

THE INFLUENCE OF ACCULTURATION, COUNTRY ANIMOSITY AND CONSUMER
ETHNOCENTRISM ON CONSUMER CHOICE OF FOREIGN PRODUCTS

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ABSTRACT

Given empirical study has aimed to investigate and confirm the influence of consumer ethnocentrism, country animosity and acculturation on consumer choice of foreign products. Due to a significant knowledge gap on the effects of acculturation on consumer behavior in the field of international marketing, which has been revealed in the literature review, a special emphasis is made on the study of acculturation and its marketing implications. Based on the previously cross-validated models, a new consumer behavior model has been designed to analyze the influence of acculturation, country animosity and consumer ethnocentrism on consumer choice of foreign products. Empirical research results have yielded support for all raised hypotheses and generated insights about the understudied construct of acculturation. Based on the empirical results of a study, specific managerial and marketing implications as well as future research directions have been derived to help narrow the literature gap and enrich the existing knowledge base about researched concepts.

Keywords: consumer ethnocentrism, animosity, acculturation, consumer behavior.

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INTRODUCTION

Relevance of the Research Topic

As far as the world's shifts toward globalization, international marketing has changed dramatically embracing the qualities of liberalism and consumer market orientation. Today's highly internationalized market and more knowledgeable than ever consumers force marketers to work hard to understand and predict their behavior since both coexist in a mutual relationship (Solomon, 2003). According to Solomon (2003), all companies strive to expand beyond national boundaries, which pressures marketers to explain how customers in other countries are similar or different from one's own. Solomon (2003) also emphasized that one of the major premises of consumer behavior is people's tendency to buy products for their meaning rather than their purpose or function. However, despite internationalization and blurring market boundaries, consumer's mindset often remains nation-oriented. As a result, marketers have evidenced rising interest in studying the factors that influence consumer evaluation and choice of imported goods (Klein, Etterson, & Morris, 1998). Consequently, one of the major strategic decisions of modern marketers is the selection of the modes of entry into a foreign market (Kalliny & Lemaster, 2005; Saffu & Walker, 2005). Khan (2011) points out that in such cases, companies must understand the possible negative reactions of consumers, which is becoming increasingly important in the market environment dominated by global brands (Alden, Kelley, Riefler, Lee, & Soutar, 2013).

In the context of consumer attitude toward domestic and foreign made products, one of the most prominent modern marketing concepts for explaining consumer behavior is *consumer ethnocentrism* (CET) developed by Shimp and Sharma (1987). The scholars used CET to demonstrate consumers' beliefs regarding the appropriateness of buying foreign-made products (Shimp and Sharma, 1987). The origins of CET trace back to the fundamental

concept of ethnocentrism in psychology and sociology, which is considered to be coined by Sumner in 1906, who used it to describe individual's ethno-centered tendency in one's perception of own versus foreign cultures (Bizumic, 2014). Ever since, many academics in their researches and analyses have focused on consumer ethnocentrism, as well as its influence and relationship with other marketing concepts, as they key determinant of consumer buying behavior in respect to favoring domestic products over foreign made. Majority of studies have concluded that consumer ethnocentrism is a very important predictor of the purchasing behavior; yet, same studies revealed that the explanation of a consumer choice cannot be limited only to this concept as there are many other influencing variables (Shimp & Sharma, 1987; Cleveland, Laroche, & Papadopoulos, 2009; Nadiri, & Tümer, 2010; De Nisco, Mainolfi, Narion & Napolitano, 2012, Zeugner-Roth, Žabkar, & Diamantopoulos, 2015). Nevertheless, since its conceptualization in 1987, consumer ethnocentrism has been used solely in a reference to customers' tendency to buy domestic products, because the purchase of imported goods harms national economy and "is wrong in terms of morality and patriotism" (Shimp and Sharma).

Although CET is a well-developed predictor of consumers' preference for domestic products, it still fails to deliver appropriate explanation of the foreign product purchasing behavior (De Nisco et al., 2012). To fill in this research gap, Klein et al., (1998) established a concept of *consumer animosity* (CA) to explain consumer purchasing behavior in regard to foreign products based on their attitudes toward the country-producer. Even though CET and CA have been proved to positively influence consumers' choice of domestic versus foreign products (Watson and Wright, 2000; Nijssen, Douglas & Bressers, 1999; Verlegh, 2007; De Nisco et al., 2012; Villy, 2013; Sui, 2014), both concepts are different in nature, which plays a significant role in marketing (Klein & Ettenson, 1999). Precisely, researchers of consumer ethnocentrism focus on consumer's preference of domestic versus foreign products paying

little to no attention to explaining particularly consumer's negative attitude toward an importing country (Klein et al., 1998). In addition, consumer ethnocentrism and country animosity may imply different perceptions of product quality whereby ethnocentric consumers view foreign made products as lower in quality not only because of their beliefs (Klein et al., 1998). In comparison, consumers may experience animosity toward foreign countries without degrading the quality of products produced there. Klein et al., (1998) have proven that despite certain relationship between consumer ethnocentrism and animosity, the latter is theoretically and conceptually different. Therefore, existing research has not been enough to cease the debates on the nature of consumers' preference of domestic versus foreign-made products, which grants solid platform for further research.

