

## **An Exploratory Study of Consumer Animosity in the United Kingdom**

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### Abstract

This dissertation aims to explore the impact of consumer animosity on the purchase decisions of UK consumers. As international businesses are so prevalent within the UK, the effect of a business's association with a country, or even a consumer's perception of this association can have a large impact on sales and thus an understanding of this threat can provide useful insight for businesses. The consumer animosity literature provides a clear gap for which the study of UK consumers' needs to be exploratory. Using a purely qualitative approach and interviewing twenty two respondents to discover their in-depth views and draw out their animosity experiences, this dissertation was able to not only explore animosity from UK consumers but also provide new insight and depth to the animosity construct. The findings highlight an important point that while consumers may have negative perceptions of a country, this may not necessarily transform into animosity behaviours. This seemed to be based on the reason for the negative perception. The research found the presence of the multiple aspects of animosity as discovered through the literature review. One of the most important conclusions that can be taken from this dissertation is that consumer animosity could be a relevant factor for purchasing decisions, especially when international issues present themselves. Whilst it is not necessary for companies to associate with a particular country, they may underestimate the perceptions that consumers have of them and thus need to understand their position. This can help them to react in times of international crisis to ensure they are not overtly impacted.

*Keywords: country of origin, consumer animosity, ethnocentrism, consumer perception, stable animosity, situational animosity*

## Contents

1. Introduction.....	p.1
1.1 Research Subject.....	p.1
1.2 Consumer Animosity background.....	p.2
1.3 Research aims and objectives.....	p.3
1.4 Structure.....	p.3
1.5 Summary.....	p.4
2. Literature Review	
2.1 Introduction.....	p.5
2.2 A Concept of Animosity.....	p.5
2.3 Animosity – a multi-dimensional construct.....	p.7
2.4 Stability.....	p.8
2.5 Animosity as an independent variable.....	p.9
2.6 Literature summation.....	p.10
2.7 Literature methodologies.....	p.11
2.8 Conclusion.....	p.12
3. Methodology	
3.1 Qualitative interviews.....	p.14

3.2 Sample.....	p.15
3.3 Research method.....	p.15
3.4 Limitations.....	p.16
3.5 Validity.....	p.17
4. Discussion and findings	
4.1 Research context.....	p.19
4.2 Consumer experience of animosity.....	p.19
4.3 UK Consumers' animosity targets.....	p.24
4.4 Strength of Consumer animosity and other variables.....	p.28
4.5 Additional Findings.....	p.32
4.6 Conclusion.....	p.32
5. Conclusion	
5.1 Research objectives: Summary.....	p.33
5.1.1 Research Question One.....	p.33
5.1.2 Research Question Two.....	p.34
5.1.3 Research Question Three.....	p.34
5.2 Additional Findings.....	p.35
5.3 Contribution to knowledge.....	p.35
5.4 Recommendations.....	p.36
5.4.1 Marketing Strategies.....	p.36
5.4.2 International Crisis Response.....	p.37
5.5 Future Research.....	p.37
List of references.....	p.39

Appendices.....	p.53
Appendix 1 – Literature Review Summation.....	p.53
Appendix 2 – Semi structure interview guide.....	p.59
Appendix 3 – Initial Codes.....	p.63
Appendix 4 – Development of codes .....	p.74
Appendix 5 – Sample details .....	p.83

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**List of Figures**

Figure 1- A multi-dimensional construct.....p.7

*Examples Provided by JK Essay*

**List of Tables**

Table 1. Animosity Target Countries .....p24

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**List of Abbreviations**

Consumer animosity

CA

Country of Origin

COO

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## Chapter 1

### 1. Introduction

This chapter shall introduce the aims and objectives of the study, describing the structure of the research and introducing the basic concepts of the subject.

#### 1.1 Research subject

This study is focused on the impact of negative feelings and perceptions that a consumer has regarding a specific country and how this influences their purchasing decisions when confronted with products and companies from that country. This concept is called consumer animosity, CA henceforth. In many cultures and contexts it can be considered a crucial factor within consumer purchasing decisions, which all companies should be aware of. This dissertation will explore consumer animosity in the new context of the UK which has not received any attention in the literature. Not only is there a gap in the literature, but the subject is highly relevant due to the prominence of foreign brands, products and companies within the UK. It is difficult to imagine any British high street without a strong foreign presence, from a McDonald's restaurant to an Armani retailer. The free press in the UK exposes consumers to international issues meaning that national affiliations can have powerful consequences for businesses. These factors highlight the necessity to study the concept and its impact on UK consumers. The study is useful as the outcomes will have real implications for international businesses operating within the UK in terms of their marketing strategy and also their reactions to international affairs. Their profitability can be directly affected by their country affiliations as will be shown from practical examples in the subsequent section and so understanding CA can provide useful information to influence their strategies.

## 1.2 Consumer Animosity Background

In the current age of globalization which sees trade occur across national barriers as well as businesses from one country operating within another, it is of vital importance to understand issues relating to consumer perception of the national affiliation of a business. Maher and Mady (2010) comment that “actions of governments, countries and the press” may be received negatively by consumers of another country, which could result in damage to companies’ sales due to “anger” towards the home country of the firm involved (Riefler and Diamantopoulos, 2007). The seminal research from Klein et al (1998) sparked interest in the area of the impact of consumer attitudes towards products of firms from countries who had offended the consumer. Klein et al (1998) introduced this feeling as CA and “conceptually defined” (Riefler and Diamantopoulos, 2007) it as “remnants of antipathy related to previous or on-going military, political or economic events” (p.90) . A contemporary example involves Arla foods. Arla, a Danish company, experienced a severe sales decline in Muslim countries. This was caused by a Danish newspaper printing cartoons of the prophet Muhammad, this is considered highly offensive towards Muslims (Knight et al, 2009) and many reacted by boycotting Arla’s products. The issue of CA towards a firm’s country of origin (COO) is relevant to all international businesses and neglecting it can have ramifications for a business’s profitability. The COO is related to COO image (COI) which Knight and Calantone (2000) describe as reflecting “a consumer's general perceptions about the quality of products made in a particular country and the nature of people from that country (Erickson et al., 1984; Han, 1986, 1989; Haubl, 1996; Parameswaran and Yaprak, 1987)

### 1.3 Research aims and objectives

This research attempts to extend the animosity construct to the previously unstudied UK consumer context and gain insights into the relevance of COO on purchasing decisions. There are a number of issues to be addressed which we will present as our research questions:

*Question One: Does CA towards a business's COO influence UK consumers' purchasing decisions?*

*Question Two: What countries do UK consumers feel animosity towards and what are their reasons?*

*Question Three: If CA is relevant within purchasing decisions for UK consumers, how strong is the effect?*

Whilst conducting interviews to discover answers these questions, other relevant causal links are likely to reveal themselves and thus background information on particular respondents will enable further insights to be built into the research.

The aim of this research is to provide practical insights for international businesses operating within the UK as well as businesses operating abroad who target UK consumers. These insights will allow for a more comprehensive understanding of factors affecting profitability.

### 1.4 Structure of the dissertation

This dissertation will critically review the literature which will highlight the UK as a context which has not received any attention within the literature so far. Building on the literature review, the methodology will describe and justify the choice of the selected method. The key findings and results will be presented together with the discussion and analysis. The managerial implications will then be presented before concluding remarks are provided.

### 1.5 Summary

The aims of this research are to expand the animosity literature to another cultural context and provide a basis of which countries UK consumers feel animosity towards so that future research can be undertaken on top of this. There is also the desire to provide practical implications for managers, helping to improve their responses to international incidents which may impact their businesses, or to re-evaluate their strategy with regards to national affiliation.

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## Chapter 2

### 2. Consumer Animosity - A Literature Review

#### 2.1 Introduction

This section discusses the literature regarding the effect of CA towards a business's COO and the impact on purchasing decisions. For international businesses in the current climate, "it is important (...) to recognise and detect any such sentiments in the foreign markets that could destroy brands with strong COO linkages" (p.997; Leong et al, 2008). This review will seek to identify the current level of animosity research and identify potential gaps for future work. The piece will be structured by introducing the concept of animosity, identifying similar, but discrete concepts, followed by a review of the literature and the findings proposed.

