



# Attitudes of Turkish Consumers toward Foreign Products in Political Crises Period

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## ABSTRACT

This study aims to understand the attitudes of Turkish consumers toward foreign products in diplomatic crisis period. With this aim, at first, demographic characteristics of the consumers identified and then the relationship between independent variables which are consumer ethnocentrism and consumer animosity, and dependent variable which is willingness to buy foreign products is determined. In addition, the effect of product judgment as a moderator on the relationship between willingness to buy foreign products and consumer ethnocentrism and animosity is explored. Convenience sampling method was used in the study. Data was collected from students in Faculty of Economics and Administrative Sciences of Afyon Kocatepe University as based on voluntary basis. The data were collected between 20.10.2015 and 02.11.2015 and within this time period, it was reached to 418 students, totally. Thus, these 418 students in Faculty of Economics and Administrative Sciences became the sample of the research. Research findings show, different from the many researches in the literature, that consumer ethnocentrism, and consumer animosity do not negatively affect the willingness to buy foreign products even in a case when Turkey has a diplomatic problem with some countries. So the previous findings about the consumer ethnocentrism and the consumer animosity are challenged with the findings of this study within Turkey context. In this sense, this study contributes to the literature scholarly, by offering new findings about the existing constructs within different country context.

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## 1. Introduction

Thanks to the globalization, there is an increasing convergence in the tastes and preferences of many people in all around the world, although there are still some huge socio-economic and cultural differences among these people. Thanks to decrease in trade barriers and so increase in free international trade, one product produced in one country can be sold to another more easily today than in the past. Thanks to the developments in technology, communication devices, computer science and internet, international trade among different countries has gathered speed. Many huge multinational and international companies have started to spread over the world more and more to serve people in different parts of the world.

In such an international business context, before entering into the new market, each company has to decide on where, when and how they are going to enter into this market. All of these strategic decisions which must be given before expanding into the new market are mostly dependent on the people in the market. Thus, understanding needs, wants, tastes, preferences and cultures of the consumers in new markets are always important for international and multinational companies in designing their marketing and communication strategies for these consumers.

In addition, sometimes marketers has to understand the degree of sensitivity of people in one country toward the products of the other countries because such consumers can be in tendency: to perceive their countries' products are more and better quality in all over performance than the products of other countries; to be angry because of seeing foreign companies' products as a reason of unemployment and other socio-economic problems in their country; to think that they are powerful enough to effect the strategies of the foreign companies; to ignore everything if they are not appropriate to their values and cultures and to overestimate their countries products because they are produced by their own workforce and capital, while the foreign products are underestimated because of being foreign.

In such a context, understanding the attitudes of consumers toward the foreign products is important in determining international marketing strategies of the companies in these markets in order to provide their continuity in them. However, sometimes, although the consumers in one country have not negative tendencies toward foreign products, these tendencies can arise, if the actions of foreign government, companies and press of the country of the products are not well received by the citizens of that country

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(Maher and Mady, 2009). So, such a political crisis between countries can affect the attitudes of citizens toward foreign products and even lead these customers to opt to boycott the products of offending country as an expression of disapproval and protest (Ettenson and Klein, 2005). Thus, although the government of the citizens does not impose any sanctions on offending country products because of the free trade agreements, the citizens of the country can impose sanctions on offending country's products via boycott.

Many examples in the history demonstrate that consumers' anger towards offending country products lead to decrease in the sales of companies of that country (Riefler and Diamantopoulos, 2007). In this sense, understanding the attitudes of consumers towards the products of a particular nation is also important, if there is a political crisis between the government of the nation of the products and the government of the nation of the consumers.