Increased marketing interest in the study of consumer behavior has led to a development of the *consumer acculturation* concept, which has been gaining momentum among academic circles in terms of the influence on consumer behavior and its marketing implications for the past several years (Moore, Weinberg & Berger, 2012). Acculturation itself is a long-established concept that has been interpreted as a change in cultural values shifting individuals' or groups' views and attitudes toward foreign cultures (Sam & Berry, 2006). *Consumer acculturation*, in particular, refers to a shift in individual's cultural values in terms of buying behavior and it has been proven to positively influence consumer's purchase of foreign products (Moore et al., 2012).

The concept of acculturation has been called upon shedding some light on the explanation of why people continue buying products "made in" the negatively perceived country given the concepts of country animosity and consumer ethnocentrism. Even though acculturation is able to answer the question to a certain extent, there has been little research done in the respective area, particularly on consumer acculturation, to claim its undoubted

relevance. The concept of acculturation bears strong theoretical and practical significance in terms of consumer behavior because it has the potential of explaining consumer choice of foreign products and hence, ceasing the research gap. Under certain circumstances, consumer behavior toward foreign countries depends on historical past. Since acculturation is defined as individual's adaptation to a new or foreign culture (Hughes & Kroehler, 2005), consumers tend to acculturate to foreign products specifically in cases when countries have shared history, which reflects in their political, economic and social systems (Gineikiene, 2015 in progress). However, there is a research gap in the interpretation of consumer choice of foreign products produced in historically related countries.

In most studies, consumer ethnocentrism or country animosity have been used to explain this phenomenon, yet they fail to cover certain aspects of it. This contributes to the potential of acculturation in explaining consumer choice of foreign versus domestic products. Moreover, the concept of historically connected markets (HCM) helps understand such situations explaining that countries once sharing a common history have separated due to various reasons (most often, political), which has led to changed political, economic and social systems (Gineikiene & Diamantopoulos, 2016). However, markets remain historically related for various reasons: countries that previously belonged to other countries (e.g., ex-Soviet countries like Ukraine and Lithuania that regained independence in 1990-91); former colonial countries (Hong Kong that was under British administration until 1997); reunified countries (e.g., Eastern and Western Germany); or dissolved countries (e.g., Yugoslavia) (Gineikiene & Diamantopoulos, 2016).

Research Problem

Although all three concepts, as well as the relationship of CET and CA separately, seem to be well-researched, existing literature does not offer any research on the effects of

the relationship of consumer ethnocentrism, country animosity and consumer acculturation on consumer buying behavior. Moreover, the concepts of consumer ethnocentrism and country animosity fail to explain consumer choice of foreign made products and the concept of acculturation has not been substantially researched in relation to this matter given that it bears significant potential for its explanation. Existing scholar literature on consumer behavior in terms of domestic versus foreign made products predominantly focuses on interpreting such consumer preference due to ethnocentrism and animosity toward foreign culture failing to properly address and explain consumer choice of foreign products. Therefore, given research aims to investigate the degree of influence of consumer ethnocentrism, country animosity and acculturation on consumer choice foreign products.

Ukraine is chosen as the country of origin for the purposes of this study. Ukrainian products will be considered domestic, whereas Russian as foreign respectively.

Research Goal

To find out how acculturation, country animosity and consumer ethnocentrism influence the choice of foreign products in Ukraine.

Research Objectives

- ✓ To explore available knowledge about the concepts of acculturation, country animosity and consumer ethnocentrism and their relationships in respect to consumer behavior;
- ✓ To investigate the influence of acculturation, country animosity and consumer ethnocentrism on consumer choice of foreign products;
- ✓ To create a survey gathering a sample of at least 300 respondents;

- ✓ To build a conceptual generic framework of consumer behavior model under the conditions of consumer ethnocentrism, country animosity and acculturation;
- ✓ To ascertain the impact of the latter concepts on consumer choice of products through statistical data analysis;
- ✓ To present and interpret the findings from empirical analysis;
- ✓ To suggest managerial and marketing implications based on the research findings;

Research Design

Since the aim of a given research is to explore and describe the research problem, mixed methods design is chosen in order to achieve the research goal and objectives. Prior research design is a quantitative study. However, qualitative approach is suggested for generating primary information and insights from the consumers in order to establish the list of Russian and Ukrainian products and find out whether consumers know the origin of these products because it will provide the researcher with textual representations of people's experience of the research issue. Collection of consumers' insights will enable a researcher to develop a more precise survey in order to maximize the results of the study. After the interviews, a two-stage (pre-test and final) quantitative research will be conducted using a self-administrated internet survey.