#### 2.2 A concept of animosity

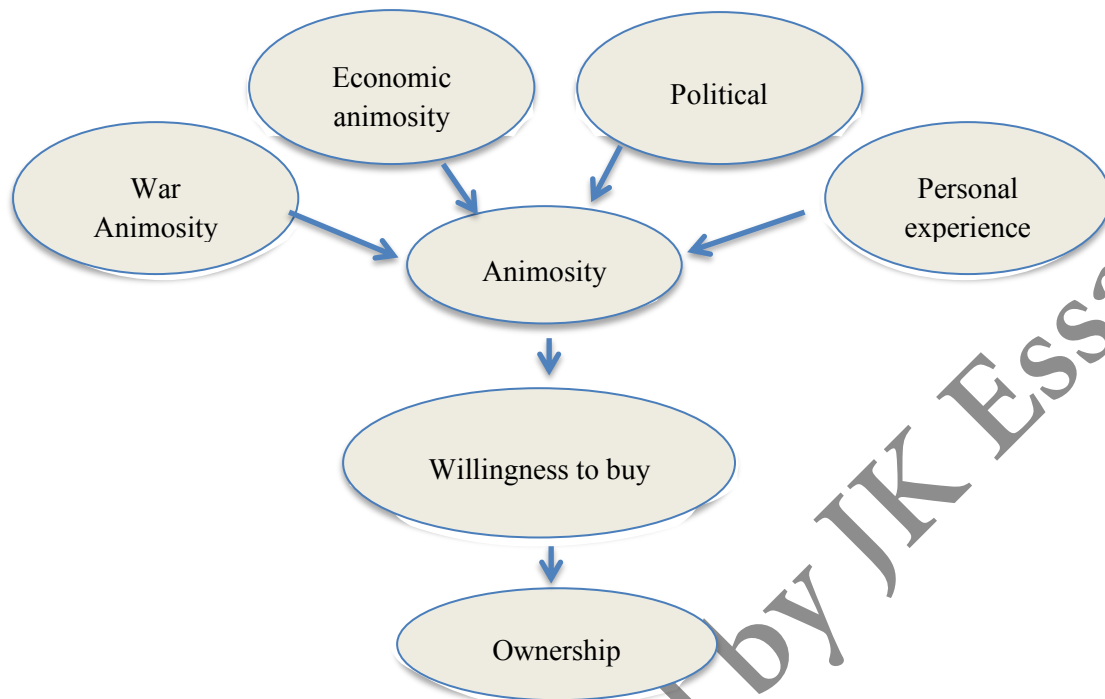
Initially demonstrated by Klein et al (1998) who defined animosity as: "remnants of antipathy related to previous or ongoing military, political or economic events". Animosity towards a country caused consumers to withdraw from purchasing products originating from said country. Due to increased globalization it is vital for international business' to understand the ramifications of product-country association. As mentioned in chapter one, a prime example is Danish company, Arla foods (Jensen, 2008). The issue has also received further reprieve, from Edwards et al (2007) who found that over half of French businesses operating in Australia or New Zealand reported a drop in sales due to the French nuclear tests in the South Pacific. Mrad (2013) comments that: "the acts of nations, when perceived negatively by another country, may affect products originating from that country" (p35). Animosity should be distinguished from ethnocentricity, which refers to consumers' beliefs "about the appropriateness [...] of purchasing foreign made products" (Shimp and Sharma, 1987).

Ethnocentricity refers to the reluctance to buy any foreign products, whereas animosity refers to the attitude towards a specific country and its effect on purchasing decision. Another related, but distinct concept to be considered is that of consumer affinity. This may appear to be the polar opposite of the same construct as CA, however research by Nes et al (2014) successfully confirms that it is separate. As they are discrete concepts it is important to be aware of and understand the difference. Animosity is the main focus of this study, because negative attitudes towards specific countries may be considered to be an important contemporary issue, due to media coverage of international issues, such as conflicts in Syria and the Ukraine. It could be important to gain insight into how international issues such as these may influence the UK market.

It is likely that themes of consumer ethnocentrism and consumer affinity may be drawn out through the research and these shall be highlighted where appropriate. However, as this is not the main aim of this research and due to time and resource constraints, this will not be fully investigated.

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### 2.3 Animosity – a multi-dimensional construct



*Figure 1- A multi-dimensional construct*

The framework has been formulated by enhancing Klein's (1998) original with studies since.

The animosity construct is multi-dimensional (Lyn et al 2005). The original work of Klein (1998) focused on war, economic and political animosity and how they are drivers of general animosity. Nes et al (2012) suggest that economic animosity refers to feelings caused by trade practices (Ang et al, 2004; Klein et al 1998; Klein & Ettenson, 1999; Shin, 1999; Witkowski, 2000). They further comment that war animosity refers to animosity generated through conflict (Klein, 2002)/ civil war (Shimp et al. 2004) and/or military occupation (Klein et al 199; Nijssen & Douglas, 2004; Shin, 2001). The political aspect refers to acts of a government, which cause animosity. It would appear that War and Political animosity are inextricably linked, however due to previous research, the separation will remain. The idea of studying animosity on an individual level can be seen in Jung et al (2002) and Ang et al (2004) studies. Riefler and Diamantopoulos (2007) comment that: "Personal negative



experiences in another country or with people of another country are very likely to influence individuals' attitudes and feelings towards that country" (pp100-101).

This highlights that differentiating between personal and national level factors leading to animosity is justified and that there is scope for future research in this area. Personal experience may be a valid reason for consumers to hold animosity towards another country; it may not solely rely on their reaction to actions by that country that do not directly affect them. The notion of consumer rationality is frequently mentioned in the literature covering behavioural economics. It has received coverage recently in the Financial Times where Martin (2014) discusses exercising his right to prejudice is "rational or not". Akdogan et al (2012) in their paper comment that "if consumers think a foreign nation damages their own country, they will be likely to show animosity towards that specific country" (p2). This statement is made without any supporting evidence or justification and while it may be assumed that this is accurate, it could be argued that another variable could be involved here, such as nationalism or national pride. This further supports the inclusion of personal experience within the animosity construct.

#### 2.4 Stability

The level of stability of the animosity construct has been discussed. Stable animosity can be defined as: the accumulation of antagonistic emotions over years because of historical events (Ang, et al 2004), an example being the Nanjing Massacre (Klein et al 1998). It is accepted that the Chinese have had a sustained animosity towards Japan since 1937. Situational animosity is another aspect of the construct and is defined as: "feelings arising from a specific and current provocation" (Jung et al, 2002). Little et al (2009) commented that the Ettenson and Klein (2005) research which measured animosity levels of Australians towards France (due to the French nuclear testing in the South Pacific), at two points in time,

displayed situational animosity due to the decrease in the level of animosity as time elapsed. This displayed that animosity felt by Australian consumers was related to the nuclear testing, an idea also reported by Jung et al (2002). A study by Little et al (2009) attempted a longitudinal investigation into animosity from American consumers towards Vietnamese products. The research looks at respondents from two different generations within the US; this study poses a range of issues in terms of its reliability and faces a strong critique. It is important to note that over time, the distinction between situational and stable animosities “may become blurred” (Hoffman, 2011). This could lead to situational animosity becoming stable; an issue which is discussed by Jung et al (2002). Hoffman also mentions the reverse idea, that stable history based animosity might eventually disappear.

### 2.5 Animosity as an independent variable

Klein (1998) showed that there was a direct effect of a product’s COO on purchasing decisions independent of product quality judgment (Riefler and Diamantopolous, 2007). This means that whilst consumers may acknowledge the quality of a product, they may still refuse to purchase it, due to its COO. This contrasted to the majority of the COO literature including work by Bilkey and Nes (1982), Papadopoulos and Heslop (2003) and Verlegh and Steenjamp (1999) which suggested that the influence of “made in” labels impacted indirectly (by affecting product judgements) on consumers’ willingness to buy foreign products (Riefler and Diamantopolous, 2007). Klein’s assumption of independence has been contested by Hoffmann et al (2011), Leong et al (2008) and Shoham et al (2006). Klein and Ettenson (1999) also put forward numerous personal characteristics as antecedents to animosity such as patriotism and age. Akdogan et al (2012) comment that results from Bahae and Pisani (2009) suggest that other antecedent demographic variables may be education and foreign travel experience and this is further expanded by Nakos and Hajidimitriou (2008) who suggest knowledge of foreign languages may be an important factor.

## 2.6 Literature summation

Appendix A provides a summary of the research formulated from reviews by Riefler and Diamantopolous (2007) and Little (2010) as well as additional relevant research discovered by this author. It displays the countries that have received attention with regards to CA and provides information on what aspects were studied; this is useful as it provides us with a clear picture of any large gaps in the national backgrounds of both the domestic and foreign firms involved. One gap being the United Kingdom, which has not yet received any attention. The literature since the aforementioned review has also not included any reference to UK customers and Hoffmann et al (2011) has not addressed this. This poses an opportunity to perform research over a UK based population which will have implications for international businesses entering or already present in the UK. Diamantopoulos and Balabanis (2004) comment that their work regarding COO effects (which indirectly alludes to CA), will be useful for decision makers in their formulation of international marketing strategies. This is also applicable to this research and provides strong practical application. The small amount of research into personal animosity could also be an area to explore in this context.

Riefler and Diamantopolous's work (2007) categorized animosity studies into "three distinct groups": 1. Original studies which help establish the theoretical foundation of the animosity construct, differentiating it from consumer ethnocentrism. 2. Studies which aim to validate the impact of the construct in different contexts, the majority of studies fall into this category including Amine (2008). 3. Studies attempting to extend the applicability of the construct or to refine it, for example: applying the construct to intra-country differences e.g. Hinck (2004), Hinck et al (2004) and Shoham et al (2006). This displays how research to validate the impact of the construct in different contexts could be relevant to university undergraduate

research as it could be a manageable area to gain UK consumer attitudes towards foreign businesses.

