tendencies. When consumer ethnocentrism as a normative mechanism is not the main processing mechanism, entering the Brazilian market will be more successful if they avoid developing associations with national symbols with their offerings. Qualitative research among Brazilian consumers suggested that Chinese made products are not appreciated for their quality. According to the extant literature, consumer animosity has an adverse effect on product judgement and the willingness to buy. My quantitative study confirmed these effects only partially, namely only political animosity (the other two were personal and people animosity) was the only dimension of consumer animosity that significantly predicts willingness to buy Chinese mobile phones. My study confirmed that consumer disidentification has a negative effect on the willingness to buy domestic chocolate and domestic mobile phones, but did not support a negative effect on domestic product judgement. Although CDI mean levels were low since my sample did not have enough ethnic diversity it is important to consider CDI levels to identify and target consumer segments with high levels of CDI. Cognitive evaluation of domestic chocolate is positive and Brazilians evaluate the quality of their domestic branded chocolate as good, which cannot be said for domestic branded mobile phones. The latter is especially important for the affinity country of most Brazilian consumers, namely the United States of America. Extant literature suggests that products from the affinity country are viewed positively by some consumers, while some consumers do not automatically share a positive product judgement towards a product of their affinity country. The results of my empirical study are similar, as quality judgement of USA branded chocolate is predicted by consumer affinity, while the quality of USA branded mobile phones is not. My research confirmed that consumer affinity predicts the willingness to buy USA branded chocolate and mobile phones. Cognitive processing of USA made or branded chocolate will render a positive image. The affective mechanism is reflected as the most supported in my study. Sales of confectionery companies from the USA are already good in Brazil and capitalising on the evident affinity with extrinsic cues to stress the brand name or product origin may generate more sales. It is important to create affinity with new consumers. Since affinity predicts the willingness to buy USA branded chocolate and USA branded mobile phones and provides more evidence to capitalise on this advantage. Chinese brands of mobile phones are not going to sell well with people that feel animosity to Chinese politics having that political animosity predicts the willingness to buy Chinese mobile phones. The quality of Chinese chocolate was rated as the lowest of the three

countries, while the quality of mobile phones was evaluated higher than Brazilian and lower than USA branded phones.

#### **4.1 Limitations and suggestions for future research**

Some limitations apply to the empirical part of the study. In the qualitative research I held interviews with young Brazilian-born people. A more varied sample of people may generate more diverse opinions especially for the construct of Consumer disidentification and the affinity and animosity countries these respondents would provide. I would recommend to future researchers to interview more expatriates/immigrants in a developing country.

A constraint of my quantitative study is the sample size which is 166 which may not be satisfactory to explain the model, and because my respondent group consisted of younger people. Balancing demographics is my recommendation to future researchers. Including ethnicity as a predictor of consumer disidentification is necessary.

### **CONCLUSION**

The objective of my thesis was to research the effect of consumer ethnocentrism, consumer affinity, consumer animosity, and consumer disidentification on Brazilian consumers. I addressed these constructs from the theoretical and practical perspectives. Conducting this type of research in a developing country setting is the added value of my master's thesis, since this type of research in a developing country is scarce. Qualitative and quantitative methods of data collection were used to cast more light upon the researched topics.

A qualitative study gave a preliminary insight into the weight and importance of normative, affective and cognitive aspects reflected in product judgements, preferences, and the willingness to buy. Most of my interviewees were prone to buying domestic chocolate as opposed to domestic mobile phones, which were seen as inferior in quality. It was confirmed in the qualitative study that Brazilians value products that come from a country that is higher on the economic development scale much more - in my case the USA. My interviewees gave positive quality reviews to both USA branded products, namely chocolate and mobile phones. Consumer disidentification and animosity were addressed with low quality evaluations and the reluctance to buy products from the domestic and foreign country, respectively.

Consumer ethnocentrism was confirmed as a significant predictor of the willingness to buy Brazilian mobile phones – it has a positive effect on the willingness to buy Brazilian made mobile phones. In my research I found that men sometimes have a stronger consumer ethnocentrism than women, contrary to the findings of previous literature. Age has a tendency to impact consumer ethnocentrism, namely older Brazilians tend to be more ethnocentric.

The survey population would have to be more diverse in order to test for consumer disidentification in Brazil. Non-Brazilians were underrepresented in my sample. I found empirical evidence that consumer disidentification has a negative effect on the domestic willingness to buy chocolate and mobile phones.

My research confirmed that consumers from developing countries will view developed countries products, that is a country that is economically more developed as their own, as superior in quality. The two countries most frequently mentioned as animosity and affinity targets were China and the USA respectively. Negative sentiments towards China (a developing country) were not strong in general, only the political animosity projected towards their domestic and foreign policy. Political animosity predicts a negative foreign willingness to buy mobile phones, which were considered as good in terms of quality. The USA as an affinity country generated positive opinions in my survey. I found empirical support that education is a significant predictor of consumer affinity. Product judgement (chocolate) and the willingness to buy (chocolate and mobile phones) of USA made products are predicted by affinity.

## REFERENCE LIST

1. Agbonifoh, B. A., & Elimimian, J. U. (1999). Attitudes of Developing Counties Towards “Country-of-Origin” Products in an Era of Multiple Brands. *Journal of International Consumer Marketing*, 11(4), 97–116.
2. Anatel – Agência Nacional de Telecomunicações. (2017). *Brazil closes june with 242,1 millions of mobile lines in operation*. Retrieved August 28, 2017, from <http://www.anatel.gov.br/dados/destaque-1/283-movel-acessos-maio>
3. Ahmed, S.A., & d'Astous, A. (1996). Country of Origin and Brand effects: A Multi-Dimensional and Multi-Attribute Study. *Journal of International Consumer Marketing*, 9(2), 93–115.
4. Ahmed, Z.U., Johnson, J.P., Yang, X., Fatt, C.K., Teng, H.S., & Boon, L.C. (2004). Does country of origin matter for low-involvement products? *International Marketing Review*, 21(1), 102–120.
5. Amine, L.S. (2008). Country-of-origin, animosity and consumer response: marketing implications of anti-Americanism and Francophobia. *International Business Review*, 17, 402–422.
6. Apple Inc. (2017). Retrieved August 28, 2017, from <https://www.apple.com/br/shop/buy-iphone/iphone-7#01,11>
7. Askegaard, S., & Ger, G. (1998). Product-country images: Toward a contextualized approach. In B.G. Englis & A. Olofsson (Eds.), *European Advances in Consumer Research Volume 3* (pp. 50–58). Provo, UT: Association for Consumer Research. Retrieved May 20, 2017, from <http://acrwebsite.org/volumes/11153/volumes/e03/E-03>
8. Azevedo R. (2016, March 27). Brazilians and chocolate. *Exame abril*. Retrieved August 25, 2015, from <http://exame.abril.com.br/brasil/a-relacao-do-brasileiro-com-o-chocolate/>
9. Bahae, M., & Piani, M.J. (2009). The use of consumer ethnocentrism and consumer animosity scales in Iran: a research note. *Thunderbird International Business Review*, 51(2), 143–150.
10. Balabanis, G., Diamantopoulos, A., Mueller, R., Melewar, T.C. (2001) The impact of nationalism, patriotism and internationalism on consumer ethnocentric tendencies. *Journal of International Business Studies*, 32(1), 157–175.

11. Barry Callebaut. (n. d.) *Theobroma cacao, the food of the gods*. Retrieved August 27, 2017 from <https://www.barry-callebaut.com/about-us/media/press-kit/history-chocolate/theobroma-cacao-food-gods>
12. Batra, R., Ramaswamy, V., Alden, D. L., Steenkamp, J. B. E., & Ramachander, S. (2000). Effects of brand local and nonlocal origin on consumer attitudes in developing countries. *Journal of consumer psychology*, 9(2), 83–95.
13. BBC News (2017, June 1). *Brazil emerges from recession as GDP grows 1%*. Retrieved August 28, 2017, from <http://www.bbc.com/news/world-latin-america-40120364>
14. Berg, B.L. (2001). *Qualitative research methods for the social sciences* (4<sup>th</sup> ed.). Boston, USA: Ally and Bacon.
15. Boechat, L. (2015). Mobile Telephone Exansion in Brazil. *Tech in Brazil*. Retrieved August 28, 2015, from <https://techinbrazil.com/mobile-telephone-expansion-in-brazil>
16. Business Insider. (2017). *Brazil's smartphone market shows signs of recovery*. Retrieved August 28, 2017, from <http://www.businessinsider.com/brazils-smartphone-market-shows-signs-of-recovery-2017-3>
17. Byrne, D. (1971). *The Attraction paradigm*. New York: Academic Press.
18. Central Intelligence Agency. (2017). Brazil. In *The world factbook*. Retrieved August 28, 2017, from <https://www.cia.gov/library/publications/the-world-factbook/geos/br.html>
19. Chen, F.F & Kenrick D.T. (2002). Repulsion or Attractction? Group Membership and Assumed Attitude Similarity. *Journal of Personality and Social Psychology*. 82(1), 111–125.
20. Cheetah lab (2016, August 24). *2016 Brazil's Mobile Internet Report*. Retrieved August 28, 2017, from <http://lab.cmcm.com/en-us/trend-insight/2016-08-24/110.html>
21. Chu, P.-Y., Chang, C.-C., Chen, C.-Y., & Wang T.Y. (2010) Countering negative country-of-origin effets. *European Journal of Marketgin*, 44(7/8), 1055–1076.
22. Cleveland, M., Laroche, M., & Papadopoulos, N. (2009). Cosmopolitanism, consumer ethnocentrism, and materialism: An eight-country study of antecedents and outcomes. *Journal of International Marketing*, 17(1), 116–146.