Research Sequence

Given research will be conducted according to the deductive reasoning. Therefore, the research sequence is as follows:

1. Once the research proposal is approved, the process of knowledge acquisition about the studied topic will begin with. A number of relevant literature will be reviewed to explore

and evaluate existing knowledge about acculturation, country animosity and consumer ethnocentrism concepts and their influence on consumer choice of foreign products.

2. Based on the obtained knowledge and information, the pre-test interviews will be conducted.
3. Consequently, the combination of the results acquired from the interviews and literature review will be used in order to develop hypotheses and design a questionnaire.
4. Once the survey is completed and results are collected, hypotheses will be checked exploiting multiple regression analysis.
5. Finally, conclusion and managerial business implications as well as direction for further research will be suggested based on the research results.

1. LITERATURE REVIEW OF THE CONCEPTS OF ACCULTURATION, COUNTRY ANIMOSITY AND CONSUMER ETHNOCENTRISM

Definition of Consumer Ethnocentrism

The concept of ethnocentrism was coined by William G. Sumner, American social scientist, in 1906 (Lindzey 2010; Ritzer & Ryan, 2010; Bizumic, 2014;). Ethnocentrism is a well established psychological and sociological concept ever since its introduction by Sumner in his famous book the *Folkways* along with the fundamental concepts of in-group and out-group. In his definition of ethnocentrism, Sumner emphasized one's focus on an in-group (own group) and tendency to judge the out-group based on own group (Bizumic, 2014). Authors of existing academic literature on the concept of ethnocentrism, have used the concept in a rather similar context in a reference to generic human social behavior. For example, Netemeyer, Durvasula, and Lichtenstein (1991) have called it an "individual

tendency to view own group as omnipotent”, Shankarmahesh (2006), Zeugner-Roth et al., (2015), “proclivity of buyers to shun all imported products irrespective of price or quality considerations due to nationalistic considerations” “consumer’s bias in their judgements and preferences for domestic products over foreign” among many others (**Table 1**). However, some sources offer rather radical definitions for the concept of ethnocentrism referring to is as “cultural prejudice that is demonstrated in an assertion of a cultural group’s superiority in accomplishments, creativity, or achievements (Locke & Bailey, 2013).

Table 1. Literature definitions of the concept of ethnocentrism.

Author/year	Definition
Lindzey, 2010	“People’s universal tendency to preferentially be attached to ingroups over out-groups.”
Hughes & Kroehler, 2005	“Judging the behavior of other groups by the standards of our own culture.”
Giddens, 1997	“Judging other cultures by comparison with one’s own.”
Turner, 2006	“Seemingly universal cultural habit of considering one’s own ethnicity unique”; “vicious cycle of inter-group relations by which differing ethnicities respond to contact with each other by claiming a natural superiority for their own cultural practice.”
Ritzer & Ryan, 2010	“A type of bias that results from viewing one’s own ethnic group and culture as superior to other.”
Sumner, 1906 (as cited Postmes & Branscombe,	“View of things in which one’s own group is the centre for everything, and all others are scaled and rated with reference

2010)	to it.”
Solomon, 2003	“The tendency to prefer products or people of one’s own culture to those of other countries.”
De Mooij, 2004	“Preference for products or brands from their own country to products or brands from other countries.”
Dubois, 2000	“People’s attitude to consider the prevailing conventions in their own culture as the ‘right’ ones.”
Kottak, 2005	“The tendency to view one’s own culture as superior and to apply one’s own cultural values in judging the behavior and beliefs of people raised in other cultures.”
Edgar & Sedgwick, 2007	“The tendency to refer exclusively to one’s own cultural values and practices; likewise, describe and judge the systems of values and dominant practices of other cultures from the standpoint of one’s own.”