Hoffmann et al (2011) have had a significant impact in the field as they have helped to develop the framework into a cross national comparative research tool. This built on limitations of Klein's original model that were highlighted by Riefler and Diamantopolous (2007). Hoffmann comments that according to the guidelines of Jarvis et al (2003) the empirically tested model of Klein's is "misspecified". Crucially for future research, it was suggested that animosity should be considered a multiple indicators multiple causes model (Hoffmann, 2011). The causes of animosity are highly country specific (Hoffmann, 2011), therefore researchers need to develop indicators relevant for each study based on the home country and the target of animosity that is being investigated. Removing the researcher's preconceptions will provide more suitable animosity targets. This point was echoed by Maher and Mady (2010) who suggested that the "existing measures of animosity might make issues leading to animosity salient to consumers when the issues were not". This highlights the importance for future research (on new countries) of using an exploratory investigation to determine countries that the domestic consumers experience animosity towards, hence the need for an exploratory study into UK consumers.

### 2.7 Literature methodologies

When considering animosity the majority of studies have utilized a convenience sampling approach. There are exceptions such as Hinck et al (2004), Klein and Ettension (1999), Jung et al (2002) and Ang et al (2004) who all used some form of random sampling (Hoffman, 2011). These approaches have been made to increase the chance of "real" consumers and not merely rely on student samples, which could be said to aid validity of the research, however many of them used surveys created without first using exploratory research. This could have

led to an increased focus on only that which the researchers considered applicable. A real concern of the majority of animosity literature is the unclear method of assigning an individual as a particular nationality. The methodologies of the research usually take for granted or assume this part, whereby the individual is by default a national consumer due to their presence within the country. This will be addressed in this research by providing a more thorough approach to the definition of a UK national consumer.

Hoffman (2011) postulates two approaches to measuring the effect of animosity on product evaluations and willingness to buy products from; either making a reference to one or more specific product categories, or, referring to products in general. Both approaches have been accepted within the literature. An issue for consideration is that there are doubts over the ability of consumers to identify accurately a product's or companies' COO (Samiee et al, 2005) and that consumers can be misled by "captious" (Hoffman,2011) brand names (e.g Mueller et al. 2001). However, the extent to which this is really an issue is unclear because as long as a consumer makes an association or believes they know the COO, it is relevant, not their level of accuracy.

The generation of items by researchers without any exploratory research is an issue with the animosity literature that Hoffman (2011) highlights well, positing that Klein et al's (1998) neglect is "regrettable". This suggests that when research is to be performed over a new set of countries, exploratory research is appropriate to generate context specific items.

## 2.8 Conclusion

Having reviewed the literature, we can draw the following conclusions: animosity is a multidimensional construct which can either be enduring or situational and there are other antecedents involved in the development of animosity. The implications for future research are that there is a gap in terms of specific country research. There is potential for research

into UK consumers' feelings of animosity towards international businesses' COO. Previous studies have specified during a time of crisis to analyse situational animosity, this area could receive further research as well as animosity on a personal level. Discovering implications of consumer situational animosity on businesses could help deliver recommendations for managers of the business experiencing the issues, as well as competitors looking to exploit their opponent's weakness. This is a relevant contemporary issue especially when considering the state of international affairs, such as the Arab Spring and conflict the Ukraine. Research into this area may appear to be more relevant to what is occurring at the time, however it would be plausible that conclusions discovered would have applicable implications for the future when and if similar situations arise. In the words of Sun Tzu; "so in war, the way is to avoid what is strong, and strike at what is weak".

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## Chapter 3

### 3. Consumer Animosity research methodology

This chapter describes and justifies this dissertation's research methodology. After stating the choice of methodology, the limitations will be presented, allowing us to address them early. Thus ensuring the validity and therefore usefulness of this dissertation can be justified.

#### 3.1 Qualitative interviews

Using a qualitative interview methodology to focus on the perceptions of UK consumers will be appropriate for this study because it is an exploratory study and the research problem focuses on uncovering UK consumer's "experience or behaviour" (p.87) as well as understanding "a phenomenon about which little is known" (p.87) which according to Gharui and Gronhaug (2002) are appropriate for qualitative research. A quantitative questionnaire would bound the research to this researcher's frame of mind and restrict unforeseen responses from being appreciated. Chapman et al (2008) comment that arguably a qualitative, interpretative approach provides "a more certain and precise understanding [...] from the point of view of those who are under study (...)" (p.221). Interviews were chosen over other qualitative methods such as focus groups because, to quote Sheard (2011) "it was felt to be the most effective method of "mining" the richness and depth" (p.623).

The objective of this dissertation is to explore CA in a UK consumer context and thus based on the literature review using qualitative methods in order to discover target countries is the most appropriate method.

### 3.2 Sample

The study interviewed twenty two UK consumers, determined by having permanent residence in the UK, possessing an UK passport and identifying as British. The respondents were initially selected through convenience however this developed into a snowballing technique whereby respondents gave suggestions and later a more purposive method of selection of consumers with significant purchasing experience. Guidance regarding the number of interviews to undertake was difficult to obtain. Many sources build on Glaser and Strauss's (1967) work and suggest that relevant cases should be sampled until saturation occurs, i.e. no new theoretical insights are being developed from the data. This could have been unrealistic, however it was held in mind while work was being performed. Some saturation seemed to occur at certain intervals; however this could be attributed to the homogeneity of particular respondents. Baker and Edwards (2012) for the Economic and Social Research council addresses the question; how many qualitative interviews is enough? Whilst the main response included "it depends", there was recurring support throughout that a sample of around thirty may be justified, exemplified by Bryman (2012), who cites Warren (2002) by suggesting that the minimum number of interviews needs to be between twenty and thirty (pp 425). The respondents can be found listed in appendix four.

### 3.3 Research method

The interviews were semi structured to provide some basic structure in order to make sure the research questions were addressed but to allow the freedom for further ideas to be revealed. This proved to be a good decision considering the revelation of ideas that would have been missed had other research methods been utilised. The interview guide can be found in appendix A. Throughout the interviews further questions emerged based on the unique responses that the respondents provided.



The analysis of the data occurred as an ongoing process throughout the data collection. Following Miles et al (2014) in their approach of analysing in three streams analysis was organised by the following three areas; data condensation, data display and conclusion drawing/verification. The interviews were transcribed as soon as they happened to allow analysis to occur concurrently with further interviews and to ensure an achievable workload. This approach allowed early ideas to be formed which enabled latter research to explore further ideas. Once transcribed, the interviews were coded using the eclectic approach (Saldana, 2013). This is deemed suitable for beginner qualitative researchers due to its freedom. The most recurring types of codes that emerged were in-vivo, descriptive and structured. This provided an initial list of ninety-six codes which was subjected to second cycle coding methods (Saldana, 2013) to “categorise and crystallise” (p.206) the research further. As will emerge in the discussion and analysis, coding for negative perception allowed a distinction with animosity to present itself. Appendix five displays the development of the codes into categories, highlighting the second cycle approach which embodies the “Focused coding” approach (Saldana, 2013; Charmaz, 2006). These categories were then used to provide the basis of the discussion and analysis. Despite the availability of specialist software packages, a manual approach was utilised as suggested by Saldana (2013) for beginner qualitative researchers.

### 3.4 Limitations

Qualitative research could be seen as a risky strategy due to it lacking rigour and being “unscientific” (Morse, 1999) however the long interview technique is seen as a formidable method. McCracken (1988) suggests that an improved understanding of the beliefs and experience of the subjects involved, which qualitative research can provide, helps to improve a study. Qualitative research is purported to carry with it a subjectivist stance, influenced by the researcher’s biases, some have argued against this and the apparently objective nature of

quantitative research by stating that it is ultimately impossible to know what reality is (Easton, 1998).

As with any research there are inherent limitations. Two of the main restrictions of this study are due to the time resources available. Both have led to a convenience sample which may not be reflective of the population as a whole, however the saturation of responses may be seen to provide some validity and as an exploratory study it is a strong grounding for future research. There are also limitations which are associated with any piece of qualitative research which could include researcher bias. The semi structured nature of the interview also allows room for discrepancies between interviews which may impinge on consistency; however as this is an exploratory study it could be argued that this is actually a positive aspect of using a qualitative interview. The next section will discuss how these limitations were overcome.

### 3.5 Validity

With reference to validity and reliability there are a number of ways in which this was addressed throughout the study. Echoing Chapman et al (2008), a clear rationale for using qualitative enquiry has been adopted (Parkhe, 1997) and “data collection, analysis and interpretation procedures have been clarified (Brewer, 2001 ;(...))”. Another approach used to ensure validity of the codes was for internal consistency and this involved re-reading a clean printed transcript and reanalysing and coding at a later point to provide new insight on the same data as suggested by Saldana (2013). A second approach utilised was for some of the transcripts, the respondent checked and analysed themselves which ensured the appropriateness of what was found.

Kvale (1989) regards the validation process as that of on-going sceptical self-questioning.

This questioning surrounds the subject matter and also the concept of true knowledge. A

constantly self-critical approach should help to limit the extent that detected patterns are merely a product of subconscious expectations. As there have been some limitations listed, qualitative research has been chosen as it has numerous strengths which make it especially relevant to this dissertation. The “richness and holism” that qualitative research provides as suggested by Miles et al (2014) is one reason as well as the “potential for revealing complexity” which are both central to this study as it addresses a construct which could be said to be “fresh” for a UK context.