23. Cordell, V. V. (1992). Effects of consumer preferences for foreign sourced products. *Journal of International Business Studies*, 23(2), 251–269.
24. Dickerson, K. G. (1982). Imported versus US-produced apparel: consumer views and buying patterns. *Family and Consumer Sciences Research Journal*, 10(3), 241–252.
25. Dmitrović, T., & Vida, I. (2010). Consumer behaviour induced by product nationality: The evolution of the field and its theoretical antecedents. *Transformations in Business & Economics*, 9(19), 145–165.
26. Elliott, G. R., & Cameron, R. C. (1994). Consumer perception of product quality and the country-of-origin effect. *Journal of International Marketing*, 2(2) 49–62.
27. Empreendedor (2009, December 10). *IBOPE maps the consumption of chocolate in Brazil*. Retrieved August 26, 2017, from <http://empreendedor.com.br/noticia/ibope-mapeia-o-consumo-de-chocolate-no-brasil/>
28. Ettenson, R., & Klein, J.G. (2005). The fallout from French nuclear testing in the South Pacific: a longitudinal study of consumer boycotts. *International Marketing Review*, 22(2) 199–224
29. Ferligoj, A., Leskošek, K. & Kogovšek, T. (1995). *Zanesljivost in veljavnost merjenja [Reliability and validity of measurement]*. Ljubljana, SLO: Fakulteta za družbene vede.
30. Field, A. (2009). *Discovering statistics using SPSS (and sex and drugs and rock 'n' roll)* (3<sup>rd</sup> ed). London, UK: Sage Publications.
31. FAO – Food and Agriculture Organization of the United Nations (2017). *Crops*. Retrieved August 27, 2017, from <http://www.fao.org/faostat/en/#data/QC>
32. Freeman, G. P. (1997). Immigration as a Source of Political Discontent and Frustration in Western Democracies. *Studies in Comparative International Development*, 32(3), 42–64.
33. Garcia, R. (2015, June 18). Chocolate market in Brazil. *The Brazil Business*. Retrieved August 26, 2017, from <http://thebrazilbusiness.com/article/chocolate-market-in-brazil>
34. Gürhan-Canli, Z., Maheswaran, D. (2000) Cultural Variations in Country of Origin Effects. *Journal of Marketing Research*, 37(3), 309–317.

35. Geč T., & Perviz L. (2012). *Consumer animosity and foreign product purchase: an empirical investigation in Slovenia*. Ljubljana, Slovenia: University of Ljubljana, Faculty of Economics.
36. Han, C. M. (1989). Country image: halo or summary construct? *Journal of marketing research*, 26(2), 222–229.
37. Hoffmann, S., Mai, R., & Smirnova, M. (2011). Development and validation of a cross-nationally stable scale of consumer animosity. *Journal of Marketing Theory and Practice*, 19(2), 235–251.
38. Hongcheng, Z. (2017, 16. march). *Why the Chinese Are Still Not Sweet on Chocolate*. Retrieved August 26, 2017, from <http://www.sixthtone.com/news/2061/why-the-chinese-are-still-not-sweet-on-chocolate>
39. Hong, S., & Wyer, R. Jr. (1989). Effects of country-of-origin and product-attribute information on product evaluation: an information processing perspective. *Journal of Consumer Research*, 16, 175–187.
40. Huang, Y-A., Phau, I., & Lin, C. (2010). Consumer animosity, economic hardship and normative influence: how do they affect consumers' purchase intention? *European Journal of Marketing*, 44(7/8), 909–937.
41. ICCO – International Cocoa Organization (2017, July 26). *The chocolate industry*. Retrieved August 26, 2017, from <https://www.icco.org/about-cocoa/chocolate-industry.html>
42. ICCO – International Cocoa Organization (2013, March 23). *What is the origin of the cocoa tree*. Retrieved August 26, 2017, from <https://www.icco.org/faq/51-cocoa-trees/114-what-is-the-origin-of-the-cocoa-tree.html>
43. Jaffe, E.D., & Nebenzahl, I.D. (2001). *National image and competitive advantage: the theory and practice of country-of-origin* (1<sup>st</sup> ed.). Copenhagen, DK: Copenhagen Business School Press.
44. Josiassen, A. (2011). Consumer disidentification and its effects on domestic product purchases: An Empirical Investigation in the Netherlands. *Journal of Marketing*, 75(2), 124–140.
45. Klein, J.G., & Ettenson, R. (1999). Consumer animosity and consumer ethnocentrism: an analysis of unique antecedents. *Journal of International Consumer Marketing*, 11(4), 5–24.



46. Klein, G. J., Ettenson, R., & Morris, D. M. (1998). The animosity model of foreign product purchase: An empirical test in the People's Republic of China. *Journal of marketing*, 62(1), 89–100.
47. Klein, J. G., Ettenson, R. & Marlene, D. M. (2002). Us versus them, or us versus everyone? Delineating consumer aversion to foreign goods. *Journal of Marketing*, 62(1), 89–100.
48. Kosterman, R., & Feshbach, S. (1989). Toward a measure of patriotic and nationalistic attitudes. *Political Psychology*, 10(2), 257–274.
49. Maher, A.A., & Mady, S. (2010). Animosity, subjective norms, and anticipated emotions during an international crisis. *International Marketing Review*, 27(6), 630–651.
50. Marcoux, J. S., Filiatrault, P., & Cheron, E. (1997). The attitudes underlying preferences of young urban educated Polish consumers towards products made in western countries. *Journal of International Consumer Marketing*, 9(4), 5–29.
51. Martin, O. M., & Cerviño, J. (2011). Towards an integrative framework of brand country of origin recognition determinants. *International Marketing Review*, 28(6), 530–558.
52. Mostafa, M. M. (2010). A structural equation analysis of the animosity model of foreign product purchase in Egypt. *Global Business Review*, 11(3), 347–363.
53. Nagashima, A. (1970). A comparison of Japanese and US attitudes toward foreign products. *Journal of Marketing*, 34(1), 68–74.
54. Nakos, G. E., & Hajidimitriou, Y.A. (2007). The impact of national animosity on consumer purchases: the modifying factor of personal characteristics. *Journal of International Consumer Marketing*, 19(3) 53–72.
55. Nes, E. B., Rama, Y & Ragnhild, S. (2014). Consumer affinity for foreign countries: construct development, buying behavior consequences and animosity contrasts. *International Business Review*, 23(4), 774–784.
56. Netemeyer, R. G., Darvasula, S., & Lichtenstein, D. R. (1991). A cross-national assessment of the reliability and validity of the CETSCALE. *Journal of Marketing Research*, 28(3), 320–327.

57. Newcomb, T.M. (1956). The Prediction of Interpersonal Attraction. *American Psychologist*, 11(1), 575–86.
58. Nguyen, T. D., Nguyen, T. T. M., & Barrett, N. J. (2008). Consumer ethnocentrism, cultural sensitivity, and intention to purchase local products – evidence from Vietnam. *Journal of Consumer Behaviour*, 7(1), 88–100.
59. Nieburg, O. (2014, October 9). The new world of chocolate: How is consumption in emerging markets developing? *Confectionerynews.com*. Retrieved August 26, 2017, from <http://www.confectionerynews.com/Markets/Chocolate-consumption-in-emerging-markets-2014>
60. Oberecker, M. E, Riefler, P., Diamantopoloulos, A. (2008). The consumer affinity construct conceptualization, qualitative investigation, and research agenda. *Journal of international marketing*, 16(3), 23–56.
61. Oberecker, M. E. & Diamantopoloulos, A. (2011) Consumers emotional bonds with foreign countries: Does affinity affect behavioral intentions? *Journal of international marketing*, 19(2), 45–72.
62. Obermiller, C., & Spangenberg, E. (1989). Exploring the effects of country of origin labels: An information processing framework. *Advances in Consumer Research*, 16(1), 454–459.
63. Ogbu, J. U. (1993). Differences in Cultural Frame of Reference. *International Journal of Behavioral Development*, 16(1), 483–506.
64. Pecotich, A., & Rosenthal M.J. (2001). “Country of origin, quality, brand and consumer ethnocentrism”. *Journal of Global Marketing*, 15(2), 33–64.
65. Perlmutter, H. V. (1954). Some characteristics of the xenophilic personality. *Journal of Psychology*, 38(2). 291–300.
66. Pratap, S. (2014). Towards a framework for performing outsourcing capability. *Strategic Outsourcing: An International Journal*, 7(3), 226–25.
67. Rawwas, M. Y. A., Rajendran, K. N. & Wuehrer, G. A. (1996). The influence of worldmindedness and nationalism on consumer evaluation of domestic and foreign products. *International Marketing Review* 13(2), 20–38.
68. Reiersen, C. C. (1967). Attitude changes toward foreign products. *Journal of Marketing Research*, 4(4), 385–387.