The concept of ethnocentrism plays a significant part in the field of social identity research that focuses on the intergroup dynamics. The relationship between the concept and social identity theories lies in the hypothesis that in order to achieve positive social identity, people must achieve positive in-group distinctiveness; with social identity in this context being equal to a self-identity (Postmes & Branscombe, 2010). The function of ethnocentrism here, in turn, is enhancing group’s solidarity, unity, cooperation and effectiveness with a purpose of securing in-group’s identity and thus, own identity (Sharma & Shimp, 1995). In 1972, LeVine and Campbell outlined rather specific properties of ethnocentrism, which include: 1) distinguishing various groups; 2) interpretation of political, economic, and social events in own group’s interests; 3) perceiving own group as the center of the world (out-

groups); 4) disdain toward the out-group; 5) perceiving own group superior to others in all regards; 6) perceiving all out-groups as inferior, dishonest and weak (as cited in Sharma and Shimp (1995)).

In consumers, ethnocentrism develops under the joint influence of various social-psychological and demographic factors rather than on its own and consequently, drives consumer purchase behavior toward favoring domestic products (Sharma & Shimp, 1995). Despite frequent scholar misconception, consumer ethnocentrism manifests particularly in consumer preference of domestic over the imported products rather than in discriminatory attitude and behavior against foreign made products (Josiassen, Assaf, & Karpen, 2011). Moreover, Josiassen et al., (2011) have pointed out that the ethnocentric tendency among consumers is not necessarily equal in terms of its degree and causes. For instance, consumers that are more ethnocentric tend as well to be more patriotic, conservative and collectivist-minded (Sharma, 1995); less open to cultures (Shimp & Sharma, 1987); less world-minded (Balabanis et al., 2001).

Shimp and Sharma (1987), who have been the first to use the term consumer ethnocentrism in their research to refer to “consumer’s beliefs about the appropriateness, indeed morality, of purchasing foreign made products”, have introduced the ethnocentrism construct into the fields of international marketing and consumer behavior. Shimp and Sharma have established and validated the concept and respective marketing scales for its measurement known as the CETSCALE (1987). After their research, consumer ethnocentrism and its effect, as well as its relationship with other constructs, have been continuously studied by marketing academics in order to explain consumer purchasing behavior (Shimp & Sharma, 1987; Nijssen et al., 1999; Watson and Wright, 2000; Verlegh, 2007; Cleveland et al., 2009; Nadiri, & Tümer, 2010; De Nisco et al., 2012, De Nisco et al.,

2012; Villy, 2013; Sui, 2014; Zeugner-Roth et al., 2015;). Whereas ethnocentrism is a universal term, which is originally considered a purely sociological concept, and it is used “to distinguish between in-groups and out-groups” (Sumner, 1906), consumer ethnocentrism refers to human favoritism of domestically produced products over foreign-made, in particular (Shimp and Sharma, 1987).

The concept of consumer ethnocentrism developed by Shimp and Sharma on the basis of Sumner’s concept of ethnocentrism is now considered the most accurate and frequently cited definition (1987). In their research of CET, authors used the term in a reference to consumers’ beliefs about the “appropriateness, indeed morality” to buy products made in the foreign countries (Shimp and Sharma, 1987). Based on numerous researches, it is established that ethnocentric consumers perceive the purchase of foreign-made products as an inappropriate behavior due to its negative impact on a domestic economy (Shimp and Sharma, 1987; Schiffman and Kannuk, 1997). Ever since the validation of the concept, it became a universally accepted definition in the field of marketing and respective disciplines. Therefore, in this thesis the concept of “consumer ethnocentrism” will be used solely with a reference to the definition proposed by Shimp and Sharma (1987).

Although, Shimp and Sharma were the first to prove the validity and significance of the concept of consumer ethnocentrism, they also concluded that there are numerous external factors preceding the development of consumers’ ethnocentric inclination (1987). Nearly all researchers mentioned previously provide solid support to the study of Shimp and Sharma and conclude that CET holds significant marketing and consumer behavior implications, which require further research. Klein (2002) has emphasized that managers in pursuit of penetrating international markets must consider consumer’s attitudes to the foreign country-producer. Noteworthy, Porter (1990) has argued that success in the domestic market is what

makes the company successful beyond national boundaries (as cited in Josiassen et al., 2011). Therefore, in modern times of fierce rivalry and financial downfall, international companies are especially interested in consolidating their forces and capitalizing on the domestic markets (Josiassen et al., 2011). Extensive international marketing research literature reveals that consumers evaluate and select products through numerous extrinsic and intrinsic cues including real as well as perceived bias (Saffu & Walker, 2005). For instance, consumer's local bias is considered a significant determinant of consumer buying behavior in the context of domestic products (Josiassen, 2011). Shimp and Sharma's (1987) *CETSCALE* has been proven the most valid and frequently used tool for measuring such consumer's attitudes and behaviors, which also could have been modified or adapted depending on the context of the research. Although consumer preference for domestic products has been intensively studied previously (Shimp & Sharma, 1987; Sharma et al., 1995; Netemeyer et al., 1991), whereas consumer's particular choice of domestic product over the foreign made product has not been sufficiently studied. Therefore, it is reasonable that the nature and influence of the concept of consumer ethnocentrism on consumer behavior are far-reaching and thus, worth further investigation.