In the literature, the attitudes of consumers toward foreign products are examined under different aspects. These are mostly; country of origin effects which is about how the "made in foreign country" is perceived by another country's consumers (Roth and Romeo, 1992; Elliot and Cameron, 1994); consumer ethnocentrism which leads to overestimation of attributes and quality of the domestic products while the quality and attributes of the foreign product are underestimated (Shimp and Sharma, 1987); consumer animosity which is about the customers' feelings of hatred toward products of specific country, caused by adverse actions toward the citizens, organizations, or government of the consumer's country (Maher and Mady, 2009); and product judgment is about how the foreign products are perceived when they are compared with the domestic products (Rose et al., 2009).

In the literature, there are also many studies about Turkish context to understand the effects of country of origin and consumer ethnocentrism on attitudes of Turkish consumer toward foreign countries' products (Ari, 2007; Armağan and Gürsoy, 2011). In addition, there are some studies which were carried out to understand how Turkish products are perceived and judged in foreign markets when they are compared with other countries products (Nart, 2008). However, there is no such a study which demonstrates the influence of Turkish consumers' ethnocentrism, consumer animosity, and product judgment on their willingness to buy foreign products, if there is a political crisis between Turkey and those countries. Thus, this study aims to explore the influence of consumer ethnocentrism, and animosity on Turkish consumers' willingness to buy foreign products when Turkey has a political crisis with the countries of these products. This study also aims to understand the moderator effect of product judgment on the relationship between Turkish consumer's ethnocentrism and their willingness to buy foreign products, and the relationship between Turkish consumers' animosity and their willingness to buy foreign products within a political crisis period with the country of these foreign products.

In following sections, the studies carried out before this study about understanding the attitudes of consumers toward foreign products in both Turkish and foreign country contexts are going to be examined. Then methodology, analysis, results and discussion parts are going to follow by each other.

## **2. Literature Review**

The international relationships between countries do not only affect the governments and politicians of these countries but also affect the companies and citizens of these countries. When there is a positive relationship, strong cooperation, and strong business and investment ties between one country and the other, the citizens of this country are mostly in tendency to develop positive attitudes toward the products of the other country or vice versa if there is a political crisis or any kind of unwelcomed actions of government, companies and/or press of that country by the citizens of the other country.

In the literature, there are many researches about understanding the attitudes and buying behaviors of consumers towards foreign countries' products and brands. These studies mostly examine these phenomena in terms of consumer ethnocentrism (Shimp and Sharma, 1987), country of origin effect (Elliot and Cameron, 1994), consumer animosity (Maher and Mady, 2009), perceived country image (Roth and Diamantopoulos, 2009), consumer efficacy (Smith and Li, 2010), and product judgment (Rose et al., 2009). These attitudes of consumers are also examined under boycott (Friedman, 1991).

According to Shimp and Sharma (1987), consumer ethnocentrism which is adapted from ethnocentrism concept is the beliefs of consumers about the appropriateness, indeed morality, of buying foreign products. Shimp and Sharma (1987) emphasize that ethnocentric consumers do not buy imported products because they think that their action will give harm to domestic economy, lead to unemployment, and will not be accepted as patriotic, while non-ethnocentric consumers evaluate foreign products according to their own quality and attributes without considering for where are produced. In this sense, consumer ethnocentrism is important to understand attitudes of customers toward foreign products because it gives the consumers a sense of belongingness, identity and feelings.

In their study, Sharma and his friends (1995) identify theoretical antecedents of consumer ethnocentricity and the effect ethnocentricity has on evaluations toward importing products. They find that there is a relationship between consumer ethnocentrism and attitudes of consumers toward foreign products which is moderated by product necessity and the extent of threat that these products are perceived as having on the consumer personally and on the domestic economy more generally.

Watson and Wright (1999) explore the relationship between consumer ethnocentrism and the attitudes of consumers toward foreign products in product categories in which there is no domestic alternative and they find that if there is a high consumer ethnocentrism, the consumers in the country are in tendency to develop more favorable attitudes toward products that comes from culturally similar countries. Thus, cultural similarity is determined as one of the important factors which influence the choice of consumers with high ethnocentrism in developing attitudes toward foreign products.