69. Rezvani S., Dehkordi, G. J., Rahman, M. S., Fouladivanda, F., Habibi M., & Ehtebasi S. (2012). A conceptual Study on the country of origin effect on consumer purchase intention. *Asian social science*, 8(12), 205–215.
70. Riefler, P., & Diamantopoloulos, A. (2007). Consumer animosity: a literature review and a reconsideration of its measurement. *International Marketing Review*, 24(1) 87–119.
71. Rosenbaum, M. E. (1986). Comment on a Proposed Two-Stage Theory of Relationship Formation: First repulsion; Then Attraction. *Journal of Personality and Social Psychology*, 51(1) 1171–1172.
72. Russell, D.W., & Russel, C.A. (2006). Explicit and implicit catalysts of consumer resistance: the effects of animosity, cultural salience and country-of-origin on subsequent choice. *International Journal of Research in Marketing*, 23(3), 321–331.
73. Samsung (2017). *Galaxy S8+*. Retrieved August 28, 2017, from <http://www.samsung.com/br/smartphones/galaxy-s8-plus-g955/SM-G955FZKSZTO/>
74. Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business studies* (5<sup>th</sup> ed). Harlow, UK: Financial Times/Prentice Hall
75. Schooler, R. D. (1965). Product bias in the Central American common market. *Journal of Marketing Research*, 2(4) 394–397.
76. Shah, K. A. M., & Halim, H. A. (2011). The influence of demographic profiles on consumer animosity, consumer ethnocentrism and patriotism. *International Journal of Current Research*, 3(10), 200–208.
77. Shin, M. (2001). The animosity model of foreign product purchase revisited: does it work in Korea? *Journal of Empirical Generalisations in Marketing Science*, 6(1), 6–14.
78. Shoham, A., Davidow, M., Klein, J. G., & Ruvio, A. (2006). Animosity on the home front: the intifada in Israel and its impact on consumer behavior. *Journal of International marketing*, 14(3), 92–114.
79. Shankarmahesh, M. N. (2006). Consumer ethnocentrism: an integrative review of its antecedents and consequences. *International Marketing Review*, 23(2), 45–172.

80. Sharma, S., Shimp, T. A., & Shin, J. (1995). Consumer ethnocentrism: a test of antecedents and moderators. *Journal of the Academy of Marketing Science*, 23(1), 26–37.
81. Shimp, T. A., & Sharma, S. (1987). Consumer ethnocentrism: construction and validation of the CETSCALE. *Journal of Marketing research*, 24(3), 280–289.
82. Stat counter (2017). *Mobile Operating System Market Share in Brazil*. Retrieved August 28, 2017, from <http://gs.statcounter.com/os-market-share/mobile/brazil>
83. Teleco (2017, June 21). *Smartphones in Brazil*. Retrieved August 28, 2017 from [http://www.teleco.com.br/en/en\\_smartphone.asp](http://www.teleco.com.br/en/en_smartphone.asp)
84. Transue, J. E. (2007). Identity Salience, Identity Acceptance, and Racial Policy Attitudes: American National Identity as a Uniting Force. *American Journal of Political Science*, 51(1), 78–91.
85. Verkuyten, M. & Yildiz A. A. (2007). National (Dis)identification and ethnic and Religious Identity: A Study among Turkish-Dutch Muslims. *Personality and Social Psychology Bulletin* 33(10), 1448–1462.
86. Verlegh, P. W. J. (2007). Home country bias in product evaluation: the complementary roles of economic and socio psychological motives. *Journal of International Business Studies*, 38(3), 361–373.
87. Verlegh, P. W. J, & Steenkamp, J-B. E. M. (1999). A review and meta-analysis of country-of-origin research. *Journal of Economic Psychology*, 20(5), 521–546.
88. Vida, I. (1996). Marketing to consumers in the emerging markets of Central and Eastern Europe: Cultural and ethnic considerations in: Cathy Owens Swift, (ed.) *Enhancing Knowledge Development in Marketing AMA*, 345–353.
89. Vida, I. & Dmitrović. T. (2009). *Product nationality, consumer ideologies and consumption: an appraisal of the literature with illustration of empirical work in South-East Europe*. Ljubljana: Ekonomska fakulteta.
90. Vida, I. & Maher Pirc, M. (2006). Nakupno vedenje slovenskih porabnikov: vloga nacionalne identitete [Purchase behavior of Slovenian consumers: the role of national identity]. *Management*, 1(1), 49–63.
91. Vida, I., & Reardon, J. (2008). Domestic consumption: rational, affective or normative choice? *Journal of Consumer Marketing*, 25(1), 34–44

92. Wang, C. L., Chen, Z. X. (2004). Consumer ethnocentrism and willingness to buy domestic products in a developing country setting: testing moderating effects, *Journal of Consumer Marketing*, 21(6) 391–400.
93. Watson, J. J., & Wright, K. (2000). Consumer ethnocentrism and attitudes toward domestic and foreign products. *European journal of Marketing*, 34(9/10), 1149–1166.
94. Wongtada, N., Rice, G. & Bandyopadhyay, S.K. (2012). Developing and validating affinity: a new scale to measure consumer affinity toward foreign countries. *Journal of International Consumer Marketing*, 24(3), 147–167.



## **APPENDIXES**





## **TABLE OF APPENDIXES:**

Appendix A: Interviews for qualitative research.....	1
Appendix B: Questionnaire for quantitative research .....	10
Appendix C: Scree plots of PCA.....	16
Appendix D: Hypothesis H1 output .....	17
Appendix E: Hypothesis H2 output.....	18
Appendix F: Hypothesis H3 output.....	19
Appendix G: Hypothesis H4 output .....	21
Appendix H: Hypothesis H11 output .....	23
Appendix I: Hypothesis H12 output.....	25

## **LIST OF FIGURES**

Figure 1. Scree plot of PCA for willingness to buy chocolate for USA .....	16
Figure 2. Scree plot of PCA for willingness to buy mobile phones for USA .....	16
Figure 3. Scree plot of PCA for consumer animosity toward China.....	17

## **LIST OF TABLES**

Table 1. Affinity and animosity countries of each participant .....	8
Table 2. Affinity and animosity countries of all interviewees .....	9



## **APPENDIX A: Interviews for qualitative research**

Qualitative study: Interviews

Jeniffer:

Affinity: France, England, Colombia

Animosity: USA, India, China

1. What do you think about products from USA in terms of quality?

I think they sound they are of higher quality of Brazilian products, we see North American things in Brazil as of better quality.

2. What do you think about products from China in terms of quality?

I think that product from China are low quality products. Because most of the time they are very cheap. If it's cheap, it means that they use low quality workforce and cheap materials. I think they use sort of a slavery system.

3. What do you think about chocolate from USA? What about mobile phones?

I like chocolate from USA but it's not my favourite. I think American mobile phones namely Apple iPhone is just for rich people, because it's so expensive. I think the phone is good, but the price is too high.

4. What do you think about chocolate from China? What about mobile phones?

I would never buy chocolate from China. I would never buy a phone or anything from China.

5. Is country of origin important when you are buying chocolate?

For me it's not and for most people in Brazil in my opinion it's not important. I think what really counts are health concerns and not country of origin. I think of the price and if any children made it. If they did I wouldn't buy it.

6. Is country of origin important when you are buying a mobile phone?

It's not important. I check the brands that sell the most. I check Samsung, Motorola, Nokia and that's it.

7. Do you think buying domestic products is important?

I don't think it's the most important. Especially now when we are going through a crisis, because we don't have much money, it is a good thing if you want to get a gift to someone. I buy domestic to support small business, not to support big business in Brazil.

8. What do you think about quality of Brazilian products?

I think Brazil is known that the best things are exported. It's famous for raw materials. It is known that the best coffee is exported, and what we get isn't prime quality. It's the same with chocolate. I would be suspicious of a Brazilian made mobile phone.

9. What do you think about the quality of Brazilian chocolate/mobile phones?

The same answer but if I would have to choose between a Brazilian phone and a Brazilian chocolate I would choose a Brazilian chocolate.

Carol:

Affinity countries: USA, Japan, Egypt

Animosity countries: China, India, North Korea

1. What do you think about products from USA in terms of quality?

I think quality of products is very good.

2. What do you think about products from China in terms of quality?

In terms of quality, I don't think they are good, they are cheap though.

3. What do you think about chocolate from USA? What about mobile phones?

American chocolate is very good. I like Hershey, it is my favorite. Mobile phones are also good, probably the best on the market.

4. What do you think about chocolate from China? What about mobile phones?

I don't eat Chinese chocolate. We don't have it here. If we would, I wouldn't buy it because I think it would taste awful. Mobile phones, I don't know, probably not very good.

5. Is country of origin important when you are buying chocolate?

Yes, if it is imported it is very expensive, Belgian, Italian chocolate cost 5 times or more the price of a normal chocolate.

6. Is country of origin important when you are buying a mobile phone?

Yes, I won't buy a phone from China. Apple is very expensive, a lot of taxes on iPhone.

7. Do you think buying domestic products is important? Why?

Yes! Because we help the economy.

8. What do you think about quality of Brazilian products?

It is ok. Sometimes I think it depends on the product. Some are good while others are so-so.

9. What do you think about the quality of Brazilian chocolate/mobile phones?

I like Brazilian chocolate, because I grew up on it. I don't know for mobile phones, never bought one that was made in Brazil. Probably wouldn't buy it, unless it was cheap. But even then probably not.

Vanessa

Affinity countries: Italy, USA, Ireland

Animosity countries: Zimbabwe, Congo, Syria

1. What do you think about products from USA in terms of quality?

I don't know for all, but I think the quality is good. Especially technology products. They have a lot of successful high tech companies.

2. What do you think about products from China in terms of quality?

Bah, they are not good. Cheap stuff.

3. What do you think about chocolate from USA? What about mobile phones?

I think chocolate is good. They have some tasty chocolate mixtures. Like the peanut butter and chocolate that's the best! Mobile phones are good if I just take Apple into consideration, they don't crash, and they are easy to use.

4. What do you think about chocolate from China? What about mobile phones?

Never tried chocolate from China, don't know if I would. I think its low quality and would taste awful. Mobile phones... I dont know, I have never purchased one from China.

5. Is country of origin important when you are buying chocolate?

Sort of matters... I buy the one I like and at its not too expensive. If its for a special gift I buy something imported.

6. Is country of origin important when you are buying a mobile phone?

Yes, when I buy technology products I have to be sure the product I buy will work for a while. Im skeptical that's the phones from non-western countries are reliable.

7. Do you think buying domestic products is important?

Yes to a degree. If the imported product is cheaper I will not hesitate and pick that one.

8. What do you think about quality of Brazilian products?

I think its somewhere in the middle. Not the best but not completely bad.