Antecedents of Consumer Ethnocentrism

According to Sharma, Shimp and Shin (1995), consumer ethnocentrism develops because of the combination of social-psychological and demographic influences rather than in isolation. To test the antecedents and moderators of consumer ethnocentrism, they have developed a conceptual model that considers ethnocentricity a central construct of a relationship with other demographic and social-psychological constructs like cultural openness, patriotism, collectivism or individualism, and conservatism (Sharma et al., 1995). Consequently, these four factors represent the antecedents of consumer ethnocentrism. In

their analysis of antecedents of country animosity and consumer ethnocentrism, Klein and Ettenson (1999) have distinguished five antecedents likely to predict consumer ethnocentric tendency: 1) socio-economic status; 2) beliefs about national and personal economic well-being; 3) prejudice toward foreign culture; 4) patriotism; 5) personal demographics.

According to them, patriotism is the only antecedent expected to predict both consumer ethnocentrism and animosity whereas other antecedents are unique to CET (Klein & Ettenson, 1999). Shankarmahesh (2006), based on the earlier work of Shimp and Sharma (1987) and Sharma et al., (1995), has defined four major categories of antecedents of consumer ethnocentrism: demographic, political, economic and socio-psychological.

However, each category of antecedents developed by Shankarmahesh (2006) includes several distinct factors comprising a total of twenty four predictors of consumer ethnocentrism. Other scholars, Josiassen et al., (2011), have identified mixed literature on the role of age in defining consumer ethnocentric tendency, which has motivated them to investigate three demographic factors as antecedents of CET: age, gender and individual income.

Given that the conceptual model of consumer ethnocentricity by Sharma et al., (1995) has been tested and validated, it is rather reasonable to review their suggested antecedents of CET for the purposes of maximizing the validity of a given research.

Social-Psychological Antecedents.

Openness to foreign cultures. The degree of openness and shared experience with people, values and systems of other cultures differ on an individual level (Sharma et al., 1995).

According to Locke and Bailey (2013), culture is a “construct that captures a socially transmitted system of ideas that shape behavior, categorize perceptions, and give names to selected aspects of experience” and the root concept for *ethnicity*. Cultural openness can be used to explain Howard’s findings (1989) about the tendency of US residents on the West

Coast, a highly culturally diverse region, to rate foreign-made products over domestic products, whereas residents of the less culturally heterogeneous Midwest region tend to rate foreign-made products as lower in quality. Moreover, a study by Shimp and Sharma (1987) shown that people of culturally diverse Los Angeles were less ethnocentric compared to the residents of Denver, Detroit and the Carolina states.

Patriotism. Sumner (1906) has identified patriotism as the “loyalty to the civic group to which one belongs by birth or other group bond”, which has become one of the prior duties for a modern man. He also emphasized that ethnocentric jealousy is one of the major elements of patriotism (Sumner, 1906). Studies of the country-of-origin concept (Han, 1988; Howard, 1989) have reported patriotic emotions in consumer’s purchase of foreign-made products. Han (1988) has also found that patriotism significantly influences consumer choice of domestic versus imported products. Empirical support has been found to prove that more patriotic individuals report higher consumer ethnocentrism than less patriotic individuals (Sharma et al., 1995; Klein & Ettenson, 1999). In addition, the study by Cicic and Agic (2014) has proven that national pride influences consumer ethnocentrism facilitating their orientation toward domestic products.

Collectivism/Individualism. According to Solomon (2003), individualism is the extent to which individuals value own welfare over the group. He has pointed out that cultures differ in terms of their focus on individualism or collectivism whereby people from collectivist cultures value group goals over their own, and in individualist cultures, people consider personal goals more important (Solomon, 2003; Kottler & Keller, 2011). In their study on the antecedents of consumer ethnocentrism, Sharma et al., (1995) have found a positive relationship between the construct of collectivism/individualism, known as one of the most significant dimensions of cultural diversity, and CET.

Conservatism. Conservative individuals tend to “cherish traditions and social institutions that have survived the test of time, and to introduce changes only occasionally, reluctantly and gradually” (Sharma et al., 1995). Several studies (Sharma et al., 1995; Balabanis, Mueller & Melewar, 2002; Atlintas & Tokol, 2007) have found a positive relationship between the constructs of consumer ethnocentrism and conservatism, which implies that consumers tend to prefer domestic products to the foreign made products.