Balabanis and Diamantopoulos (2004) research the preference patterns of U.K. consumers for domestic products and those originating from specific foreign countries for eight product categories. In the direction of their study, they find that the observed variability in preferences is linked to consumer ethnocentrism, while consumer bias in favor of domestic products is dependent both on the specific country of origin and the particular product category.

Wang and Chen (2004) explore the moderating effect of quality judgment of domestic products and conspicuous consumption in the relationship between consumer ethnocentrism and willingness to buy domestic products in the context of a developing country and they find that there is a weaker impact of ethnocentrism on consumer willingness to buy domestic product when consumers judge them as being of lower quality, or when consumers have higher conspicuous consumption values.

Consumer animosity is one of the other important constructs which has an influence on the attitudes of consumers toward foreign products. Klein and his friend (1998) define this construct as a feeling of antipathy by customers of one country toward another because of previous or ongoing military, political, and economic events and actions of the other country. In their study, they found that if there is a high animosity, the willingness to purchase foreign product is going to decrease, while the hostility toward these products are increasing. Thus, with animosity, marketplace behaviors of the consumers can be explained and predicted by attitude of consumers toward foreign products.

Klein (2002) tries to show evidence that consumer ethnocentrism and animosity are the constructs which are different from each other and have different roles related to the set of products available to consumers. According to the finding of the research, Klein (2002, p.345) presents that “animosity toward a foreign nation is related to choices between foreign goods, however, consumer ethnocentrism is related to choices between domestic and foreign goods”.

According to Riefler and Diamantopoulos (2007), consumer animosity is also one of the determinants of foreign buying behaviors of the consumers in international marketing context. In their literature review study, they emphasize the studies which support that consumer animosity affect the attitudes of foreign product purchasing behaviors of consumers.

In their research, Russel and Russel (2007) determine conditions which lead to feeling of animosity and influence global preferences of consumers, in turn by examining movie industry. According to their findings, if there is an animosity, there is a cultural resistance in the form of increased preferences for domestic movies. They present that in such a high animosity conditions, consumers are in tendency to get information related to country-of-origin of the products.

Leong and his friends (2008) investigate the nature, antecedents and outcomes of consumer animosity during the 1997 Asian economic crisis and they present that stable and situational animosity lead to decrease in willingness to buy foreign products whose country is perceived as hostile. So, this study carried for understanding the situation in economic crisis show that animosity has a negative effect on attitudes of consumer toward foreign products.

Maher and Mady (2009) explore the effect of animosity and the roles of anticipated emotions and subjective norms on consumer buying behaviors toward foreign products when their company or governments' actions lead to negative repercussions. In the direction of their research, they find that subjective norms related not to purchase foreign products; negative emotions and so animosity affect the attitudes of consumer towards foreign products, if there is a crisis between their country and the country of foreign products.

In international marketing literature, in order to explain attitudes of consumers toward foreign products, product judgment is mostly used as moderator variable which determines the strength and direction of relationship between consumer animosity and willingness to buy foreign products (Rose et al.,2009) and between consumer ethnocentrism and willingness to buy foreign products (Smith and Li, 2010).

As seen that, in the literature, there are many researches about understanding the attitudes of consumers towards foreign products and the factors which influence their buying behaviors regarding these products. There are also studies in Turkish context which are explaining the attitudes of consumer towards foreign products in terms of consumer ethnocentrism and country-of-origin effect.

For example, in their research Mutlu and his friends (2011) present that consumer ethnocentrism leads to increase in loyalty of Turkish consumers towards Turkish products, while it is providing them a tendency to reject foreign products. They also emphasize that the Turkish consumers who have high ethnocentric tendencies have belief that they will lead to unemployment and cause domestic economic problems, if they purchase imported goods. In addition, they present that high ethnocentric consumers mostly think that the consumer who love their country do not buy imported products.