9. What do you think about the quality of Brazilian chocolate/mobile phones?

I think the chocolate is good. Mobile phones, not so much, I don't even know if we make them.

Joao

Affinity:Uruguay, Switzerland, Spain

Animosity:Italy, France, USA

1. What do you think about products from USA in terms of quality?

I think they are good. Its hard to answer if you think about american brands they are all made in Bangladesh , Shri lanka or some other places. I think it good compared to Paraguay.

2. What do you think about products from China in terms of quality?

Bad. Probaly all the thing made there will broke or tear apart in a short period of time.

3. What do you think about chocolate from USA? What about mobile phones?

I think its not that good, but im not a chocolate guy. Mobile phones: I know its good but I dont like it. If you have a phone from apple you have to use everything from apple. I prefer others.

4. What do you think about chocolate from China? What about mobile phones?

Its like from america, cheap and probably wont taste very well. My phone is from China, Xiaomi its very good. Its not the most modern atm but when I got it it was good. Before I bought it i checked the specs online and I saw that some parts of it were made in Japan and other countries.

5. Is country of origin important when you are buying chocolate?

It is important when I dont know the chocolate brand. Here you have the main brands, but some times you buy something that is not that well known and you check. They ususalay put on the box where the cacao was from.

6. Is country of origin important when you are buying a mobile phone?

Again its the same answer. Youll chech the brand. If its a big brand you wont mind where it

was made.

7. Do you think buying domestic products is important?

It think its very important. However when I have the chance to buy something from outside, I would choose something from outside.

8. What do you think about quality of Brazilian products?

I think its the same as for China. I think stuff will break. In the past brands from Brazil were the cheapest one because they would braked soon. You have this feeling from when I was young that brasilian products werent that good.

9. What do you think about the quality of Brazilian chocolate/mobile phones?

I think its very good. My favourite chocolate brands are from Rio grande do sul. Neuguebaur is my favourite. In the past it was terrible. It was cheap. Mobile phones: I dont even know if there is one. I heard about this brazilian one, i hear it was good, but I wouldnt risk it.

Pedro

Affinity: Canada, Uruguay, Norway

Animosity: Poland, Russia, Venezuela

1. What do you think about products from USA in terms of quality?

In general I would say they are good.

2. What do you think about products from China in terms of quality?

In general I would say they are bad.

3. What do you think about chocolate from USA? What about mobile phones?

I like american chocolate, I buy it regularly. Mobile phones: As for electronics are considered products from USA are considered good, reliable and you could say a status simbol.

4. What do you think about chocolate from China? What about mobile phones?

Chocolate from China is not something I would eat. Ever. Mobile phoes: Electrnic stuff from China has a bad reputation here. I know they are not expensive but I don't like the country so I wouldnt buy it.

5. Is country of origin important when you are buying chocolate?

Yes, I like our chocolate or some imported european or american chocolate. Or Alfajores from Urugay.

6. Is country of origin important when you are buying a mobile phone?

Yes, but its more of a status simbol for most people. Buying an imported phone costs a lot of money.

7. Do you think buying domestic products is important?

Yes. But some things produced domestically aren't as good as foreign.

8. What do you think about quality of Brazilian products?

As I said, some stuff just isn't as good as foreign, for example beer or wine.

9. What do you think about the quality of Brazilian chocolate/mobile phones?  
Chocolate is good, we eat a lot of it here in the south. Some brands taste better than the others. Neugebauer is a cheap one with a lot of sugar. Lacta and Garoto are the ones I buy. Mobile phones would probably not sell well. I think the quality perception of Brazil electronic products is better than it was in the past where they were considered bad, but still not up there with the quality brands from Japan or USA.

Ricardo

Affinity: Germany, USA, Portugal

Animosity: India, China, Spain.

1. What do you think about products from USA in terms of quality?  
In my opinion products from USA are, generally speaking very good. Maybe there are some sectors where quality isn't the best like fast food sector, but generally I think it's the best.

2. What do you think about products from China in terms of quality?  
I don't like Chinese products. I think if a product is too cheap, like the Chinese products are I can't be convinced that it's good.

3. What do you think about chocolate from USA? What about mobile phones?  
Chocolate... I think it's good but they have to buy cocoa from us, so it's partly our chocolate as well right? Mobile phones: I think mobile phones from USA are good, although they are really expensive. iPhone costs up to 4000 reais I think, that's a lot of money for a phone, considering average income in Brazil.

4. What do you think about chocolate from China? What about mobile phones?  
Haven't tried it but as everything from China I think chocolate is of inferior quality. Mobile phones: Mobile phones aren't as expensive but the price isn't the only thing I look for. I can buy a cheap phone and then it stops working after 6 months. That's not something worth buying.

5. Is country of origin important when you are buying chocolate?  
Yes, if I'm buying to impress my wife I will buy some European brands for example. They are expensive but it's worth it. The taste is very good.

6. Is country of origin important when you are buying a mobile phone?  
Yes, I prefer buying electronics from a more developed country, although a lot of them have assembly lines in China or Bangladesh or similar country where salaries are much lower.

7. Do you think buying domestic products is important?  
No. I hate my country. I don't like the corrupt politicians and the mentality of people here.

8. What do you think about quality of Brazilian products?  
I think it's average, compared to highly developed countries and for example some less developed, they are somewhere in the middle.

9. What do you think about the quality of Brazilian chocolate/mobile phones?  
Brazilian chocolate is of higher quality than the mobile phones in my opinion.

Serafim

Affinity: Spain, USA, South Africa

Animosity: North Korea, Iran, China

1. What do you think about products from USA in terms of quality?  
Everything that comes from North America is considered good here in Brazil.
2. What do you think about products from China in terms of quality?  
Chinese products are perceived bad, cheap and you can't get rid of the feeling of exploitation of workers.
3. What do you think about chocolate from USA? What about mobile phones?  
I think it's quite ok. It's mass produced chocolate, so not my favorite really. Mobile phones: Mobiles are good, especially Apple products which are the best.
4. What do you think about chocolate from China? What about mobile phones?  
I would give it a try because I like trying out new things, but given that they are not really known for their quality I doubt it would be my favourite. Mobile phones: I think they are bad, but I had never owned one.
5. Is country of origin important when you are buying chocolate?  
No, I just look at the price.
6. Is country of origin important when you are buying a mobile phone?  
It's the same for mobile phones, I check for price.
7. Do you think buying domestic products is important?  
No. I think with this we support the government and I don't like the current government.
8. What do you think about quality of Brazilian products?  
The quality is not the best. The best things from Brazil are exported.
9. What do you think about the quality of Brazilian chocolate/mobile phones?  
Chocolate is good, but mobile phones are bad just like the Chinese ones.

Thiago

Affinity: Germany, Uruguay, North Ireland

Animosity: China, Argentina, Ireland

1. What do you think about products from USA in terms of quality?  
I think they are good. But it's hard to say for everything. Especially when you know that most of their products are made in China or Bangladesh or some other Asian country. Like Nike shoes, they are made somewhere in Asia.
2. What do you think about products from China in terms of quality?  
Chinese products reputation is generally speaking bad. When I picture a Chinese product I immediately get an image of a cheap, poorly engineered and manufactured product.
3. What do you think about chocolate from USA? What about mobile phones?  
The ones I tried when I was in USA were good. Mobile phones are up there with the best.



4. What do you think about chocolate from China? What about mobile phones?  
Chocolate from China somehow doesn't sound right. I think it would not taste good, and china isn't even know for their confectionery. Mobile phones are probably lagging behind the big brands, I think its cheap.
5. Is country of origin important when you are buying chocolate?  
I like real chocolate, not the artificial one with plenty of sugar and milk. It is important but its not the only thing that I look for.
6. Is country of origin important when you are buying a mobile phone?  
Yes, when I am buying a mobile phone I check the top brands like Samsung and Apple, I know they have good engineering there in Korea and USA.
7. Do you think buying domestic products is important?  
No. I think buying quality is important. If I get quality and its from Brazil I will buy it. But not only because its from here.
8. What do you think about quality of Brazilian products?  
Its good and bad. Good for agricultural products and bad for products like beer and white goods.
9. What do you think about the quality of Brazilian chocolate/mobile phones?  
Chocolate is good, but only specific brands. I don't like all of them. Mobile phones are somewhere along with the chinese ones, not too good.

Taina

Affinity: Australia, England, USA.

Animosity: North Korea, Saudi Arabia, China

1. What do you think about products from USA in terms of quality?  
Product are satisfactoriy although I didn't like some chocolate I had some time ago. Too much sugar!
2. What do you think about products from China in terms of quality?  
Produtes like clothes are not durable and the quality is inadequate.
3. What do you think about chocolate from USA? What about mobile phones?  
I don't buy american chocolate because I think its too sugary and you cant really taste the chocolate.  
Mobile phones: I own an I phone and I am very stisfied with it.
4. What do you think about chocolate from China? What about mobile phones?  
I think they have a lot of variety. I saw some product reviews on youtue, they had very different and interesting flavours. Mobile phones: I owned a chinese mobile and I wasn't satisfied and I will never buy it again.
5. Is country of origin important when you are buying chocolate?  
Yes. I find it important who produces it under what conditions. I wouldt buy chocolate that would be produced in inhumane conditions.

6. Is country of origin important when you are buying a mobile phone?  
Yes, It is important. But a phone is not the same as chocolate, It costs more money. So i want to buy something good, if Im spending a lot of money.
7. Do you think buying domestic products is important?  
Yes I Think it is important to buy local, if you have the possibilty to buy local over foreign.
8. What do you think about quality of Brazilian products?  
I think generally they are not good but there are exceptions.
9. What do you think about the quality of Brazilian chocolate/mobile phones?  
I think the quality of chocolates is good, I regularly buy domestic chocolate. Mobile phones: I think quality of mobiles is poor.