Demographic Antecedents.

Age. An argument that Shankarmahesh (2006) has disclosed some research inconsistency in his critical review of the CET and its antecedents, has motivated Josiassen et al., (2011) to review the original literature quoted by other authors. Indeed, Shankarmahesh (2006) has presented several studies, which claim that older consumers report higher degree of conservatism and patriotism and are more likely to have experienced conflicts with foreign cultures and a few studies claiming that younger consumers tend to be more ethnocentric. In particular, Han (1998) has found a positive relationship between the constructs of age and patriotism, which is often linked to CET, as well as the tendency of young consumers to be less ethnocentric toward foreign products, whereas Sharma et al., (1995) have reported no relationship between the two. Meantime, Klein and Ettenson (1999) have found no significant relationship between age and consumer ethnocentrism. However, Josiassen et al., (2011) have reviewed all extant literature and have found no controversies. On the other hand, they have actually found that the findings of the majority of cited authors provide a support for the argument that older consumers are more ethnocentric compared to younger consumers, which they have proven in own research later (Josiassen et al., 2011).

Gender. According to Kottler and Keller (2011), men and women possess different attitudes and behaviors partly due to genetics and partly due to socialization and gender differences

influence their consumer behavior respectively. Howard (1989) has found that female consumers tend to perceive domestic products more favorably than male consumers. In addition, studies of Han (1988) and Sharma et al., (1995) have found a positive relationship between the female gender and patriotism, which implies that female consumers are more ethnocentric in comparison to male consumers. Moreover, in their test studies, Klein and Ettenson (1999) and Josiassen et al., (2011) have investigated gender ethnocentric tendencies and have proven that female consumers are more ethnocentric than male consumers.

Income. In his literature review on the concept of ethnocentrism, Shankarmahesh (2006) again has presented various literature with controversial findings on the matter of the relationship between income and consumer ethnocentricity. Josiassen et al., (2011) reports that Shankarmahesh has reviewed researches that either support negative relationship between the income and CET, or report positive or no relationship between the two constructs at all. Specifically, Sharma et al., (1995) and Klein and Ettenson (1999) have found that increasing income leads to decreasing consumer ethnocentrism. On the contrary, Balabanis, Diamantopoulos, Mueller and Melewar (2011) have found a positive relationship meaning that higher income implies higher consumer ethnocentrism.

Education. Wall and Heslop (1986) have found that higher educated consumers hold rather negative attitudes toward domestic products in comparison to foreign made products. Moreover, Sharma et al., (1995) and Klein and Ettenson (1999) have supported such findings with their results, which have shown a negative relationship between the degree of education and consumer ethnocentrism.

Outcomes of Consumer Ethnocentrism

Among the three researched concepts, consumer ethnocentrism is the most studied and recognized concept in the stream of marketing literature. Its effect on consumer behavior

as well as its specific outcomes have been widely researched. Same and most frequent outcomes of consumer ethnocentrism emerge across all studies of the construct: product judgment, willingness to buy, purchase intention and actual ownership (Netemeyer et al., 1991; Watson & Wright, 2000; Ang, Jung, Kau, Leong, Pornpitakpan, & Tan, 2004; Nakos & Hajidimitriou, 2007; Rose, Shoham & Rose, 2008).

As early as in 1987, the pilot researches and developers of the concept, Shimp and Sharma have established the impact of consumer ethnocentrism on individual's intention to purchase domestic products. Both studies of Han (1988) and Netemeyer et al., (1991) have proven that consumer ethnocentrism negatively influences intention to buy foreign-made products as well as evaluation of foreign products' quality (product judgement). Consequently, Klein (1998) has proven the negative influence of CET on consumers' product judgement and willingness to buy foreign products. Similarly, On the other hand, Shin (2001) has found strong support for the negative impact of CET on willingness to buy foreign products whereas his hypothesis about CET impact on product judgment has not been supported. Many consecutive studies have yielded significant support for the negative effect of consumer ethnocentrism on product judgement, willingness to buy and/or purchase intention (Watson & Wright, 2000; Ang, Jung, Kau, Leong, Pornpitakpan, & Tan, 2004; Nakos & Hajidimitriou, 2007; Rose, Shoham & Rose, 2008).

Although the influence of CET on product judgment is a substantially debated subject, more studies have supported its effect rather than otherwise. Therefore, due to the previously established effects of consumer ethnocentrism and the claim that purchase intention is a better measured outcome of CET than willingness to buy, the following hypotheses are raised.

H1: Consumer ethnocentrism is negatively related to foreign product judgment.