In another study, Akin and his friend (2009) show that if the Turkish consumers have high ethnocentric tendencies, they prefer to buy domestic products even though domestic products have lower quality and higher price when they are compared with similar foreign products. Armağan and Gürsoy (2011) also carry out a research to explore the role of consumer ethnocentrism and country-of-origin effect on attitudes of consumers towards foreign products by using CETSCALE and they find that they affect the attitudes of consumers toward foreign products.

Although there are some researches in Turkish context related to understand the factors which affect attitudes of Turkish consumers toward foreign products, this phenomenon has not been totally covered for Turkish context, yet. As seen that, while consumer ethnocentrism is mostly studied by many researchers in Turkish context, the effects of consumer animosity is not handled too much. In addition, there is no any study about how consumer ethnocentrism, and consumer animosity influence Turkish consumers' attitudes toward foreign products, if there is a political crisis between Turkey and the governments of the country where the products come from. For that reason, the aim of the study is to explain the attitudes of Turkish consumers toward foreign products in terms of consumer ethnocentrism and animosity when Turkey has political problems with the country of these products.

### 3. Theoretical Framework and Hypotheses

In direction of the gap in Turkish context, this study aims to understand the role of consumer ethnocentrism, and animosity on the attitudes of Turkish consumers toward foreign products, when there is a political crisis between the government of Turkey and the government of country where these products come from.

In this sense, ascertaining the influence of Turkish consumers' ethnocentrism, and animosity on their attitudes toward willingness to buy foreign products in a political crisis period at first, and then understanding the moderating effect of product judgment on the relationship between Turkish consumers' ethnocentrism and animosity and their willingness to buy foreign products in political crisis period are the main concerns of this study. Thus, the hypotheses of the studies are determined as;

H<sub>1</sub>: There is a negative relationship between ethnocentrism of Turkish consumers and their attitudes toward willingness to buy foreign products in political crisis period.

H<sub>2</sub>: There is a negative relationship between animosity of Turkish consumers and their attitudes toward willingness to buy foreign products in political crisis period.

H<sub>3</sub>: There is a negative relationship between ethnocentrism of Turkish consumers and product judgment related to foreign products in political crisis period.

H<sub>4</sub>: There is a negative relationship between animosity of Turkish consumers and product judgment related to foreign products decreases in political crises period.

H<sub>5</sub>: There is a positive relationship between Turkish consumers' product judgment about the foreign products and their willingness to buy them in political crises period.

H<sub>6</sub>: Product judgment moderates the relationship between Turkish consumers' ethnocentrism and their willingness to buy foreign products in a political crisis period.

H<sub>7</sub>: Product judgment moderates the relationship between Turkish consumers' animosity and their willingness to buy foreign products in political crises period.

In accordance with the hypotheses, the independent variables of the research are determined as consumer ethnocentrism, and consumer animosity, and the dependent variable is determined as willingness to buy foreign countries' products. In this research, the product judgment which is about how consumers evaluate foreign products when they compare them with national products is used as moderating variable because it can affect the strength and direction of the relationship between dependent and independent variable.

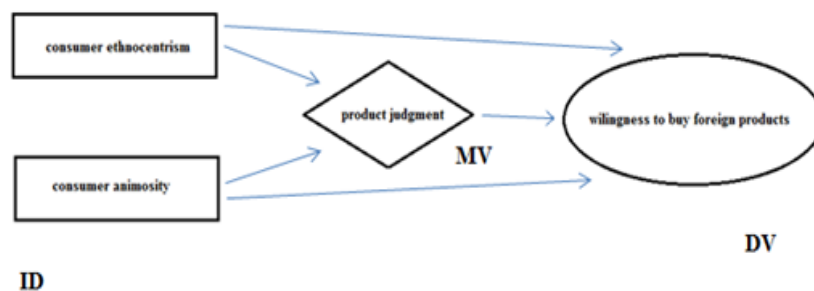


Figure 1. Theoretical Framework of the Study

Figure 1 shows the theoretical framework of the study. In Figure 1, it can be seen that product judgment is used as moderator between consumer ethnocentrism and animosity, and willingness to buy foreign products.