Table 1. Affinity and animosity countries of each participant

Interviewee	Affinity countries	Animosity countries
Jeniffer	France, England, Colombia	USA, India, Pakistan
Joao	Uruguay, Switzerland, Spain	Italy, France, USA
Pedro	USA, Uruguay, Norway	China, Russia, India
Vanessa	Italy, USA, Ireland	China, Congo, Syria
Ricardo	Germany, USA, Portugal	India, China, Spain
Thiago	Germany, Uruguay, North Irela.	Ireland, Argentina, China
Serafim	Spain, USA, South Africa	North Korea, Iran, China
Joao	Spain, Italy, Finland	China, Ukraine, Argentina
Fernando	Engand, USA, Italy	Russia, Iraq, Afghanistan
Diogo	Japan, Englad, Italy	China, North Korea, Iran
Junior	Germany, Ireland, South Africa	North Korea, China, Iran
Carol	USA, Japan, Egypt	North Kora, China, India
Felipe	USA, Australia, Belgium	Venezuela, North Korea, Syria
Joao D.	Germany, Portugal, Uruguay	Colombia, Iraq, Afghanistan
Max	England, Italy, USA	Russia, Iraq, Afghanistan
Cassia	Australia, USA, Belgium	North Korea, Syria, Venezela
Murriilo	Australia, Spain, UK	Russia, Iraq, Portugal
Taina	Australia, England, USA	North Korea, Iraq, China
Lua	France, Italy, UK	China, Russia, North Korea
Robson	Uruguy, Switzerland, Germany	Russia, Iran, Pakistan

Table 2. Affinity and animosity countries of all interviewees

Affinity country	No. of votes	%	Animosity country	No. of votes	%
USA	10	16.7	China	11	18.3
Italy	6	10.0	North Korea	8	13.3
Germany	5	8.3	Russia	6	10.0
England	5	8.3	Iraq	5	8.3
Uruguay	5	8.3	India	4	6.7
Spain	4	6.7	Iran	4	6.7
Australia	4	6.7	Syria	3	5.0
Portugal	2	3.3	Afghanistan	3	5.0
France	2	3.3	Pakistan	2	3.3
Switzerland	2	3.3	USA	2	3.3
Ireland	2	3.3	Argentina	2	3.3
South Africa	2	3.3	Venezuela	2	3.3
Japan	2	3.3	Italy	1	1.7
Belgium	2	3.3	France	1	1.7
UK	2	3.3	Congo	1	1.7
Colombia	1	1.7	Spain	1	1.7
Norway	1	1.7	Ireland	1	1.7
Northern Ireland	1	1.7	Ukraine	1	1.7
Finland	1	1.7	Colombia	1	1.7
Egypt	1	1.7	Portugal	1	1.7
Total of votes	60	100.0	Total of votes	60	100.0

## APPENDIX B: Questionnaire for quantitative research

**I. The statements below refer to Brazil, its economy and your feelings toward your country.**

*Although the statements are similar, they are not the same. Please consider each statement separately and indicate how strongly you agree or disagree with it on a scale from 1 (strongly disagree) to 7 (strongly agree).*

<b>CONSUMER ETHNOCENTRISM</b>	Strongly disagree 1	Disagree 2	Disagree somewh at 3	Undecide d 4	Agree somewh at 5	Agree 6	Strongly agree 7
We, Brazilians, should not let other countries get rich off us.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brazilians who buy mainly foreign-made products hurt the Brazilian economy and cause unemployment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It may cost me more in the long run but I prefer to buy products made in Brazil.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We should buy from foreign countries only those products that we cannot obtain within Brazil.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<b>CONSUMER DISIDENTIFICATION</b>	Strongly disagree 1	Disagree 2	Disagree somewh at 3	Undecide d 4	Agree somewh at 5	Agree 6	Strongly agree 7
I certainly do not want others to see me as a typical Brazilian.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often have the tendency to distance myself from other Brazilians.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I am in a foreign environment, I do not want to have much to do with other Brazilians.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I never feel addressed when others are saying something about Brazil and Brazilians.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Affinity and animosity

*Please write 3 affinity and 3 animosity countries, respectively. Consumer affinity is a positive country image or and attitude towards a specific foreign country. Consumer*

*animosity is an unfavorable attitude projected towards a specific country.*

Affinity:

--	--	--

Animosity:

--	--	--

**The statements below refer to foreign countries and your feelings toward them.**

*Please consider each statement separately and indicate how strongly you agree or disagree with it on a scale from 1 (strongly disagree) to 7 (strongly agree). When answering, please fill in the empty fields with numbers ranging from 0 to 7, with regard to the following scale:*

- 1 – Strongly disagree*
- 2 – Disagree*
- 3 – Disagree somewhat*
- 4 – Undecided*
- 5 – Agree somewhat*
- 6 – Agree*
- 7 – Strongly agree*
- 0 – I do not know*

**CONSUMER AFFINITY**

	USA
1. I harbor pleasant feelings toward this country.	
2. I like this country.	
3. I have feelings of sympathy toward this country.	
4. I am captivated by this country.	
5. I am inspired by this country.	

**The statements below refer to foreign countries and your feelings toward them.**

*When answering, please fill in the empty fields with numbers ranging from 0 to 7, with regard to the following scale:*

- 1 – Strongly disagree*
- 2 – Disagree*
- 3 – Disagree somewhat*
- 4 – Undecided*
- 5 – Agree somewhat*
- 6 – Agree*
- 7 – Strongly agree*
- 0 – I do not know*

**CONSUMER ANIMOSITY**

	China
1. I do not like this country.	
2. I do not like people from this country.	
3. I do not like the mentality of the people from this country.	

## CONSUMER ANIMOSITY

4. The people from this country have a bad attitude toward Brazilians.
5. I find it difficult to communicate with people from this country.
6. I disapprove of the domestic politics of this country.
7. This country twists historical facts.
8. This country's foreign policy is opportunistic.
9. My experiences with people from this country are negative.
10. I have had bad experiences when I traveled to this country.

China

## II. The following two sets of questions refer to chocolate and mobile phones from Brazil (domestic country) and USA and China.

First, I kindly invite you to evaluate the quality of chocolate originating from different countries.

When answering, please fill in the empty fields with numbers ranging from 0 to 7, with regard to the following scale:

- 1 – Strongly disagree
- 2 – Disagree
- 3 – Disagree somewhat
- 4 – Undecided
- 5 – Agree somewhat
- 6 – Agree
- 7 – Strongly agree
- 0 – I do not know

## PRODUCT JUDGMENT

Chocolate originating from country ...

- ... usually offer good value for money.
- ... are generally of high quality.
- ... are generally better than the same products originating from other countries.
- ... seem to be satisfactory.
- ... are generally cleverly designed and attractive.

Brazil	USA	China

Next, I am interested in your evaluation of quality of mobile phones these countries.

When answering, please fill in the empty fields with numbers ranging from 0 to 7, with regard to the following scale:

- 1 – Strongly disagree
- 2 – Disagree
- 3 – Disagree somewhat
- 4 – Undecided
- 5 – Agree somewhat
- 6 – Agree
- 7 – Strongly agree
- 0 – I do not know

Mobile phones from country ...

... usually offer good value for money.  
 ... are generally of high quality.  
 ... are generally better than tourism services in other countries.  
 ... seem to be satisfactory.  
 ... are generally attractive.

Brazil	USA	China

**Up to this point, you shared your opinion about chocolate and mobile phones from different countries. I am now interested in your attitude toward purchasing these products.**

*When answering, please fill in the empty fields with numbers ranging from 0 to 7, with regard to the following scale:*

- 1 – Strongly disagree*
- 2 – Disagree*
- 3 – Disagree somewhat*
- 4 – Undecided*
- 5 – Agree somewhat*
- 6 – Agree*
- 7 – Strongly agree*
- 0 – I do not know*

### **WILLINGNESS TO BUY**

To what extent do you agree with the following statements regarding your willingness to buy **chocolate** originating from the specified countries?

I am willing to buy chocolate from this country.  
 It is very likely that I will buy chocolate from this country next year.  
 Whenever I have the possibility to choose,  
 I prefer to buy chocolate from this country.  
 Generally, I avoid buying chocolate from this country.

Brazil	USA	China

To what extent do you agree with the following statements regarding your willingness to buy **mobile phones** in the specified countries?

I am willing to buy a mobile phone from this country.  
 It is very likely that I will buy a mobile phone from this country next year.  
 Whenever I have the possibility to choose,  
 I prefer to buy a mobile phone from this country.  
 Generally, I avoid buying a mobile phone from this country.

Brazil	USA	China

**At last, I kindly ask you to consider the same products from Brazil and different foreign countries. I am interested in your actual purchase decisions.**

### **PAST CONSUMPTION / PRODUCT OWNERSHIP**

In the past year, how often did you purchase **chocolate** originating from the specified countries?

	Never 1	Very seldom 2	Seldom 3	Sometimes 4	Often 5	Very often 6	Almost always 7
Brazil	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
USA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
China	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In the past three years, how often did you purchase a **mobile phone** originating from the specified countries?