H2: Consumer ethnocentrism is negatively related to foreign product purchase intention.

Definition of Country Animosity

The concept of country animosity has been gaining momentum ever since Klein et al., (1998) have pioneered their study on the effects of animosity on foreign product purchase since previous research has focused mainly on the influence of country's image on the product features. In a context of globalizing markets, marketers face increasing numbers of challenges and opportunities concerning consumer behavior. Due to the blurring trade boundaries, countries report increasing exposure to international markets and consequently, widening assortment of imported goods and services. Greater availability of products and services as well as easier access to the market leads to an increased consumer awareness and informed consumer behavior. Inevitably, marketing managers and strategists realize that modern market requires a new set of skills and a course of action to adapt to the ever-changing business environment, which include decisions on the location of production sites, marketing communication and advertisement strategies (Huang, Phau, & Lin, 2008).

In a given market context, marketers have shifted the focus of their interest to studying global consumer behavior, namely, consumer judgement and choice of imported goods (Klein et al., 1998). This shift of interest as well as the research gap in the respective literature have served the reasons for Klein's et al, (1998) research on the concept of consumer animosity and its influence on consumer purchasing behavior. Researchers believe that the country of product's origin influences consumer's quality judgement since many studies of foreign products have proven that inferences about the country-producer negatively influence consumer's perception about product features (Klein et al., 1998; Han, 1988).

According to Huang et al., (2008), two socio-psychological theories are useful in explaining the concept of animosity and its causes. First, the social identity integrative theory (SIT) developed by Tajfel and Turner (1979 as cited in Postmes & Branscombe, 2010), explains that aim to achieve and/or maintain positive self-esteem by differentiating own in-group from the out-group through the process of social categorization; this pursuit of distinctiveness is driven by the belief that in-group is better than the out-group (Verlegh, 2007). Therefore, the social identity theory is used by researchers to explain consumer preference for domestic products over the foreign made products; however, SIT does not necessarily predict such consumer behavior on a constant basis (Verlegh, 2007). Certain studies have found that the in-group bias better explain consumer favoritism of domestic products rather than their animosity towards the foreign made alternatives (Verlegh, 2007; Balabanis & Diamantopoulos, 2004).

Second, the realistic group conflict theory (RCT) in a combination with SIT is used to explain animosity particularly toward the foreign products (Tajfel & Turner, 1979 as cited in Huang et al., 2008). Precisely, some studies have established that historical war and conflict events enhance one's own ethnic self-identity leading to negative attitudes toward the out-group (Shoham, Davidow, Klein and Ruvio, 2006). RCT explains that intergroup conflicts result in antagonistic attitude toward and intergroup relations with out-group as well as enhance self-identification with the in-group accordingly (Postmes & Branscombe, 2010).

Despite being the first to study empirically the influence of animosity on consumer product choice in a context of international marketing, Klein et al., (1998) have also distinguished between a few different types of animosity in contrast to an often held misconception that animosity is solely a product of political hostility. They have distinguished the general animosity, war animosity and economic animosity conceptualizing

the phenomenon as the “remnants of antipathy left by previous military, political, or economic conflict” that affects consumer behavior towards foreign made products (Klein et al., 1998). In particular, it is significantly relevant for the countries that previously have belonged to other countries (e.g., ex-Soviet countries like Ukraine and Lithuania that regained independence in 1990-91); former colonial countries (Hong Kong that was under British administration until 1997); reunified countries (e.g., Eastern and Western Germany); or dissolved countries (e.g., Yugoslavia) (Gineikiene & Diamantopoulos, under review). According to the concept of historically connected markets (Gineikiene & Diamantopoulos, under review), such countries remain market-related despite past events. This, in turn, increases both theoretical and practical significance of the concept of animosity in the context of consumer behavior.

Another noteworthy focus and finding of Klein et al.’s., (1998) study has been the idea that animosity towards a specific nation is a significant predictor of foreign product purchasing behavior regardless of its relation to consumer’s beliefs about the quality of the product (Klein et al., 1998). The effect of animosity on consumer behavior toward foreign made products independent of consumer product quality judgement has also been proven by several subsequent studies (Klein, 2002; Shimp, Dunn, & Klein, 2004; Nijssen & Douglas, 2004). In particular, Gurhan Canli and Maheswaran (2000) emphasize that “attitudes toward foreign products may be governed by inferences other than those about product quality” (as cited in Josiassen, 2011). On the contrary, Han (1989 as cited in Huang et al., 2008) has found that only country’s image has influenced the product quality evaluation.