#### **4. Methodology**

This study aims to understand the attitudes of Turkish consumers toward foreign products in diplomatic crisis period. With this aim, at first, demographic characteristics of the consumers is going to be identified and then the relationship between independent variables which are consumer ethnocentrism and consumer animosity, and dependent variable which is willingness to buy foreign products is going to be determined. In addition, the effect of product judgment as a moderator on the relationship between willingness to buy foreign products and consumer ethnocentrism and animosity is going to be explored.

The research area of the study includes Turkish consumers who have ever purchased foreign products and brands in their life. Since the extent of the population and limitation on time for this study are considered, the sample of the data was formed by using nonprobability sampling methods in order to reach the respondents. Thus, in order to collect data efficiently and quickly, convenience sampling method was used in the study. With this sampling method, the data was collected from the most convenient and the most easily accessible respondents who are fit the criteria of have being purchased a foreign product and brand at least one time in their life. In this sense, the data was collected from students in Faculty of Economics and Administrative Sciences of Afyon Kocatepe University as based on voluntary basis. In the faculty, there are six departments which are business administration, business administration in English, international trade and finance, economics, public administration, and public finance. Rather than other students in different faculties, Faculty of Economics and Administrative Sciences students in Afyon Kocatepe University are specifically selected because they are the ones who are familiar with such social issues and constructs of the study like consumer ethnocentrism, consumer animosity, unwillingness to buy foreign products. In addition, these students are considered as consumers who potentially reflect their attitudes toward foreign products, if Turkey has a political problem with the countries of these products. The data were collected in time period between 20.10.2015 and 02.11.2015 and within this time period, it was reached to 418 students, totally. Thus, these 418 students in Faculty of Economics and Administrative Sciences became the sample of the research, in this sense.

In this study, the data of research is collected through questionnaire by using face to face interview techniques. Before collection of data and giving last form to the questionnaire, preliminary study is carried out with 15 academicians in business administration department of Afyon Kocatepe University to understand the comprehensibility of the questions and time required to answer them.

In questionnaire, at first, the questions regarding to understand demographic characteristics of the consumers were asked. In this sense, the first four questions in the questionnaire are designed to find answer to the demographic characteristics of respondents like, age, gender, department, and household income. These demographic variables demonstrate the characteristics of sample through which the study ascertains the effect of ethnocentrism and animosity of Turkish consumers on their attitudes toward willingness to buy foreign products when there is a political crisis with the products of the country.

The other items in the questionnaire were collected under five main groups which are consumer ethnocentrism, consumer animosity, product judgment and willingness to buy foreign products. In order to measure consumer ethnocentrism, 17 item CETSCALE which is developed by Shimp and Sharma (1987) is modified according to Turkish context. In order to measure consumer animosity, the scale which is developed by Klein and his friends (1998) is modified to Turkish context, and 3 items are used in the study to measure consumer animosity. Product judgment is measured with 6 item scale which is modified from Darling and Arnold (1988); Darling and Wood (1990) and Wood and Darling (1993). Lastly, willingness to buy is measured with 6 item scale which is also modified from Darling and Arnold (1988); Darling and Wood (1990) and Wood and Darling (1993).

All of the items in five groups are prepared by using 5- point likert scale in which respondents specify their level of agreement or disagreement on a symmetric agree-disagree scale for a series of statements. In this likert scale, the level of disagreement and agreement was ordered from 1 to 5 and strongly disagree, disagree, neither agree nor disagree, agree and strongly agree are showed with 1, 2, 3, 4, and 5, respectively.