	Never 1	Very seldom 2	Seldom 3	Sometimes 4	Often 5	Very often 6	Almost always 7
Brazil	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
USA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
China	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### **III. Finally, I kindly ask you to provide some information about yourself.**

1. Gender:

- ☐ Female  
☐ Male

2. Year of birth : 19\_\_\_\_

3. Nationality:

- ☐ Slovenian  
☐ Other (please specify): \_\_\_\_\_

4. Please specify the highest level of education you have achieved.

- ☐ Elementary school or less  
☐ Secondary school  
☐ University education or more

5. What is your current work status?

- ☐ Work in household or on farm  
☐ Self-employed



- ☐ Employed – management position
- ☐ Employed – non-management position
- ☐ Unemployed
- ☐ Retired
- ☐ Student

6. Your place of residence (where you stay at least 3 days a week):

- ☐ City (above 100,000 inhabitants)
- ☐ Town (from 10,000 to 100,000 inhabitants)
- ☐ Settlement (up to 10,000 inhabitants)

8. Please specify the number of people living in your household: \_\_\_\_\_

9. How would you estimate your household's monthly income as compared to the Slovenian average?

- ☐ Above average
- ☐ Below average
- ☐ Average

10. If you indicated that your monthly income is average, is it...

- ☐ slightly above average?
- ☐ exactly average?
- ☐ slightly below average?

## APPENDIX C: Scree plots of PCA

Figure 1. Scree plot of PCA for willingness to buy chocolate for USA

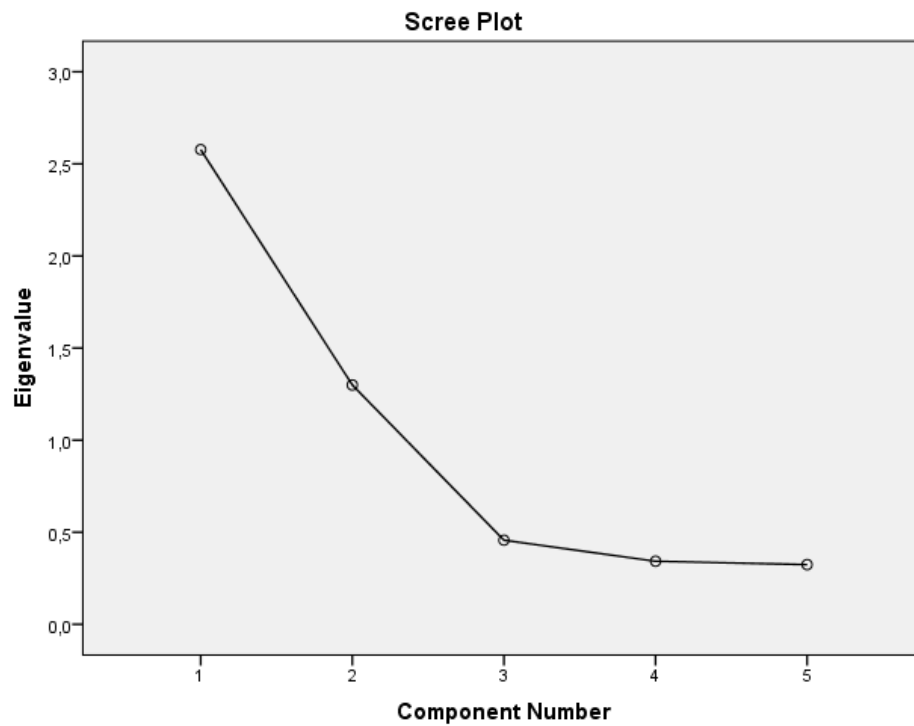


Figure 2. Scree plot of PCA for willingness to buy mobile phones for USA

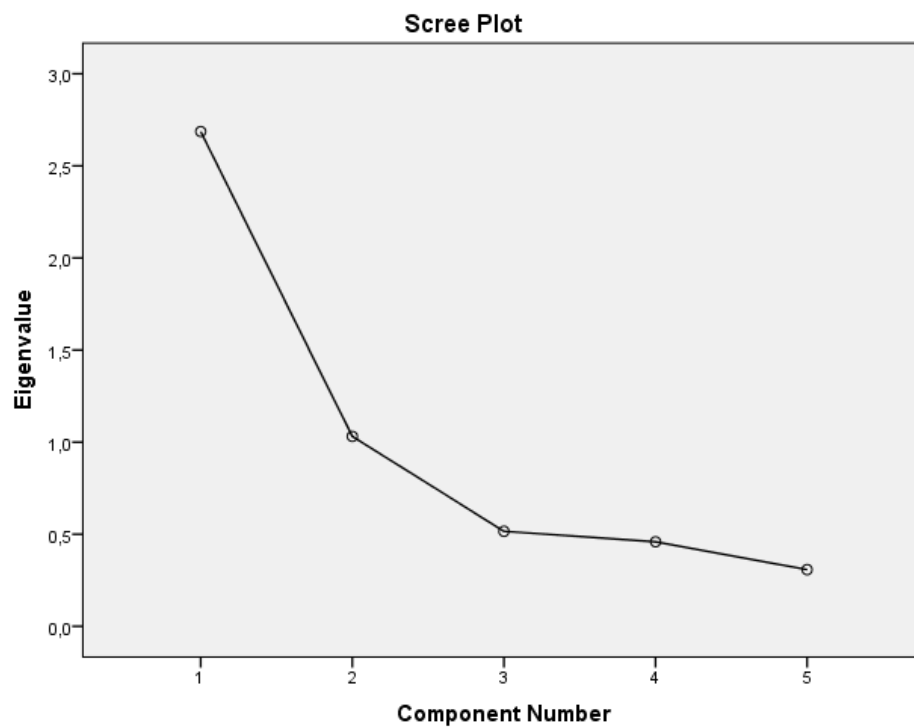
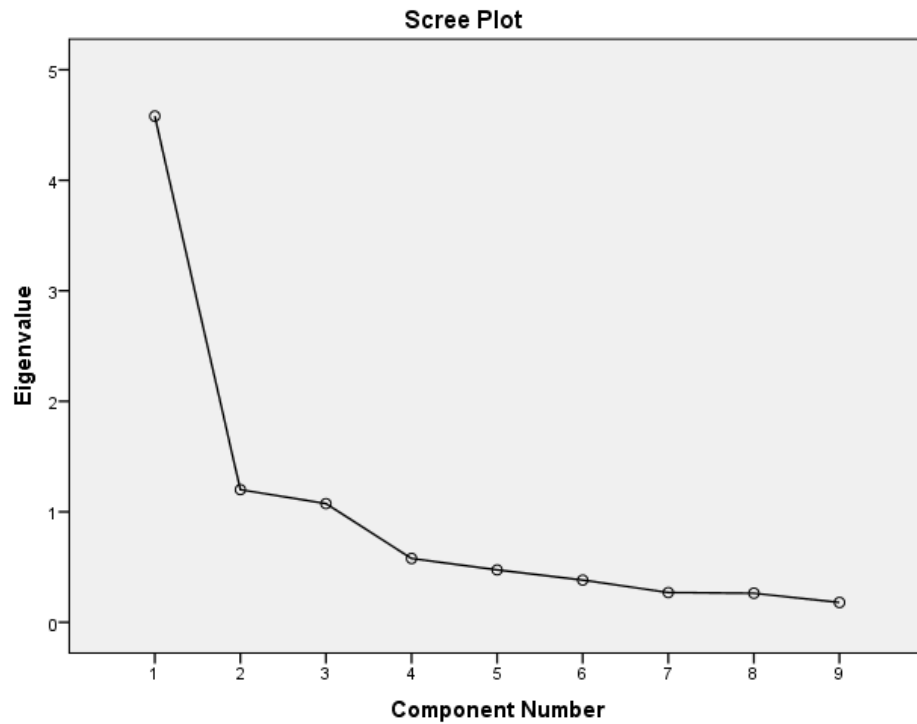


Figure 3. Scree plot of PCA for consumer anomisity toward China



## APPENDIX D: Hypothesis H1 output

ANOVA for H1b: Nationality is a significant predictor of consumer disidentification.

Descriptives								
Consumer disidentificaion								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Brazilian's Brasileiro	162	-,0000584	1,00763108	,07916697	-,1563980	,1562812	-1,06573	3,65232
83	2	,0056976	,60450952	,42745278	-5,4256050	5,4370001	-,42176	,43315
142	1	-,7651399	.	.	.	.	-,76514	-,76514
160	1	,7632031	.	.	.	.	,76320	,76320
Total	166	,0000000	1,00000000	,07761505	-,1532467	,1532467	-1,06573	3,65232

Test of Homogeneity of Variances			
Consumer disidentificaion			
Levene Statistic	df1	df2	Sig.
,541 <sup>a</sup>	1	162	,463

# ANOVA

Consumer disidentificaion

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1,168	3	,389	,385	,764
Within Groups	163,832	162	1,011		
Total	165,000	165			

## APPENDIX E: Hypothesis H2 output

T-test for Hypothesis 2b

### Group Statistics

	Spol	N	Mean	Std. Deviation	Std. Error Mean
Consumer ethnocentrism	moški	83	,1825755	1,01239708	,11112502
	ženski	83	-,1825755	,95904466	,10526883

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Consumer ethnocentrism	Equal variances assumed	,441	,508	2,386	164	,018	,36515092	,15306958	,06290975	,66739210
	Equal variances not assumed			2,386	163,522	,018	,36515092	,15306958	,06290318	,66739867

ANOVA for H2c: Income is a significant predictor of consumer ethnocentrism.

### Descriptives

Consumer ethnocentrism

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
below average	20	,3783378	1,14101504	,25513872	-,1556737	,9123493	-1,28000	2,20573
slightly below average	17	,1356602	1,10342066	,26761882	-,4316664	,7029867	-1,91471	2,02280
exactly average	54	-,2416689	,92683952	,12612688	-,4946474	,0113096	-1,83957	1,62470
slightly above average	21	-,1325574	,95751857	,20894768	-,5684147	,3032998	-2,11911	2,00133
above average	53	,0708512	,93116694	,12790562	-,1858102	,3275126	-1,97934	2,02280
Total	165	-,0133681	,98805444	,07691993	-,1652491	,1385130	-2,11911	2,20573

### Test of Homogeneity of Variances

Consumer ethnocentrism

Levene Statistic	df1	df2	Sig.
,850	4	160	,496

### ANOVA

Consumer ethnocentrism

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6,935	4	1,734	1,811	,129
Within Groups	153,170	160	,957		
Total	160,105	164			

ANOVA for H2d: Education is a significant predictor of consumer ethnocentrism.