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## Chapter 4

### 4. UK Consumers interview findings

The following section shall display the key findings and results from the research that was performed.

This research was gathered through in depth interviews with twenty-two respondents who varied in terms of age, gender and occupation. The research was focused around British consumers, however due to the limited sample size it was impossible to make the research representative. This was not the aim of the research however; as it was found to be more important to use this dissertation as an exploratory tool in order to establish the relevance of CA for UK consumers.

Firstly an overall picture of the research results shall be presented. The chapter will be structured to cover each research question, which will provide a refocus of the research and give a clear direction. A description of the results of the research with regards to each question will be given before discussion and analysis is performed. Each question area shall end with a synthesis of these results and the literature, before a final overall comparison of our results to the previous literature is presented.

#### 4.1 Research Context

The exploratory nature of this research meant that there was uncertainty of the prevalence of CA in the UK. Due to an initial lack of relevance from student respondents, the sampling strategy shifted from purely convenience to a more purposeful method considering possible respondents who would have more purchasing experience. It certainly became apparent that current international events were having a major impact on respondents such as news

coverage of civil unrest in Syria, as well as media coverage of the Winter Olympics in Russia as well as Russia's intervention in Crimea, Ukraine.

Consumers held perceptions of specific foreign countries which in some instances led to feelings of animosity towards them and that these feelings of animosity negatively impacted on their purchase intention and willingness to buy. Whilst many of the respondents listed countries for which no notable products or companies obviously originated from at present, the transitioning nature of the world and many of these economies may mean that at some stage they do. The entire concept is affected by contemporary affairs and thus, unpredictable events in the future may lead to these feelings, in which case the results of this study will be especially relevant and the findings may be applied.

While some respondents firmly asserted that they would engage in a boycott of products from those countries, others had a more pragmatic approach and conceded that this variable could be overcome depending on the necessity of the item as well as price and appropriate substitutes available.

#### 4.2 UK consumers experience of animosity

A range of responses relevant to this question were gathered. They ranged from indicating a strong impact of CA, to absolutely no impact. Some perceived a separation between companies/products and their countries of origin. For respondents that indicated no impact of CA, the origin of the product was barely even considered at all. It seemed that the respondent neither cared where it came from, nor cared about finding out. This echoes work by Magnusson et al (2011) which focused on consumer knowledge about the COO, whilst this research was not targeted at animosity, it is still relevant. It must be remembered that it is not necessarily the accuracy of the consumer knowledge, but merely their perception, which is important. Another issue to highlight here is that the majority of respondents that indicated an

absence of CA had a similar demographic factor; age. These respondents were university age consumers; this may be because at such an age, their consuming experience may be limited. It is likely that for the majority of their life, they were provided for by their guardians and had not yet had the opportunity to make large purchases. Samie (2011) cites Bulik (2007) and suggests that young US consumers such as college students are inexperienced and show a lack of concern for where the product originates from. Bulik's comments were based on research by Anderson Analytics (2007) and supported by a Jupiter Research Analyst who suggested that young consumers tend to have "less disposable income and are trend buyers". Whilst this research was regarding US consumers, this certainly seemed to be the case within our research. There were some younger respondents who indicated awareness or that CA would definitely factor in their decision and for these respondents a higher interest in current affairs was displayed through their frequency and depth of reading the news.

The concept of COO was highly subjective. The awareness of "made in" labels differed throughout as well as an awareness of large multinational investors holding stakes in companies, which could in fact effect what, would be classed as the COO of the business. It emerged that the respondents mainly focused on the "made in" country or the country in which the company was headquartered or historically perceived to be headquartered. In general the idea of the nationality of investors into companies affecting the COO of the company was not presented. CA was found to be a factor for some respondents which affected the purchase of products from foreign countries or foreign companies.

"I think every little helps so even me making a stand against buying from a country I don't agree with is a good start."- *Chris Barbour*

There was a difference found between negative perceptions of a country and then actually experiencing animosity. In general, negative perceptions of countries could actually develop

into CA, but this must be approached with caution as respondents discussed feelings of negativity towards a country, but discarded the idea of animosity. This was dependent on the reasons for which the respondent experienced the negative perception. If the negativity was perceived by the respondent to be due to factors unrelated to specific actions or intentions of the country, then the country was perceived to be a victim of circumstance and thus the consumer did not deem punishing that country to be an appropriate action. For example some respondents mentioned negative feelings towards Brazil due to the image of corruption and lack of organization, which has been seen through media coverage of the World Cup of Football preparations; however they felt that the country was developing and this in turn, did not turn into animosity. In general the concept of CA seems to be consumers using their available means and choices as a method of punishing specific countries.

“For (...) Brazil it might enter my consideration but don't think it would have a strong impact really, if I needed the product then I don't think it would stop me” – *Gareth Pickup*

One idea, which may not have been investigated in the literature, is the interrelatedness of the concepts of behavioural economics and decision making for consumers. This refers to both the confirmation heuristic where people seek out information to confirm their preferences and also to reason based decision making i.e. basing their decision on a particular reason. It could be argued that people may be likely to use COO and their feelings of animosity in order to add justification for their choice for something, which otherwise they struggle to rationalize.

Something that emerged from the data was a seeming differing relationship between positive perceptions of a country and negative perceptions of a country. This refers to instances where, for example respondents suggested they would be more inclined to buy Belgium chocolate due in part to their positive image of Belgium with respect to chocolate, which is also related to the reputation of Belgium as a chocolate producer. This raised an interesting issue regarding how products or companies can have a backward reflection onto their country, i.e.

if the product or company is desirable then it can improve the perception around that country. It seemed that chocolate was something people associated with pleasure and as such, when associated with a country which specialized in it, they felt more positive towards it. This may be due to people's lack of complete information, which means that they build opinions, based on the information available to them. Some respondents were of the view that their negative perceptions of countries would not actually affect their view of the product themselves. Klein (1998) mentioned this in that consumers are able to separate their views of quality of a product from the COO, meaning that they still appreciate quality despite holding animosity towards a particular country.

Human rights violations caused some respondents to have more negative perceptions of certain countries such as China and Taiwan; however this did not translate necessarily into animosity. People responded unconvincingly, changes in tone of voice implied this as well as "guess so" attitudes. This could have been an effect of social desirability bias with the respondents wanting to convey a different image of them.



#### 4.3 UK consumers' animosity targets and their reasons

Country	Economic	Political	Personal Experience
Russia		✓	
America	✓	✓	
China		✓	
Pakistan			✓
Egypt			✓
Morocco			✓
France			✓
Syria		✓	

Table 1. Animosity Target Countries

The table above displays the countries which emerged as animosity targets for the sample selected. It also provides a simple display of the reasons for the respondent's animosity classified by the framework developed through the literature review.

Through the data a complex issue has arisen regarding the religious affiliations of certain states. Due to the sensitivity regarding cultural relationships, particularly between the West and with the nature of Islam due to the purported "war on terror", the data collected seemed to display that the nature of religion and consumer's willingness to associate religions with certain states had an impact. This would be particularly relevant for countries which adopt Sharia law. This should be noted however and although it is intertwined with Politics and can

fall under this part of the framework, is noteworthy for distinction. The research also highlighted political reasons for animosity, particularly with reference to Russia. This was a very timely piece of research in that during the fieldwork, a major international issue erupted in terms of the Ukraine and Russia, which has increased in the level of seriousness to now include EU sanctions on Russia. An increase in the level of coverage in the media regarding the situation made Russia a salient negative target country. Due to the increased media coverage it is likely that incidental learning took place, consumers did not seek information regarding Russia, but rather their animosity developed as a by-product of their media consumption. Hutchinson and Alba's research (1994) displayed that most product-related experiences are incidental (Samie, 2011), which would support this idea.

Personal experience was established in this dissertation's framework of animosity. The research has suggested that this branch of animosity can be further broken down. For example a difference emerged between personal experiences in terms of holiday experiences, business experiences and family and friend interactions. Where respondents had developed a negative perception of a country through a bad travel experience for example, French waiters being seemingly rude, this did not subsequently develop into feelings of animosity every time, or at least not enough to affect any kind of purchasing decision. However, when respondents had personally experienced corruption of the country, they felt slighted and that they should gain retribution and could do so, in some way by abstaining from those products. For example, one respondent, Lisa May, who had experience of importing goods into Morocco had struggled and nearly became the victim of theft in part due to the local authorities of the port in which she imported. This eventually led to her being double taxed and leading her to feel somewhat extorted. This whole debacle caused her to have a strong feeling of animosity against the country and then seemingly reflect characteristics of this country onto others, with her views blossoming into refraining from purchasing from "any Arab state". In response to

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the question of “are there any countries in the world for which you have a negative perception?” Lisa replied:

“Absolutely, absolutely. You’ve asked the wrong person here. Most of the Arab states because I don’t like their arrogance and mentalities and their attitude to women and human rights and they’re utterly corrupt, and also they have no concept of customer service whatsoever”

Her method of reacting was to abstain from purchasing products from those countries clearly displaying animosity.