The questionnaire developed from the items in the scale used in the study was translated into Turkish because it was applied over Turkish students. The questionnaire of the study was given in Appendix A. Totally, there are 40 items in the questionnaire in which the first four items are for measuring demographic characteristics of the respondents; the following seventeen items are for measuring ethnocentrism of consumers; the next three items are measuring for consumer animosity, the following six items are measuring for consumers' willingness to purchase foreign products and the last six items are for measuring the positive product judgment.

## 5. Analysis and Findings

The analysis section includes three steps. First, demographic characteristics of the sample are demonstrated. Second, after computing averages of the items in each construct, regression analysis is carried out in order to test the hypotheses of the study with the SPSS program.

In data analysis, there is 418 valid data without missing value. The demographic characteristics of the sample are given in Table 1. According to the Table 1, the 62, 2 % of the sample is female and the rest of them is male. The most of them have an income level in between 2001 TL and above. The 24, 2% of them have an income level in between 1001 TL and 1500 TL and 22, 2% of them have income level in between 1501 TL and 2000 TL. In terms of age, 90,9% of the sample is in between 19-24 and 5,7%, 2,6% and 0,7% are in between 25-30, 18 and under, and 31 and above, respectively. The most of them are coming from public finance with 28,0%, and 23,9%, 20,1%, 17,2%, 6,0% and 4,8% are coming from business administration, economics, international trade and finance, public administration and business administration in English, respectively.

**Table 1. Demographic Characteristics of the Sample**

Gender		Percent	Cumulative Percent	Income		Percent	Cumulative Percent
Valid	female	62,2	62,2	Valid	500TL and below	7,2	7,2
	male	37,8	100,0		501 TL -1000 TL	15,8	23,0
	Total	100,0			1001 TL - 1500 TL	24,2	47,1
			1501 TL - 2000 TL		22,2	69,4	
			2001 TL and above		30,6	100,0	
			Total		100,0		
Age		Percent	Cumulative Percent	Department		Percent	Cumulative Percent
Valid	18 and under	2,6	2,6	Valid	business administration	23,9	23,9
	19-24	90,9	93,5		economics	20,1	44,0
	25-30	5,7	99,3		public finance	28,0	72,0
	31 and above	,7	100,0		business administration in english	4,8	76,8
	Total	100,0			public administration	6,0	82,8
			international trade and finance		17,2	100,0	
			Total		100,0		
N		Valid	418				
		Missing	0				

The cronbach  $\alpha$  of all of these constructs are given in Table 2. The cronbach  $\alpha$  of number of items for ethnocentrism construct is 0,889. In order to measure consumer animosity, there is 3 item scale and the cronbach  $\alpha$  of the consumer animosity construct is 0,865. In order to measure attitudes to buy foreign products within willingness to buy construct, there is 6 item scale. The cronbach  $\alpha$  of the number of these items in the construct is 0,719. Lastly, product judgment is measured with 6 item scale, and the cronbach  $\alpha$  of product judgment construct is 0,737. The cronbach  $\alpha$  of each construct presents that there is satisfactory internal reliability for each one.

**Table 2. The Reliability Statistics of the Constructs**

Consumer Ethnocentrism		Consumer Animosity	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
,889	17	,865	3
Willingness to Buy		Product Judgment	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
,719	6	,737	6

In the study, regression analysis is used to test the hypotheses of the study. In this sense  $H_1$  is tested in order to see the influence of consumer ethnocentrism on the attitudes of Turkish consumers toward willingness to buy foreign products within a diplomatic crisis context as a predictor. In this sense, in the direction of the regression analysis, a statistically significant relationship between consumer ethnocentrism and willingness to buy foreign products is founded because its p-value is smaller than 0.05, however, there is not a negative relationship between Turkish consumers' ethnocentrism and attitudes of them toward willingness to buy foreign products when there is a diplomatic crisis with the country of these products. So,  $H_1$  is rejected because when consumer ethnocentrism is going to increase one unit, consumers' willingness to buy foreign products increase at 0, 408 unit.