#### Descriptives

Consumer ethnocentrism

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Elementary school	16	,4331898	,82326742	,20581686	-,0054985	,8718780	-,65620	2,20573
Junior school	72	-,0612352	1,03434282	,12189847	-,3042938	,1818235	-2,11911	2,20573
University education or more	78	-,0323347	,99033678	,11213356	-,2556211	,1909518	-1,91471	2,20573
Total	166	,0000000	1,00000000	,07761505	-,1532467	,1532467	-2,11911	2,20573

#### Test of Homogeneity of Variances

Consumer ethnocentrism

Levene Statistic	df1	df2	Sig.
,480	2	163	,620

#### ANOVA

Consumer ethnocentrism

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3,354	2	1,677	1,691	,188
Within Groups	161,646	163	,992		
Total	165,000	165			

## APPENDIX F: Hypothesis H3 output

T-test for Hypothesis 3b

#### Group Statistics

	Spol	N	Mean	Std. Deviation	Std. Error Mean
Consumer affinity	moški	71	,0657756	1,02646447	,12181892
	ženski	76	-,0614483	,97742386	,11211821

#### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Consumer affinity	Equal variances assumed	,049	,825	,770	145	,443	,12722388	,16528355	-,19945238	,45390014
	Equal variances not assumed			,768	143,031	,443	,12722388	,16556069	-,20003804	,45448580

ANOVA for H3c: Income is a significant predictor of consumer affinity.

#### Descriptives

Consumer affinity

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
below average	17	,2277801	,81485591	,19763159	-,1911801	,6467404	-1,85058	1,40185
slightly below average	14	-,2025806	,99358342	,26554634	-,7762586	,3710974	-1,73246	1,51984
exactly average	50	-,2771124	1,04108873	,14723218	-,5729865	,0187618	-1,96870	1,51984
slightly above average	20	,3812015	,97766564	,21861268	-,0763601	,8387631	-1,96870	1,51984
above average	45	,0892375	,96906277	,14445935	-,2019012	,3803762	-1,96870	1,51984
Total	146	-,0080806	,99861496	,08264596	-,1714270	,1552658	-1,96870	1,51984

#### Test of Homogeneity of Variances

Consumer affinity

Levene Statistic	df1	df2	Sig.
1,163	4	141	,330

#### ANOVA

Consumer affinity

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8,551	4	2,138	2,216	,070
Within Groups	136,047	141	,965		
Total	144,599	145			

ANOVA for H3d. Education is a significant predictor of consumer affinity.

#### Descriptives

Consumer affinity

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Elementary school	10	,8173845	,41949535	,13265608	,5172957	1,1174734	-,08935	1,18764
Junior school	64	,2474671	,95702143	,11962768	,0084102	,4865239	-1,96870	1,51984
University education or more	73	-,3289279	,97337099	,11392446	-,5560322	-,1018237	-1,96870	1,51984
Total	147	,0000000	1,00000000	,08247861	-,1630062	,1630062	-1,96870	1,51984

#### Test of Homogeneity of Variances

Consumer affinity

Levene Statistic	df1	df2	Sig.
4,140	2	144	,018

#### ANOVA

Consumer affinity

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18,499	2	9,249	10,446	,000
Within Groups	127,501	144	,885		
Total	146,000	146			

#### Robust Tests of Equality of Means

Consumer affinity

	Statistic <sup>a</sup>	df1	df2	Sig.
Welch	21,300	2	38,095	,000

a. Asymptotically F distributed.

## APPENDIX G: Hypothesis H4 output

### T-test for Hypothesis 4b

Group Statistics						
			Spol	N	Mean	Std. Deviation
Consumer animosity - people animosity			moški	39	,2060817	1,04710489
			ženski	39	-,2060817	,91799376
Consumer animosity - political animosity			moški	39	-,0152214	,99975455
			ženski	39	,0152214	1,01307998
Consumer animostiy - personal animosity			moški	39	,0220214	,91354441
			ženski	39	-,0220214	1,09121812

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Consumer animosity - people animosity	Equal variances assumed	2,061	,155	1,848	76	,068	,41216345	,22298334	-,03194635	,85627326
	Equal variances not assumed			1,848	74,721	,069	,41216345	,22298334	-,03206933	,85639624
Consumer animosity - political animosity	Equal variances assumed	,131	,718	-,134	76	,894	-,03044273	,22791363	-,48437205	,42348660
	Equal variances not assumed			-,134	75,987	,894	-,03044273	,22791363	-,48437334	,42348788
Consumer animostiy - personal animosity	Equal variances assumed	1,022	,315	,193	76	,847	,04404287	,22788438	-,40982821	,49791395
	Equal variances not assumed			,193	73,720	,847	,04404287	,22788438	-,41005535	,49814109

ANOVA for H4c: Income is a significant predictor of consumer animosity.

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Consumer animosity - people animosity	below average	8	,5257634	1,10792677	,39171127	-,4004866	1,4520133	-1,06549	1,99270
	above average	20	-,0182272	1,02120834	,22834913	-,4961674	,4597130	-1,35749	2,46705
	slightly above average	14	-,0395462	1,13950592	,30454577	-,6974774	,6183849	-1,35905	2,51587
	exactly average	30	-,1107306	,96828718	,17678424	-,4722949	,2508338	-1,62048	1,83397
	slightly below average	6	,0056668	,61887927	,25265640	-,6438071	,6551408	-,63558	,66246
Total		78	,0000000	1,00000000	,11322770	-,2254652	,2254652	-1,62048	2,51587
Consumer animosity - political animosity	below average	8	,1097872	,88879796	,31423753	-,6332665	,8528409	-1,21439	1,24954
	above average	20	-,2530509	1,06966472	,23918430	-,7536694	,2475676	-2,29295	1,85234
	slightly above average	14	-,4136280	1,24090814	,33164665	-1,1301070	,3028510	-2,00931	2,97238
	exactly average	30	,3344081	,85553541	,15619868	,0149460	,6538703	-1,67065	1,90548
	slightly below average	6	-,0097887	,52127358	,21280905	-,5568318	,5372544	-,73572	,58939
Total		78	,0000000	1,00000000	,11322770	-,2254652	,2254652	-2,29295	2,97238
Consumer animostiy - personal animosity	below average	8	-,1274867	,99650018	,35231602	-,9605817	,7056083	-2,39316	,58221
	above average	20	-,2613777	,97416085	,21782899	-,7172990	,1945436	-2,25605	,96104
	slightly above average	14	-,2775394	1,10051167	,29412411	-,9129559	,3578771	-2,04154	1,90942
	exactly average	30	,2290918	1,02059807	,18633486	-,1520058	,6101894	-1,76179	2,76220
	slightly below average	6	,5433744	,17069037	,06968405	,3642458	,7225030	,37097	,79175
Total		78	,0000000	1,00000000	,11322770	-,2254652	,2254652	-2,39316	2,76220

**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
Consumer animosity - people animosity	,381	4	73	,821
Consumer animosity - political animosity	,757	4	73	,556
Consumer animostiy - personal animosity	1,852	4	73	,128

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Consumer animosity - people animosity	Between Groups	2,608	4	,652	1,640	,636
	Within Groups	74,392	73	1,019		
	Total	77,000	77			
Consumer animosity - political animosity	Between Groups	7,128	4	1,782	1,862	,126
	Within Groups	69,872	73	,957		
	Total	77,000	77			
Consumer animostiy - personal animosity	Between Groups	5,921	4	1,480	1,520	,205
	Within Groups	71,079	73	,974		
	Total	77,000	77			

**Descriptives**

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Consumer animosity - people animosity	Elementary school	5	,7045190	1,30547701	,58382707	-,9164448	2,3254828	-,59362	2,08687
	Junior school	36	,0064501	1,06792997	,17798833	-,3548855	,3677856	-1,62048	2,51587
	University school	37	-,1014810	,87244931	,14342978	-,3923701	,1894081	-1,26040	1,83397
	education or more								
	Total	78	,0000000	1,00000000	,11322770	-,2254652	,2254652	-1,62048	2,51587
Consumer animosity - political animosity	Elementary school	5	,0166332	,82061169	,36698871	-1,0022908	1,0355572	-1,19267	,80385
	Junior school	36	-,2945572	1,03268000	,17211333	-,6439658	,0548515	-2,29295	1,90548
	University school	37	,2843484	,92593681	,15222307	-,0243743	,5930711	-2,00931	2,97238
	education or more								
	Total	78	,0000000	1,00000000	,11322770	-,2254652	,2254652	-2,29295	2,97238
Consumer animostiy - personal animosity	Elementary school	5	-,0277941	,61762883	,27621201	-,7946816	,7390934	-1,00931	,48469
	Junior school	36	,0472111	1,02297418	,17049570	-,2989136	,3933358	-2,25605	2,76220
	University school	37	-,0421792	1,03678917	,17044709	-,3878619	,3035036	-2,39316	2,30919
	education or more								
	Total	78	,0000000	1,00000000	,11322770	-,2254652	,2254652	-2,39316	2,76220

ANOVA for H4d: Education is a significant predictor of consumer animosity.