War animosity was alluded to during the interviews. Some respondents commented that they thought they should boycott products from Argentina due to the Falkland Islands conflict; however they admitted that this would be unlikely (Andrew Barnes). The superficial nature and lack of engagement with this situation meant that it did not impact heavily on them.

Based on the previous literature, it would be conceivable that Germany may emerge as an animosity target due to World War One and Two. However, without prompting Germany only received relatively positive comments and people held positive stereotypes for the country. When pressed on Germany, in particular, to inquire as to whether people could feel animosity towards it, many respondents mentioned that they felt it was not their generation that suffered and that a sufficient amount of time had passed.

“it might be more pertinent with older generations because they lived through it, there might still be tension, [...] with us, the younger generation, even in Germany, there’s no kind of tension” – *Gareth Pickup*

This inferred that it may be a more generational theme and thus could have more relevance when interviewing more experienced respondents. The oldest respondent interviewed held no

animosity towards Germany despite parents being involved in the war, which could seem strange. From the discussion it could be postulated that after a war people perceive the country to be a victim of it and instead of blaming the country, blame the organization controlling the country. This could suggest that in reality, war animosity is really a subset of political animosity, although obviously in previous studies it was classed as a distinct branch of animosity.

Situational animosity was the most prevalent factor involved in the animosity attitudes of respondents. This could be because of the freedom of information, relatively, that UK society experiences. Coverage of world events which may portray countries in a particular light is provided in the UK and with the accessibility to the internet which includes not only news but also access to more intimate portrayals of those countries. This would seem to support why situational animosity is the more prevalent factor involved. Contrast this to previous literature which focused on many countries including China, where information is restricted and monitored by the government, which could provide insight into why stable animosity was more focused on here. The situational nature of animosity displayed in Australia (Klein and Ettenson, 1999) whereby the animosity towards France subsided after a period of months, could be deemed to be similar to the United Kingdom. This could be attributed to the similar cultures of the two nations. Based on work by Hofstede (1980) Australia and the UK receive similar scores according to five dimensions determined to indicate culture and thus this would not be a surprising finding for us to find similarities with animosity between the two countries. However, the impact of culture on the experience of CA may be an avenue for further research. This may be a simplistic vain of thought however, because many previous studies were performed before 2000 when technology was not at such an advanced level. It could be likely that technological improvements in terms of the Internet as well as other forms of communication and a move towards a more information based society in the UK

would have impacted and that perhaps the effects today are different than they may have been before the use of such technologies.

#### 4.4 The strength of Consumer Animosity and the influence of other variables

Price was a variable mentioned frequently during the interviews, however it was further expanded with many commenting on value or quality. A recurring theme was the idea of paying more, but receiving a better good. While in some instances CA was a very relevant factor and forcefully impacted on people's decisions, there was also an indication that it did not feature as much. People commented that they were willing to purchase a product if it was cheaper or provided better value, forsaking other variables such as COO. The trade-off that people made between price and quality and within their search for quality was eased through the use of heuristics and while this seemed to be appropriate in the positive realm i.e. when a consumer was considering a product and it was produced in a country for which they held a positive image, they used this information as part of their decision, despite it lacking underlying rationality. It seemed unlikely that people would abstain altogether from a purchase if there was no alternative. However when experiencing animosity, if there was an alternative available, the respondents who indicated animosity, held that they would refrain from purchasing the product from their target animosity country.

Previous literature employed different approaches to take into consideration the impact of CA on different products. For example some have focused on durables or electronics, while some have begun to use food items. Samiee (2011) comments that brands associated with high involvement products such as cars cannot be dissociated from their origins. This adds an extra layer of complexity to the concept, as animosity may be very product dependent. This was an emergent theme throughout this research. Respondents committed different levels of

thought to their purchasing decisions depending on the type of product, how long the product was supposed to last for, the purpose of the product, who would see the product etc. This relates to points in the literature regarding methodology, some studies address specific products whereas others focus on the general. This dissertation took a general approach however narrowed down when the opportunity arose due to the unstructured nature of the interview. When considering groceries against other items, there were differing perceptions. For one respondent they commented that they would be unlikely to purchase anything from India, speaking in a general sense, however they had also mentioned an appreciation of Mexican food; this gave us the opportunity to discuss Indian food which they also enjoyed. What this shows us is that a feeling of animosity may only be relevant for certain products. Previous research has attached greater significance to durable goods, as it is logical to assume that these will require more thought. The importance of this is the relevance of CA for different products. While groceries and fast moving consumer goods seem to require less thought and purchase commitment, animosity is less prevalent, but with items that are longer lasting such as white goods, cars or even clothes animosity seems to come to the fore in a more prominent way. This could be because these kinds of goods actually portray the individual and allow them to present an image of themselves

“I would feel like it might look as if I was supporting their views [the offending country] [...] if other people were aware of where the product came from and they saw me buying it, they might think less of me. “ – *Chris Barbour*

Building on this idea of how the individual is perceived by others the following comment highlights an interesting idea;

“If it’s a country I dislike I try to avoid it, (...) some countries have negative connotations or are (...) cheap so if it’s something you want to be proud of you don’t really want other people to think that it’s cheap.” – *Tom Monkhous*

This shows that they have awareness that others may use heuristics as ways of judging their possessions. They assume that others can infer price through a country association in some part.

The consideration of holidays was also a topic, which received a different kind of reception from the respondents. This was intriguing as some respondents indicated that although they may be unwilling to purchase products from a country, they would have fewer objections to visiting the country on holiday (assuming safety is assured). However the following comment displays the polar opposite of this;

“There are places I wouldn’t go, but in terms of buying products and stuff... [CA wouldn’t have an effect]” – *Emma Swain*

This highlighted the experiential nature of holidays which contrasts to the more possession oriented nature of products.

Brand emerged as a recurring theme from this research and provided an insight, allowing us to develop a deeper understanding of animosity. When discussing what product to choose, quality was given consideration. When pressed on how they perceived quality, they spoke of a reliance on brand i.e. a strong brand displays quality. However, there were instances where a single respondent discussed how quality creates a strong brand and a strong brand shows quality. There is vast literature on brand awareness, but what is relevant for us is how for some consumers a brand seemed to transcend the negative perceptions that they held against the country it originated from.

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“It’s just global, it’s so global, it doesn’t just have US associations any-more and I think it’s how they market themselves.” – *Andrew Barnes*

What this showed was that in instances where products lack a strong brand, the COO, or perceived COO is a piece of information which consumers can use to base their decision on.

One respondent commented:

“I was put off buying stuff from China because I bought some stuff from local markets when I was there and it ended up being terrible quality” – *Jack Eckersley*

This prompted a follow up question regarding Apple products due to their prior reference to Apple;

“Yeah, but it’s Apple and they’re from America and they’re a huge brand. The fact that they back the product mitigates the issue of where it is produced” - *Jack Eckersley*

Even if experiencing CA, for example towards America, the power of a strong brand such as Nike and McDonalds, meant that consumers happily purchase those products. It seemed as though when a brand is so strong it becomes its own kind of entity, especially due to the multi-national presence of such companies. The same respondent though could feel that for a product for which they lacked knowledge, they could use the information of the COO. This suggests that even when a company is associated with a particular animosity target, if they can focus the consumer on their association to the positive aspects of the country then they can circumvent animosity. This highlights the heuristic nature of consumer purchasing decisions in that they use mental shortcuts in order to make their decision. Brand has previously been posited as one such heuristic and it could be valid to postulate that COO may be one too. However, Maheswaran et al (1992) highlight that the effects of the heuristic are mediated by the “motivation for systematic processing of information” (p.330). This finding



would suggest that there may be a hierarchy of heuristics and that brand may outweigh the impact of COO.

#### 4.5 Additional findings

When asked for examples of which countries and products respondents were thinking about when answering the questions some displayed inaccurate links between their chosen companies and perceived countries. Whilst some may argue that this could invalidate the whole construct, what is actually important is the perception of another country; “it is what the consumer actually believes to be “true” that should eventually influence behaviour” (Samie, 2011). Thus we can use this to provide reassurance that the concept is still valid. One respondent indicated an animosity towards America and a subsequent boycott of Nestle products, unaware that Nestle would more appropriately be originated from Switzerland. Interestingly, the thought process behind this was not as simple as may initially be thought. The massive issues that have faced Nestle in the past such as the baby milk scandal (Muller, 2013) were prominent in the respondents mind and they identified this kind of practice with American values and agendas. This could suggest that it was not their animosity towards America that caused a boycott of the products; in fact it was just animosity towards the company itself. However, their belief that it was an American company further hardened their stance against the company and as such can still be seen to be a relevant factor and worthy of note.

#### 4.6 Conclusion

Having presented, analysed and discussed the findings, the next section of this dissertation will provide detailed recommendations for managers. Two types of recommendations will be suggested; marketing strategies and international crisis response.

## Chapter 5

### 5. Conclusion

This section shall begin by returning to the research questions and summarising the findings enabling conclusions to be given. Following this, the contribution of this research to CA will be stated leading to recommendations regarding future research. This structure will allow an accessible reflection on whether the research has met its objectives and what the value of this dissertation is.