$H_2$  is tested to see the negative relationship between consumer animosity and attitudes of Turkish consumers toward willingness to buy foreign products within a diplomatic crisis context as a predictor. Since the p-value is smaller than 0,05, it shows a statistically significant relationship between animosity and willingness to buy foreign products, however, Turkish consumers' animosity is not a negative predictor of their willingness to buy foreign products. So,  $H_2$  is rejected, as well because as Turkish consumers' animosity is increasing one unit, their willingness to purchase foreign products increase at 0, 441 unit rather than a decrease.

$H_3$  is tested to present that the negative relationship between consumer ethnocentrism and the product judgment of consumers related to foreign products which Turkey has a diplomatic problem with their country. Since, product judgment decrease at 0,010 unit, as the Turkish consumers' ethnocentrism increase at one unit, consumer ethnocentrism is a negative predictor of the judgments of the foreign products which Turkey has a diplomatic problem with their country. However, there is not a significant relationship between Turkish consumers' ethnocentrism and their judgments on the products of these countries, because the p-value is larger than 0, 05. So,  $H_4$  is rejected.

$H_4$  is tested to see that there is a negative relationship between Turkish consumers' animosity and the product judgment about foreign products which the Turkey has a diplomatic problem with their countries. In the direction of the hypothesis, Turkish consumers' animosity is the negative predictor of their judgment about the foreign products which Turkey has a diplomatic problem with their countries because one unit increase in Turkish consumers' animosity leads to decrease in their judgment about those products at 0, 050. However, there is not a significant relationship between animosity and product judgment because p-value is greater than 0, 05. So,  $H_5$  is rejected.

$H_5$  is tested to present that there is a positive relationship between Turkish consumers' positive judgment about foreign products that the Turkey has a diplomatic problem with their countries and their willingness to buy these foreign products. At first, there is not a statistically significant relationship between product judgment of foreign products and willingness to buy these products. In addition, Turkish consumer' judgment on these products are negative predictor because, when the product judgment increases at one unit, this leads a decrease in willingness to buy at 0, 058 unit. So,  $H_6$  is rejected.

$H_6$  is tested to see the moderating effect of product judgment on the relationship between Turkish consumers' ethnocentrism and their willingness to buy foreign products when there is a diplomatic crisis with the country of these products. According to the hypothesis, the new model is statistically significant because p- value is smaller than 0, 05. In addition, adding product judgment increases the R square. The higher value of R Square is the greater the explanatory power of the regression equation, and this new model predicts dependent variable better than the previous model. So, product judgment moderates the relationship between consumer ethnocentrism and willingness to buy foreign products by decreasing the willingness to buy at 0,54, as there is one unit increase in product judgment. Although there is not very strong moderating influence,  $H_6$  is also supported.

$H_7$  is tested to see the moderating influence of product judgment on the relationship between Turkish consumers' animosity and their willingness to buy foreign products when there is a diplomatic crisis with the country of these products. According to the hypothesis, the new model is statistically significant because p-value is smaller than 0, 05. In addition, adding product judgment increases the R square, as well. The higher value of R Square is the greater the explanatory power of the regression equation, and in this sense, the new model predicts dependent variable better than the previous model. So, product judgment moderates the relationship between consumer animosity and willingness to foreign products by decreasing the willingness to buy at 0, 011, as there is one unit increase in product judgment. There is a weaker moderating effect of product judgment on the relationship between animosity and willingness to buy foreign products when it is compared with its influence on the relationship in  $H_7$ , however, there is a moderating influence of product judgment on the relationship between animosity and willingness to buy foreign products, although its effect is very few. So,  $H_7$  is also supported.

The results of the hypotheses testing are given in Table 3.