**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
Consumer animosity - people animosity	,941	2	75	,395
Consumer animosity - political animosity	,491	2	75	,614
Consumer animostiy - personal animosity	,502	2	75	,607



ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Consumer animosity - people animosity	Between Groups	2,864	2	1,432	1,449	,241
	Within Groups	74,136	75	,988		
	Total	77,000	77			
Consumer animosity - political animosity	Between Groups	6,116	2	3,058	3,236	,045
	Within Groups	70,884	75	,945		
	Total	77,000	77			
Consumer animosity - personal animosity	Between Groups	,150	2	,075	,073	,930
	Within Groups	76,850	75	1,025		
	Total	77,000	77			

## APPENDIX H: Hypothesis H11 output

### Linear regression for Hypothesis H11a

Descriptive Statistics			
	Mean	Std. Deviation	N
Product judgement of chocolate - China	,0529132	,86201424	60
Consumer animosity - people animosity	-,0865717	,94479647	60
Consumer animosity - political animosity	-,0186046	1,00501748	60
Consumer animosity - personal animosity	,0033176	,98636347	60

		Correlations			
		Product judgement of chocolate - China	Consumer animosity - people animosity	Consumer animosity - political animosity	Consumer animosity - personal animosity
Pearson Correlation	Product judgement of chocolate - China	1,000	,089	,005	,045
	Consumer animosity - people animosity	,089	1,000	-,051	-,074
	Consumer animosity - political animosity	,005	-,051	1,000	-,101
	Consumer animosity - personal animosity	,045	-,074	-,101	1,000
Sig. (1-tailed)	Product judgement of chocolate - China	.	,250	,486	,365
	Consumer animosity - people animosity	,250	.	,349	,287
	Consumer animosity - political animosity	,486	,349	.	,221
	Consumer animosity - personal animosity	,365	,287	,221	.
N	Product judgement of chocolate - China	60	60	60	60
	Consumer animosity - people animosity	60	60	60	60
	Consumer animosity - political animosity	60	60	60	60
	Consumer animosity - personal animosity	60	60	60	60

Model Summary <sup>b</sup>									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,104 <sup>a</sup>	,011	-,042	,88001630	,011	,204	3	56	,893

a. Predictors: (Constant), Consumer animosity - personal animosity, Consumer animosity - people animosity, Consumer animosity - political animosity

b. Dependent Variable: Product judgement of chocolate - China

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,060	,114		,529	,599	
	Consumer animosity - people animosity	,085	,122	,093	,699	,487	,991
	Consumer animosity - political animosity	,013	,115	,015	,112	,911	,986
	Consumer animosity - personal animosity	,047	,117	,054	,402	,689	,984

a. Dependent Variable: Product judgement of chocolate - China

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,473	3	,158	,204	,893 <sup>b</sup>
	Residual	43,368	56	,774		
	Total	43,841	59			

a. Dependent Variable: Product judgement of chocolate - China

b. Predictors: (Constant), Consumer animosity - personal animosity, Consumer animosity - people animosity, Consumer animosity - political animosity

## Linear regression for Hypothesis H11b

### Descriptive Statistics

	Mean	Std. Deviation	N
Product judgement of mobile phones - China	-,1126543	1,06405720	72
Consumer animosity - people animosity	-,0280371	,95325725	72
Consumer animosity - political animosity	,0230597	1,00035191	72
Consumer animosity - personal animosity	-,0031481	,97046568	72

### Correlations

		Product judgement of mobile phones - China	Consumer animosity - people animosity	Consumer animosity - political animosity	Consumer animosity - personal animosity
Pearson Correlation	Product judgement of mobile phones - China	1,000	,022	-,052	-,013
	Consumer animosity - people animosity	,022	1,000	,048	-,007
	Consumer animosity - political animosity	-,052	,048	1,000	-,062
	Consumer animosity - personal animosity	-,013	-,007	-,062	1,000
Sig. (1-tailed)	Product judgement of mobile phones - China	.	,428	,331	,457
	Consumer animosity - people animosity	,428	.	,343	,478
	Consumer animosity - political animosity	,331	,343	.	,301
	Consumer animosity - personal animosity	,457	,478	,301	.
N	Product judgement of mobile phones - China	72	72	72	72
	Consumer animosity - people animosity	72	72	72	72
	Consumer animosity - political animosity	72	72	72	72
	Consumer animosity - personal animosity	72	72	72	72

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,060 <sup>a</sup>	,004	-,040	1,08532133	,004	,082	3	68	,970

a. Predictors: (Constant), Consumer animosity - personal animosity, Consumer animosity - people animosity, Consumer animosity - political animosity

b. Dependent Variable: Product judgement of mobile phones - China

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,289	3	,096	,082	,970 <sup>b</sup>
	Residual	80,099	68	1,178		
	Total	80,387	71			

a. Dependent Variable: Product judgement of mobile phones - China

b. Predictors: (Constant), Consumer animosity - personal animosity, Consumer animosity - people animosity, Consumer animosity - political animosity

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-,111	,128		-,864	,391		
	Consumer animosity - people animosity	,027	,135	,024	,201	,841	,998	1,002
	Consumer animosity - political animosity	-,058	,129	-,055	-,449	,655	,994	1,006
	Consumer animosity - personal animosity	-,018	,133	-,016	-,133	,895	,996	1,004

a. Dependent Variable: Product judgement of mobile phones - China

## APPENDIX I: Hypothesis H12 output

### Linear regression for Hypothesis H12a

**Descriptive Statistics**

	Mean	Std. Deviation	N
Willingnes to buy chocolate - China	,0745711	,97695592	61
Consumer animosity - people animosity	-,1148329	,84628599	61
Consumer animosity - political animosity	,0309187	1,03154148	61
Consumer animostiy - personal animosity	,0215953	,86441815	61

**Correlations**

		Willingnes to buy chocolate - China	Consumer animosity - people animosity	Consumer animosity - political animosity	Consumer animostiy - personal animosity
Pearson Correlation	Willingnes to buy chocolate - China	1,000	-,199	-,243	,228
	Consumer animosity - people animosity	-,199	1,000	-,006	,092
	Consumer animosity - political animosity	-,243	-,006	1,000	-,106
	Consumer animostiy - personal animosity	,228	,092	-,106	1,000
Sig. (1-tailed)	Willingnes to buy chocolate - China	.	,062	,030	,039
	Consumer animosity - people animosity	,062	.	,481	,239
	Consumer animosity - political animosity	,030	,481	.	,207
	Consumer animostiy - personal animosity	,039	,239	,207	.
N	Willingnes to buy chocolate - China	61	61	61	61
	Consumer animosity - people animosity	61	61	61	61
	Consumer animosity - political animosity	61	61	61	61
	Consumer animostiy - personal animosity	61	61	61	61

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,386 <sup>a</sup>	,149	,104	,92459136	,149	3,330	3	57	,026

a. Predictors: (Constant), Consumer animostiy - personal animosity, Consumer animosity - people animosity, Consumer animosity - political animosity

b. Dependent Variable: Willingnes to buy chocolate - China

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,539	3	2,846	3,330	,026 <sup>b</sup>
	Residual	48,728	57	,855		
	Total	57,267	60			

a. Dependent Variable: Willingnes to buy chocolate - China

b. Predictors: (Constant), Consumer animostiy - personal animosity, Consumer animosity - people animosity, Consumer animosity - political animosity

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,046	,120		,386	,701		
	Consumer animosity - people animosity	-,256	,142	-,222	-1,806	,076	,991	1,009
	Consumer animosity - political animosity	-,209	,116	-,221	-1,795	,078	,989	1,011
	Consumer animostiy - personal animosity	,254	,139	,225	1,823	,074	,980	1,020

a. Dependent Variable: Willingnes to buy chocolate - China

## Linear regression for Hypothesis H12b

### Descriptive Statistics

	Mean	Std. Deviation	N
Willingnes to buy mobile phones - China	-,1106348	1,09545644	66
Consumer animosity - people animosity	-,1467944	,89309324	66
Consumer animosity - political animosity	-,0025095	,98910509	66
Consumer animostiy - personal animosity	,0196500	,90822756	66

### Correlations

		Willingnes to buy mobile phones - China	Consumer animosity - people animosity	Consumer animosity - political animosity	Consumer animostiy - personal animosity
Pearson Correlation	Willingnes to buy mobile phones - China	1,000	,060	-,256	-,022
	Consumer animosity - people animosity	,060	1,000	-,015	,179
	Consumer animosity - political animosity	-,256	-,015	1,000	-,082
	Consumer animostiy - personal animosity	-,022	,179	-,082	1,000
Sig. (1-tailed)	Willingnes to buy mobile phones - China	.	,317	,019	,430
	Consumer animosity - people animosity	,317	.	,453	,075
	Consumer animosity - political animosity	,019	,453	.	,256
	Consumer animostiy - personal animosity	,430	,075	,256	.
N	Willingnes to buy mobile phones - China	66	66	66	66
	Consumer animosity - people animosity	66	66	66	66
	Consumer animosity - political animosity	66	66	66	66
	Consumer animostiy - personal animosity	66	66	66	66

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,268 <sup>a</sup>	,072	,027	1,08065832	,072	1,597	3	62	,199

a. Predictors: (Constant), Consumer animostiy - personal animosity, Consumer animosity - political animosity, Consumer animosity - people animosity

b. Dependent Variable: Willingnes to buy mobile phones - China

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,597	3	1,866	1,597	,199 <sup>b</sup>
	Residual	72,405	62	1,168		
	Total	78,002	65			

a. Dependent Variable: Willingnes to buy mobile phones - China

b. Predictors: (Constant), Consumer animostiy - personal animosity, Consumer animosity - political animosity, Consumer animosity - people animosity

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-,098	,135		-,727	,470		
	Consumer animosity - people animosity	,081	,153	,066	,529	,599	,968	1,033
	Consumer animosity - political animosity	-,288	,136	-,260	-2,117	,038	,993	1,007
	Consumer animostiy - personal animosity	-,066	,150	-,055	-,442	,660	,962	1,040

a. Dependent Variable: Willingnes to buy mobile phones - China