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WHAT IF THEY DON'T LIKE YOU? AN INVESTIGATION OF CONSUMER ANIMOSITY AMONGST URBAN ADULT CHINESE CONSUMERS

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1. Introduction

In the past, it is automatically presumed that foreign products were considered favourably by Chinese consumers, what if they do not like you? It was suggested that nationalism is growing and there were anti-West sentiments in China, American products have been subjected to boycott campaigns (Council on Foreign Relations, 2008). There were also internet campaigns to boycott French products after the immediate aftermath of the pro-Tibetan protesters disrupting the 2008 Beijing Olympic torch relay (Bloomberg, 2008). With the recent strategic shift of U.S. military balance towards Asia, perceived as a move try to contain China's rise as a global power, there could be further conflicts between these two countries (Reuters, 2012). Campaigns for boycotting Japanese products have been popular for a number of years and it turned particularly widespread after the islands dispute in September 2012 (Financial Times, 2012).

2. Objectives

- Examine the level and extent of Urban Adult Chinese Consumers' animosity towards the Japanese, American and French
- Investigate how Consumer Animosity affects willingness to buy
- Explore the sources of animosity
- Test the impact of location, gender, age group and education level

3. Key Literature

Consumer Animosity defined by Klein et al (1998) negatively affects willingness to buy independent of product quality judgement, and was caused by war and economic based factors.

Consumer Animosity and Consumer Ethnocentrism are conceptually distinct Klein and Ettenson (1999) and Klein (2002).

Nijssen and Douglas (2004) suggested availability of domestic alternatives can't be ignored.

Jung et al. (2002) and Ang et al. (2004) Classification: stable animosity, situational animosity, personal animosity and national animosity. Lee and Lee (2013) proposed: historical animosity and contemporary animosity.

Riefler and Diamantopoulos (2007) further sources should be examined.



3. Methods

Mixed Methods

Street Surveys

Interviews

367
Questionnaire

12
Interviews

170 in Shenyang-Northern China
197 in Shenzhen-Southern China

6 in Shenyang-Northern China
6 in Shenzhen-Southern China

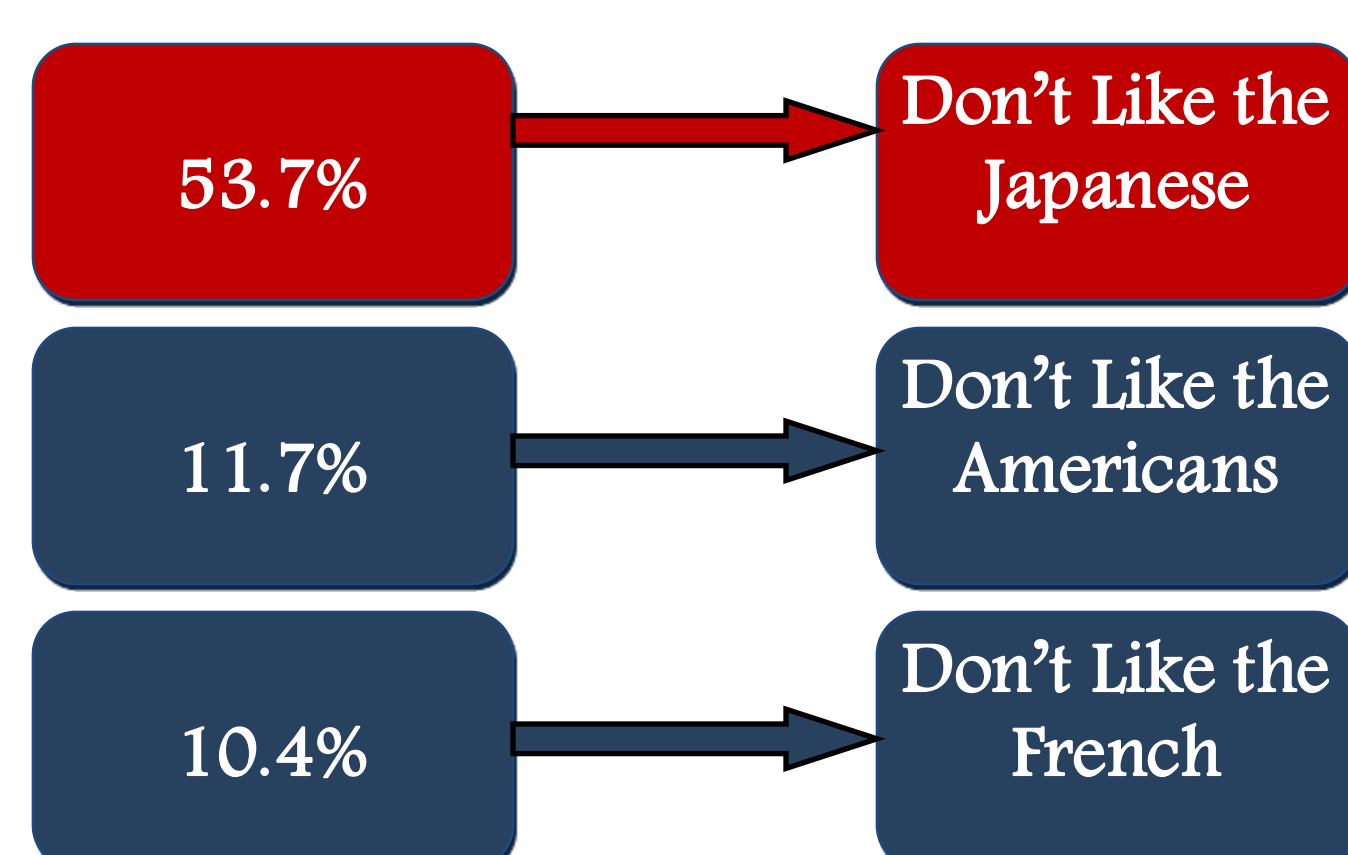
6. Key References

Klein, J. G., Ettenson, R., & Morris, M. D. (1998). The animosity model of foreign product purchase: An empirical test in the People's Republic of China. *Journal of Marketing*, 62, 89-100.