**Table 3. Hypotheses Testing Results**

Model H1: rejected		Unstandardized Coefficients		Standardized Coefficients	Sig.	Model H3: rejected		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta				B	Std. Error	Beta	
1	(Constant)	1.983	.145		.000	1	(Constant)	3.027	.152		.000
	Consumer Ethnocentrism	.408	.045	.403	.000		Consumer Ethnocentrism	-.010	.048	-.010	.840
a. Dependent Variable: Willingness to Buy						a. Dependent Variable: Product Judgment					
Model H2: rejected		Unstandardized Coefficients		Standardized Coefficients	Sig.	Model H4: rejected		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta				B	Std. Error	Beta	
1	(Constant)	1.700	.100		.000	1	(Constant)	3.173	.122		.000
	Consumer Animosity	.441	.027	.620	.000		Consumer Animosity	-.050	.033	-.073	.135
a. Dependent Variable: Willingness to Buy						a. Dependent Variable: Product Judgment					
Model H5: rejected		Unstandardized Coefficients		Standardized Coefficients	Sig.	Model H6: supported		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta				B	Std. Error	Beta	
1	(Constant)	3.422	.157		.000	1	(Constant)	2.146	.202		.000
	Product Judgment	-.058	.051	-.055	.258		Product Judgment	-.054	.047	-.051	.252
	Consumer Ethnocentrism	.407	.045	.403	.000		Consumer Ethnocentrism	.407	.045	.403	.000
a. Dependent Variable: Willingness to Buy						a. Dependent Variable: Willingness to Buy					
Model H7: supported		Coefficients		Coefficients	Sig.						
		B	Std. Error	Beta		B	Std. Error	Beta	Sig.		
1	(Constant)	1.733	.162		.000						
	Product Judgment	-.011	.040	-.010	.793						
	Consumer Animosity	.440	.027	.619	.000						
a. Dependent Variable: Willingness to Buy											

**6. Conclusion**

In the literature consumer animosity leads to decrease in willingness to buy foreign products (Shimp and Sharma, 1987; Sharma et al., 2005) and consumer animosity leads to decrease in willingness to buy foreign products (Klein et al., 1998; Klein, 2002). As different from the many researches in the literature, consumer ethnocentrism, and consumer animosity do not negatively affect the willingness to buy foreign products even in a case when Turkey has a diplomatic problem with their countries. So the previous findings about the consumer ethnocentrism and the consumer animosity are challenged with the findings of this study within Turkey context. In this sense, this study contributes to the literature scholarly, by offering new findings about the existing constructs within different country context.

In addition to the contribution to the literature, this study also contributes to business life. Every company has to understand the dynamics of the new market before they enter into it in order to design their marketing and communication strategy. Understanding the attitudes of consumers toward foreign products in terms of their ethnocentrism level and animosity level is also important. The findings of the study can guide the managers of foreign products in Turkey because Turkish consumers do not have negative attitudes toward foreign products in terms of consumer ethnocentrism and animosity which arise in crisis period, even the Turkey and the country of the products have diplomatic problems.

Besides its contribution, this study also suffers from some limitations. The first and biggest limitation of the study is its sampling method. Rather than using probabilistic sampling method, non-probabilistic sampling method is used in this study and respondents are selected through convenience sampling method in terms of their availability and convenience. Through such a sampling method, it is very difficult to make generalizations about the total population from this sample because it would not be representative enough.

The other limitation of the research is time in which the study must be completed and because of the time limitation, the number of respondents who were reached. However, the data is still collected for the study for a new data analysis. In this research, the other limitation is the lack of identifying specific product category or brands to examine the influence of ethnocentrism, and animosity on willingness to buy foreign products.

These limitations of the study can be used by researchers to do further researches about understanding the consumer buying behaviors towards foreign product in a diplomatic crises period with the country of these products. For further researches, using more appropriate sampling method in order to generalize the findings is extremely important. In addition, adding a specific product category or foreign brand contributes to see the relationship between consumer ethnocentrism, and animosity, and willingness to buy foreign products in a more complete way.



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