#### 5.1 Research objectives: Summary of findings and resulting conclusions

The objective of this dissertation was to explore consumer animosity in the context of UK consumers due to the lack of focus in this area previously. It aims to provide a basis on which further work may be performed.

##### 5.1.1

*RQ1. Does Consumer Animosity towards a business's COO influence UK consumers' purchasing decisions?*

Echoing previous research we found that younger consumers gave less consideration to COO information. There were numerous respondents who indicated that CA does have an impact on their purchasing decisions and they frequently cited examples e.g. Lisa May who now boycotts Moroccan products.

CA is a relevant factor when considering consumer purchasing decisions. While it may not be universal, particularly for younger consumers, it can result in a complete boycott of purchases from a specific country.

### 5.1.2

*RQ2. What countries do UK consumers feel animosity towards and what are their reasons?*

Table.1. presents a full list of animosity target countries. The most prominent country was Russia which has been attributed to the ongoing international situation regarding their involvement in The Ukraine and Crimea. The research found examples of the economic, political and personal experience reasons for animosity as put forward by Klein. There seemed to be different types of personal experience animosity, those where on holiday someone had experienced something such as poor service or where the personal experience involved some kind of exploitation or being the victim of wrongdoing.

From the research it appeared that consumers felt animosity towards countries that were susceptible to receiving negative coverage in the press. This was highlighted by the situation in Russia, but also with regards to countries such as Qatar and Brazil who are featured due to their hosting of international sporting events.

### 5.1.3

*Question Three: If Consumer Animosity is relevant within purchasing decisions for UK consumers, how strong is the effect?*

There were numerous variables mentioned and for deeper discussion, reference can be made to the chapter concerned. In summary the most pertinent factors involved were; price, quality, value for money, brand and purchase commitment. For products where significant commitment was required in terms of expense as well as length of use, consideration was increased and thus the relevance of animosity. Brand emerged as a strong theme, being used as a heuristic for quality which seemed to fit with the use of COO as a heuristic. There

appeared to be some form of hierarchy and where brand was present, this could at times overcome CA.

The purchasing decision is a complex process which is subject to numerous variables which can be dependent on the individual involved. People use mental shortcuts in order to simplify their decisions and both brand and animosity could be interpreted to be this.

### 5.2 Additional findings

Consumer knowledge of COO is not perfect. There are individual nuances when interpreting where a product originates from and frequently consumers make inaccurate presumptions. Despite consumers not being completely accurate with their knowledge of COO, the fact that there is a perception means the construct maintains validity.

### 5.3 Contribution to knowledge

This dissertation has contributed to CA by initiating research into the previously unstudied UK context. Another contribution is how this dissertation has brought attention to the consumer's nationality. In previous research this was inferred by the default of them being within the national borders. Ultimately, this lack of rigour in defining what constituted a particular nation's consumers provides a limitation. By highlighting this weakness, our dissertation has contributed to the improved robustness of future animosity studies. Through using in depth interviews, a deep insight into the thought patterns of consumers was gained.

This enabled an expansion of animosity, to consider where consumers held negative perceptions of a country, but they did not actually lead into animosity behaviour. This finding was unique to our study and addresses the occurrence that the reasons for the negative perception ultimately affect whether it translates into animosity. Not only do these

discoveries justify the use of interviews but they also provide stronger foundations for future animosity research.

#### 5.4 Recommendations

Recommendations aimed towards managers and practitioners regarding how to use the information presented in this dissertation will now be made. The final part makes recommendations for future research.

##### 5.4.1 Marketing Strategies

Associating with a country is not a requirement for a marketing strategy and thus this discussion is on the assumption that these approaches are incorporated into other strategies as opposed to being the sole means of marketing. If a company chooses to associate with a country, such as Ikea and Sweden, then it needs to have a strong awareness of the connotations associated with that country as well as maintaining an awareness of current affairs. When a company may benefit from the reputational advantages associated with a country they may find it appropriate to incorporate this into how they portray their company to the world. The national branding report (Brand Finance, 2013) gives an indication of the rank of a countries reputation. This can give some idea of which country to associate with, however, this should be viewed with caution as our research has shown that animosity can vary across products. Some may suggest that a company should try to dissociate from any country in order to avoid any negative impacts for example Aviva when they changed their name from Norwich Union in order to be more attractive in foreign markets.

#### 5.4.2 International Crisis Response

In an international crisis firms who have associated with the country involved are subject to negative exposure. As Arla foods discovered, this can have implications for the firm including decreased revenues. There are few Russian companies that most British consumers would be aware of. However, our respondents indicated that they would be likely to abstain from Russian products. This has future implications and an awareness of it can allow companies to have an advantage in dealing with problems. Recommendations to firms who are exposed to CA due to an international crisis would be contingent on the extent of their association with the country. The more associated, for example partly government sponsored, or if it was a strong feature of the product or brand then the more difficult it would be to address. However, in situations where an international crisis does occur and a company has some form of commitment as with any crisis they need to respond quickly. The response may be to disassociate with the country, establish the integrity of the firm in light of the crisis or display transparency in order to engender trust. One approach to be considered, especially if the company is heavily committed with the country, is in their communications, communicate the positive aspects of the country, despite the crisis (for a comprehensive analysis of crisis response strategies see Coombs (1995)). For example, when American companies highlighted their association to things such as family or hard work, these positive aspects were still accounted for despite CA being present, shown by one respondent mentioning the positive aspects of Ralph Lauren despite an anti-American stance.

#### 5.5 Recommendations for future research

There has been a breadth of research regarding COO and the related concepts such as consumer affinity and CA. These often overlap with other concepts and thus, a recommendation for future research may be to develop a more integrative approach to all of

the related concepts. While consumer affinity and animosity were displayed to be different constructs as opposed to opposites of the same construct, it could be worth integrating both constructs into future research as instinctively they seem to fit. The issues and unique findings of our study provide perfect opportunities for future research. This includes further research into why or how negative perceptions can translate into animosity and the conditions under which this is likely to happen. Our exploratory method has provided the ground work which may enable others to build this in to their research in order to provide a more comprehensive and applicable study. Another issue which could receive further focus would be the relevance of a nation's culture to animosity, which may make animosity more generalizable to countries where research has not been performed yet and thus provide managers with an applicable framework. Whilst using an exploratory method of semi-structured interviews was crucial in the development of the unique findings, future research may choose to employ other methods in order to gain a different insight or to satisfy the critics who call for quantitative studies.

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<b>Appendix 1</b>				
<b>Author(s)/Year</b>	<b>Contribution</b>	<b>Home country/in-group</b>	<b>Foreign Country /out-group</b>	<b>Animosity type/background</b>
Klein et al (1998)	Development of animosity construct. Found that animosity affects the willingness to buy products	China	Japan	War animosity based on Nanjing massacre. Economic animosity based on trading practices
Klein and Ettenson (1999)	Established consumer animosity and consumer ethnocentrism as distinct constructs	USA	Japan	Economic animosity based on trading practices
Witkowski (2000)	Extended the construct to situational political/diplomatic animosity instead of just war and economic based animosity	USA	China	Political/diplomatic animosity based on Chinese international affairs. Economic animosity based on trading practices
Shin (2001)	Use of animosity model in another country. Findings	Korea	Japan	War animosity based on military occupation. Economic animosity based on

	validated previous findings.			trading practices
Klein (2002)	Examined animosity's effect on willingness to buy in a two-choice situation: Japan (animosity target) vs. Korea (neutral country). Found that animosity is a predictor of choice between two foreign country goods.	USA	Japan Korea	War animosity based on Pearl Harbour. Economic animosity based on trade practices
Jung et al (2002)	Developed animosity typology with 2 dimensions: national/personal and situational/stable	Thailand Indonesia Korea Malaysia Singapore	USA Japan	Economic animosity based on Asian economic crisis
Ang et al (2004)	Further examined animosity typology validating the animosity dimensions	Thailand Indonesia Korea Malaysia Singapore	USA Japan	Economic animosity based on Asian Economic crisis
Nijssen and	Examined the effects of animosity in	Netherlan ds	Germany	War animosity based on military occupation.