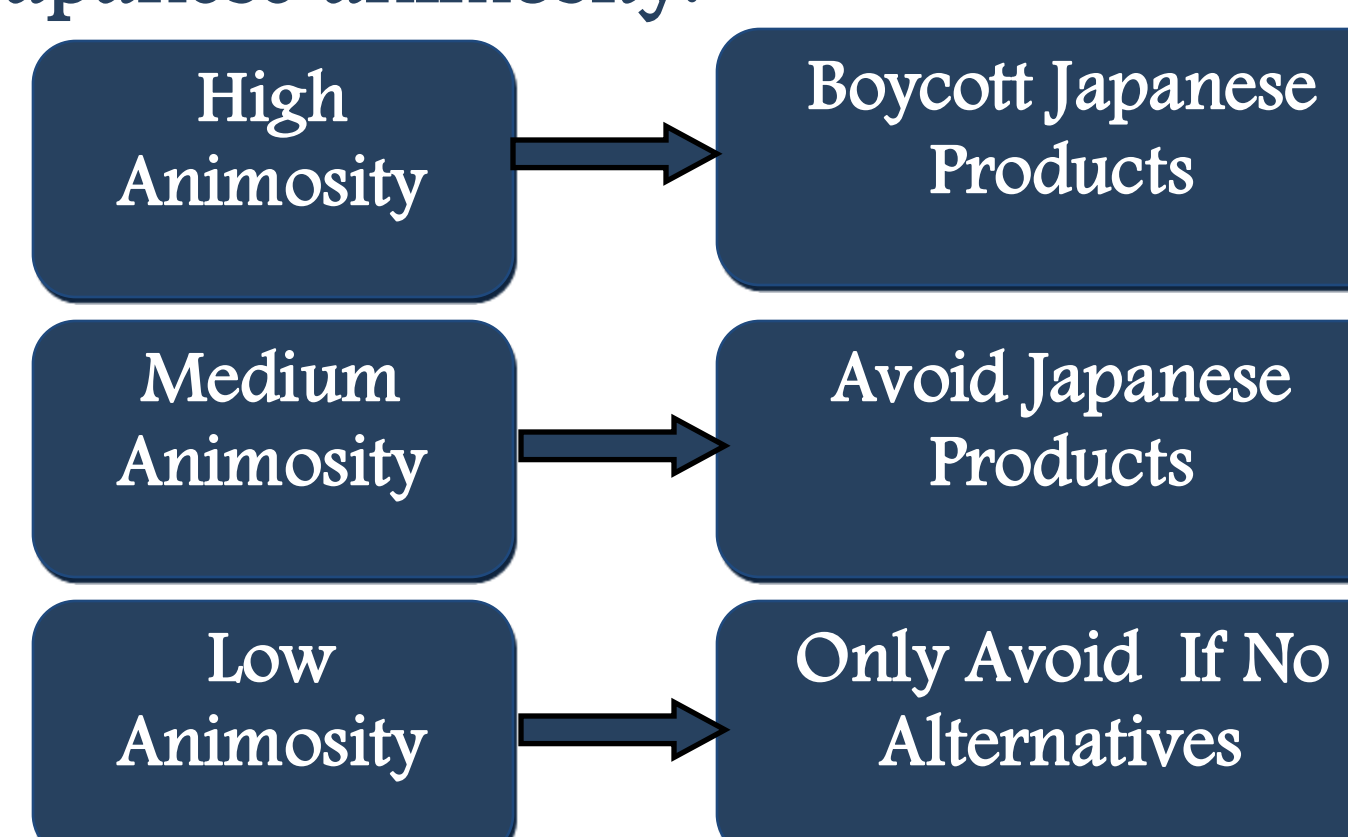
Riefler, P., & Diamantopoulos, A. (2007). Consumer animosity: a literature review and a reconsideration of its measurement. *International Marketing Review*, 24, 126-126.

Lee, R. & Lee, K. T. (2013). The Longitudinal Effects of a Two-dimensional Consumer Animosity. *Journal of Consumer Marketing*, 30/3, 273-282.

4. Results



Identified a wide range of sources of Japanese animosity.



5. Conclusions

Strong and stable animosity aimed at the Japanese, relative low animosity towards the Americans and the French.

Japanese animosity has complex origins and are deep rooted in society, could result into some UACC boycott and avoid Japanese products.

Japanese enterprises in China should have contingency plans in place. Forming local partnerships seem to be the only solution, however, at extreme times it might not be effective.

Northern China harbours stronger Japanese animosity than Southern China. Gender and education levels have no significant impact, older generations hold stronger sentiments.