Douglas (2004)	situations of low domestic competition. Findings indicate that animosity has a limited, but greater effect when only one domestic brand exists.			Economic animosity based on competition between neighbours
Shimp et al (2004)	Examined animosity within national borders between regions. Found the animosity construct can be extended to inter-border hostility.	US North US South	US North US South	War animosity based on the US civil war
Hinck (2004)	Examined animosity within national borders. Found the animosity construct can be extended to inter-border hostility	Eastern Germany	Western Germany	Economic animosity based on re-unification
Hinck et al (2004)	Further examined animosity within national borders. Found that regions within countries can	Western Germany	Eastern Germany	Economic animosity based on re-unification

	be seen as foreign.			
Ettenson and Klein (2005)	Longitudinal study of animosity found that animosity does decrease over time.	Australia	France	Political/Diplomatic animosity based on nuclear testing in South Pacific
Shoham et al (2006)	Examined animosity between ethnic groups and antecedents to animosity. Extended the animosity model to ethnic hostility within a country.	Jewish Israelis	Arab Israelis	Animosity based on Intifada
Riefler and Diamantopoulos (2007)	A review of literature along with a reconsideration of the measurement of animosity. Found that the cause of animosity should not be taken for granted and unprompted questioning.	Austria	Multiple	Multiple
Amine (2008)	Descriptive study on anti-Americanism and Francophobia using	America France	America France	War, Economic, Stable, Situational, National and personal

	subjective selection by the researcher.			
Leong et al (2008)	Examined animosity using locus of attribution. Found that consumers with an external locus of attribution hold more animosity towards the country that blame is focused.	Thailand Indonesia Korea Malaysia Singapore	USA Japan	Economic based on Asian economic crisis
Nakos, G. e. and Hajidimitriou (2008)	Examined a new social context and also the impact of personal characteristics.	Greece	Turkey	Economic animosity
Bahae, M and Pisani, M (2009)	Tried to investigate whether animosity was a prevalent construct	Iran	USA	Political
Little et al (2009)	Examines animosity differences between generations. Found	USA	Vietnam	War animosity is based on Vietnam conflict.

	war animosity is passed down from generation to generation.			
Hoffman et al (2011)	Development and Validation of a Cross nationally stable scale of consumer animosity	Germany Ukraine	USA Russia	General animosity.
Nes et al (2012)	Develop animosity and use exploration to improve understanding.	USA Norway	Various	Economic, War, People, Politics/government
Akdogan et al (2012)	The effect of animosity on repurchase intent	Turkey	USA	General animosity

## Appendix 2

### Consumer animosity dissertation

This is an interview to discover insights into factors that affect your purchasing decisions. It is confidential and any views that you express can be anonymised if you wish. If you would at any point like to change your mind about participation please feel free. If at any point you have a question, do not hesitate to ask. We will begin by asking some demographic questions before moving onto questions which address my research.

#### Demographic Questions

1. Name
2. Age
3. Gender
4. Country of birth
5. UK passport holder?
6. Duration of residence in the UK?
7. Where were you born and raised?
8. Any foreign residence?
9. Level of education
10. Occupation
11. Level of income
12. Family background

13. Travel experiences – past 12 months
14. National Affiliation
15. Religion

Question areas to introduce the area and ignite streams of thought

1. What was the last purchase that you made?
2. What would you usually spend most of your income or wealth on?
3. What is your favourite purchase that you have made?
4. What purchases do you intend to make in the near future?
5. How much thought do you put into your purchasing decisions?
6. What are some of the reasons that you use for making your decisions?
7. Do you read the news via any platform?
8. Are you aware of any ongoing international issues?

RQ.1 Does CA towards a business COO influence purchasing decisions?

1. How aware of a product/companies country of origin are you?
2. For some of your most frequent purchases products/brands do you know what country they originate from?
3. Are there any countries in the world for which you have a negative perception?
4. What are the reasons for these feelings?
5. Are you aware of any products or brands that originate from these countries?

6. Due to some of the coverage of current events (Syria, Russia) at the moment would you refrain from purchasing products originating from this country?
7. Would this be affected by the control the government has over the company?
8. Are you familiar with any stereotypes of countries characteristics? Eg Germany being efficient...etc.
9. Having considered this do you think this enters your consideration when making the purchase decision?

RQ.2 IF CA is relevant, how strong is the effect? What other variables are involved?

1. When you consider your negative perceptions of countries, do you feel this could impact your purchasing decision?
2. What would the impact of price or substitute products be?
3. What other factors may enter your rationale for purchasing decisions?
4. What kind of things put you off purchasing a product?
5. Why?
6. Do you consider the opinions of friends/family/peers/associates?
7. Can you think of any companies or products that promote an affiliation towards a particular country?
8. Why do you think that companies do this?
9. What impact do you think this has?

RQ.3 What countries do UK consumers feel animosity towards?

1. What was the last foreign country that you visited?
2. What were your experiences?
3. Why did those experiences evoke those emotions?
4. What is your most favourite travel experience?
5. Why?
6. What is your least favourite travel experience?
7. Why?
8. Do you feel that your experiences of the countries mentioned could impact your perception of products from that country?
9. What countries do you experience strong negative feelings towards?
10. What are your reasons? Why?
11. Do these feelings cause you to act?
12. In what way?



**Appendix 3 - Code track**

1.	AW-FO-CO	Awareness of country of origin	
2.	AW-COM	Awareness of complexity of ownership in determining the country of origin	
3.	PROD-LOC	Location of production being different to the company HQ or purported brand.	
4.	PROD-LOC-NEU	Neutral feelings to the use of different production locations	
5.	NEU	Neutral feelings	
6.	N.O	No opinion	
7.	POS	Positive associations towards a particular country. This could be different to affinity, whereby an attachment causes the purchase	
8.	PROD	Product dependent	
9.	INST	Instinct – unsure of reasons for feelings	
10	AUTH	Higher value placed on things perceived as authentic	

11	ITALY	Positive associations with Wine	
12	LOCAL	“If you know something is made locally you would pay a higher price for it”	
13	AFFINITY	“Cars from Italy are majority unreliable and yet they’ve got a good reputation”	
14	BRAND	The brand products make them better.	
15	PURCH-	Type of purchase	
16	PURCH-Sm	Small purchase i.e. “a bottle of coke”	
17	PURCH-DURA	Durability of purchase	
18	PURCH-PUBLIC-EXP	Public exposure of the purchase	“I would feel like it might look as if I was supporting their views [...] but I guess if other people were aware of where the product originated from and they saw me buying ti, they might think less of me”

19	PURCH-Exp	“if it’s an expensive one I’d take quite a bit of time”	
20	GLOBAL-BR	Global brands – “it’s just global, it’s so global, it doesn’t just have US associations anymore and I think it’s how they market themselves.”	
21	McD	McDonalds was the subject of the above comment.	
22	INTL-ISS	International issues	
23	UKR/RUSS	Ukraine/Russia situation	
24	NRTH-AFR	North Africa	
25	AR-SPR	Arab Spring	
26	INTERNAL-CONF	Internal conflict that does not affect UK - “I don’t really have an opinion because its internal in that country”	
27	NRTH-KOR	North Korea	
28	USA	United States of America	
29	BRTISH-INV	British involvement	
30	ARG-FALK	Argentina and the Falkland Islands.	“in theory you wouldn’t buy

			anything from Argentina because of the Falklands but a lot of the times...”
31	MIX-EMO	Mixed emotions	
32	GERM	Germany	
33	YG-TENS	Younger generation tension towards Germany for the war lacking	“Well I think its more pertinent with the older generations because they lived through it, there might still be that tension a little bit. But with us, the younger Generation there’s no kind of tension.”
34	TRAVEL-FREQ		
35	TRAVEL-INFREQ		
36	NEGATIVE-EXP		
37	NEGATIVE-NO-CA	Negative perception but not consumer animosity developed.	“I got robbed [in Hungary] (...) came away with a bit of a sour reputation in my

			<p>eyes and I guess I've held a negative perception against them ever since. I guess you'd get the same in any big city so I try not to look down too much."</p> <p>"For Brazil and Qatar it might enter my consideration but don't think it would have a strong impact really, if I needed the product then I don't think it would stop me"</p>
38	NEGATIVE>CA	Negative perception which leads to animosity	<p>"For Russia definitely, I would abstain from purchasing anything from there at the moment"</p>

39	INDIA	India	
40	PAK	Pakistan	
41	PROD-TYPE	Product type i.e. what kind of product, this could include service or holiday.	“There’s places I wouldn’t go, but in terms of buying products and stuff..”
42	REL-CHRIS	Religious – Christian	
43	FOR-RES	Foreign residence	
44	AUTO-MOB	Automobile awareness – Ferrari and Aston Martin	
45	PURCH-PAST-EXP	Past experience comes into it when purchasing, in terms of past experience of the product or brand.	
46	QUALITY	Quality is important	
47	BRANDS		
48	BRAZIL	Corruption – FIFA Football world cup	
49	QATAR	Corruption – Future FIFA football world cup	
50	POLITICAL	Political feelings or animosity	“apparently violating international law”

51	WAR	War feelings or animosity	
52	ECONOMIC	Economic feelings of animosity	“huge wealth gap”
53	PERS-EXP-CA	Personal experience animosity	
54	CORR	Corruption viewed within the target country which can build a negative picture	“levels of corruption that are displayed builds a picture of them being untrustworthy”
55	EMPL-ABUS	Employee abuse	“Qatar [...] their policies seem extreme and with them working builders to the point of exhaustion seems a bit over the top”
56	PROD-AW-NEG-CO	Product awareness of the country which received negative perceptions	
57	PAST-INT	Past intentions difficult to assess as the origins of products can be unclear and the knowledge of what products originate from target countries	

		not complete.	
58	STEREO	Stereotypes of countries	
59	STER-Germ	German stereotypes	
60	STER-French	French stereotypes	
61	STER-EASTEUR	Eastern Europe stereotypes	
62	PURCH-DEC-FAC- PRACT	Practicality	
63	PURCH-DEC-FAC-PRI	Price	
64	PURCH-DEC-FAC- QUAL	Quality	
65	COMP-COUNTR-AFF	Company country affiliation	
66	IKEA-SWE	Ikea and Sweden	
67	SWA-SWI	Swatch and Switzerland	
68	LINDT-SWI	Lindt and Switzerland	
69	TOM-HILF-USA	Tommy Hilfiger and USA	
70	PERS-EXP- NEU	Personal experience had no effect	
71	NATION-PRIDE	National pride	“try to buy British when I can, but obviously it’s not always possible”



72	CA-BOYC-IMP	Consumer animosity which leads to boycott can be perceived by the consumer to have an impact against that country	“I think every little helps so even me making a stand against buying from a country I don’t agree with is a good start.”
73	USA-GUN	Disagree with USA gun laws	
74	USA-DP	Disagree with USA death penalty	
75	USA-FINANC	Hold USA responsible for the financial crisis	
76	DISSONANCE	Disagree with values or politics but own products from those countries	
77	STER-USA-STUPIDITY	Stereotype USA with stupidity	
78	STER-USA-OBES	Stereotype USA with obesity.	
79	BRAND-OVER-COUNTR-IMAGE	Brands can transcend the country image and be considered in their own right	
80	STER-GERM-EFFIC	Stereotype of Germany as efficient	
81	RUSSIA	Attitude towards	

		homosexuality, publicised during the Olympics	
82	SYRIA	Civil unrest in Syria	
83	SUBSTITUTE	If substitutes are available to the countries that are targets of negative perception then these are more likely to be chosen.	
84	THREAT-TO-UK	If there was a threat to the UK, consumers would be more likely to view the threatening country in a negative way	
85	ASIAN-COUNTR	“Asian countries” was used as a proxy for extremist Muslim groups.	
86	WOT	War on Terror	
87	COMP-COUNT-ASS	Company country associations	
88	AMERICAN-APP	American Apparel the brand	
89	HOLL	Hollister – Associated with America	
90	NEG-PERC-CHEAP	Negative perception of cheapness of some countries can lead to animosity depending on the product	“in some situations if it’s a country I dislike I try to avoid it, like some countries have

			negative connotations or are associated with being cheap so if it's something you want to be proud of you don't really want other people to think that it's cheap."
91	TRANSP	Transparency in terms of companies disclosing where products originate from	
92	NEG-NO-CA-USA	Negative perception of USA due to the perception that they try to take over the world but no animosity towards companies originating from there.	
93	SITU-CA	Situational animosity	"feelings are constantly changing"
94	PROD-COUNTR-ASS-R	Reasons for product country associations.	
95	PROD-COUNTR-ASS- R- WEIGHT and CREDIBILITY		

**Appendix 4 - Code Development**Feelings

PROD-LOC-NEU	Neutral feelings to the use of different production locations
NEU	Neutral feelings
N.O	No opinion
POS	Positive associations towards a particular country. This could be different to affinity, whereby an attachment causes the purchase
AFFINITY	“Cars from Italy are majority unreliable and yet they’ve got a good reputation”
PAST-INT	Past intentions difficult to assess as the origins of products can be unclear and the knowledge of what products originate from target countries not complete.

Awareness

AW-FO-CO	Awareness of country of origin
AW-COM	Awareness of complexity of ownership in determining the country of origin
PROD-LOC	Location of production being different to the company HQ or purported brand.

Product development

LOCAL	“If you know something is made locally you would pay a higher price for it”
AUTO-MOB	Automobile awareness – Ferrari and Aston Martin

Reasons

INST	Instinct – unsure of reasons for feelings
AUTH	Higher value placed on things perceived as authentic
INTL-ISS	International issues
UKR/RUSS	Ukraine/Russia situation
AR-SPR	Arab Spring
BRTISH-INV	British involvement
ARG-FALK	Argentina and the Falkland Islands.
MIX-EMO	Mixed emotions
YG-TENS	Younger generation tension towards Germany for the war lacking
TRANSP	Transparency in terms of companies disclosing where products originate from

Variables

PROD	Product dependent	
BRAND	The brand products make them better.	
PURCH-	Type of purchase	
PURCH-Sm	Small purchase i.e. “a bottle of coke”	
PURCH-DURA	Durability of purchase	
PURCH-PUBLIC-EXP	Public exposure of the purchase	“I would feel like it might look as if I was supporting their views [...] but I guess if other people were aware of where the product originated from and they saw me buying it, they might think less of me”
PROD-TYPE	Product type i.e. what kind of product, this could include service or holiday.	
PURCH-PAST-EXP	Past experience comes into it when	

	purchasing, in terms of past experience of the product or brand.	
QUALITY	Quality is important	
BRANDS		
PURCH-DEC-FAC-PRACT	Practicality	
PURCH-DEC-FAC-PRI	Price	
PURCH-DEC-FAC-QUAL	Quality	
GLOBAL-BR	Global brands – “it’s just global, it’s so global, it doesn’t just have US associations any-more and I think it’s how they market themselves.”	
SUBSTITUTE	If substitutes are available to the countries that are targets of negative perception then these are more likely to be chosen.	

Countries and companies

ITALY	Positive associations with Wine
NRTH-AFR	North Africa

NRTH-KOR	North Korea
USA	United States of America
GERM	Germany
INDIA	India
PAK	Pakistan
BRAZIL	Corruption – FIFA Football world cup
QATAR	Corruption – Future FIFA football world cup
IKEA-SWE	Ikea and Sweden
SWA-SWI	Swatch and Switzerland
LINDT-SWI	Lindt and Switzerland
TOM-HILF-USA	Tommy Hilfiger and USA
RUSSIA	Attitude towards homosexuality, publicised during the Olympics
SYRIA	Civil unrest in Syria
ASIAN-COUNTR	“Asian countries” was used as a proxy for extremist Muslim groups.
McD	McDonalds was the subject of the above comment.
AMERICAN-APP	American Apparel the brand
HOLL	Hollister – Associated with America



Negative Perception

INTERNAL-CONF	Internal conflict that does not affect UK - “I don’t really have an opinion because its internal in that country”	
NEGATIVE-EXP		
NEGATIVE-NO-CA	Negative perception but not consumer animosity developed.	
CORR	Corruption viewed within the target country which can build a negative picture	“levels of corruption that are displayed builds a picture of them being untrustworthy”
EMPL-ABUS	Employee abuse	“Qatar [...] their policies seem extreme and with them working builders to the point of exhaustion seems a bit over the top”
PROD-AW-NEG-CO	Product awareness of the country which received negative perceptions	
USA-GUN	Disagree with USA gun laws	
USA-DP	Disagree with USA death penalty	
USA-FINANC	Hold USA responsible for the financial crisis	

DISSONANCE	Disagree with values or politics but own products from those countries
STER-USA-STUPIDITY	Stereotype USA with stupidity
STER-USA-OBES	Stereotype USA with obesity.
NEG-NO-CA-USA	Negative perception of USA due to the perception that they try to take over the world but no animosity towards companies originating from there.

#### Consumer animosity

NEGATIVE>CA	Negative perception which leads to animosity	
POLITICAL	Political feelings or animosity	“apparently violating international law”
WAR	War feelings or animosity	
ECONOMIC	Economic feelings of animosity	“huge wealth gap”
PERS-EXP-CA	Personal experience animosity	
PERS-EXP- NEU	Personal experience had no effect	
NATION-PRIDE	National pride	
CA-BOYC-IMP	Consumer animosity which leads to boycott can be perceived by the consumer to have an impact against that country	

THREAT-TO-UK	If there was a threat to the UK, consumers would be more likely to view the threatening country in a negative way	
WOT	War on Terror	
NEG-PERC-CHEAP	Negative perception of cheapness of some countries can lead to animosity depending on the product	“in some situations if it’s a country I dislike I try to avoid it, like some countries have negative connotations or are associated with being cheap so if it’s something you want to be proud of you don’t really want other people to think that it’s cheap.”
SITU-CA	Situational animosity	

### Stereotypes

STEREO	Stereotypes of countries
STER-Germ	German stereotypes
STER-French	French stereotypes
STER-EASTEUR	Eastern Europe stereotypes
STER-GERM-EFFIC	Stereotype of Germany as efficient

Brand Transcendence

BRAND-OVER-COUNTR-IMAGE	Brands can transcend the country image and be considered in their own right
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### Appendix 5 – Sample Details

Sample number	First Name	Second Name	Gender	Age
1	Louise	Whitehead	F	25
2	Olivia	Demetriades	F	22
3	Sally	Hill	F	21
4	Emma	Swain	F	21
5	Kathleen	Nellis	F	21
6	Rachael	Withnell	F	22
7	Lisa	May	F	50
8	Janet	Whitehead	F	53
9	Chris	Barbour	M	21
10	Jack	Eckersley	M	21
11	Alex	Pollock	M	22
12	Gareth	Pickup	M	25
13	Andrew	Barnes	M	25
14	Karl	Whitehead	M	53
15	Josh	Brooks	M	38
16	Dot	Pearcey	F	57
17	Tom	Monkhouse	M	32
18	Graham	Price	M	45
19	Lucy	Stanway	F	33
20	Jamie	Holt	M	28
21	Mark	Benson	M	50
22	Rebecca	Kaberry	F	28

**Sample details**

Men	11
Women	11
Average age	32
Oldest	57
Youngest	21
Median	26.5
Average age	32