Studies of animosity, conducted mainly in a context of political tensions and affairs (Nakos & Hajidimitriou, 2007; Huang et al., 2008; Khan, 2011; Fong, Lee, & Du, 2014), define the concept as a “hostile attitude comprising emotion and belief components toward

national out-groups” as conceptualized by Jung, Hoon Ang, Meng Leong, Jiu Tan, Pornpitakpan and Keng Kau (2002). Noteworthy, Riefler and Diamantopoulos (2007), having reviewed the literature of fifteen studies, conclude that only seven studies have discussed animosity caused by war, whereas thirteen studies have considered the economic reasons of animosity. They attribute this trend to the fact that economic issues are rather frequent and obvious reasons of international tensions occurring more often than war-related conflicts, as well as to the interest of researchers in the particular effect of economic issues on consumer behavior instead of evaluating the influence of war-related issues.

After the prominent study of Klein et al., (1998), the concept of consumer animosity has gained extreme scholar attention with many researchers trying to replicate the study in various contexts (Nijssen and Douglas, 2004), extend concept’s applicability (Hinck, 2004), or reconsider its conceptualization (Jung et al., 2002; Ang et al., 2004; as cited in Riefler & Diamantopoulos, 2007). According to Jung et al., (2002), animosity can be classified depending on the sources of its manifestation. Therefore, there are two types of animosity – situational and stable, which can be driven by a situation, a particular episode or be a cumulative result of a series of long-lasting events (Jung et al., 2002).

In their interpretation, Jung et al., (2002) explain situational animosity as a strong hostile emotion toward a certain circumstance. In particular, situational animosity toward a specific country can be caused by actual or perceived provocation associated with an ongoing or possible conflict or crisis. On the other hand, stable animosity refers to a general negative attitude accumulated over the years as a result of previous historical events like political, military or economic conflicts between the countries (Jung et al., 2002). Scholars also advocate that situational animosity can evolve into stable animosity over time if the attitude escalates to “generic antagonism”; however, they emphasize that an individual has to have a

direct contact with a certain historical event/conflict for a situational animosity to become stable (Jung et al., 2002). At the same time, researchers have established that there can be different types of the locus of manifestation of animosity: personal and national. In support of Jun et al.'s., (2002) study, Ang et al., (2004) have also explored the fourfold taxonomy of animosity: situational versus stable animosity, and personal versus national animosity. According to Ang et al., (2004), animosity on a national level is a result of perception of how the foreign country has treated the home country; whereas personal animosity manifests in a negative attitude toward a foreign country based on the direct experience one has had with that country or its people. They explain the locus of manifestation through the question "who is to blame?", which concerns either internal or external inferences about an outside group (Ang et al., 2004).

Ettenson and Klein (2005) have conducted another research on the effects of animosity now on Australian consumers' attitude toward France. They conducted a longitudinal study at two points in time: first, during French nuclear activities in South Pacific, which led to extreme political tensions; and second, a year after France ceased its nuclear tests and relations between the countries partially improved (Ettenson and Klein, 2005). According to their empirical findings (Ettenson and Klein, 2005), the level of animosity has decreased within a year, which provides support for the existence of temporary or situational animosity as established by Jung et al., (2002) and Ang et al., (2004).

In the study of the role of domestic animosity on consumer choice, Hinck (2004) provides empirical evidence from Germany. In particular, he has explored the attitudes of Eastern German consumers towards the products manufactured in West Germany, which despite the fall of the Berlin Wall and internationalizing markets evidently have remained hostile (Hinck, 2004). It is noteworthy that Hinck (2004) has investigated only the economic

animosity (as established by Klein et al., 1988) given that the research was conducted in the context of different regions of the same country. Another study by Shimp et al., (2004; Khan, 2011), has also proven that consumer animosity can exist in the context of one country whereby consumers of one region or the in-group hold hostile attitudes toward another region or the out-group.

Kalliny and Hausman (2004) have extended the original model of animosity developed by Klein et al., (1998) by adding the constructs of religious and cultural animosity, which they have found influencing consumer purchasing behavior toward foreign made products meaning that consumers that hold animosity toward a certain country are not likely to buy products of its origin. In a subsequent research of the four types of animosity (war, economic, cultural and religious), Kalliny and Lemaster (2005) have defined religious and cultural animosity as individual's intolerance and antipathy toward another individual or a group based on their religious or cultural differences respectively.

Having discovered the literature gap in the study of the impact of animosity on the modes of market entry, Kalliny and Lemaster (2005) have researched the influence of four types of animosity of the home country on the entry mode suggesting a conceptual model for the purposes of theoretical explanation. According to them (Kalliny & Lemaster, 2005), countries with higher levels of war, economic, cultural and religious animosity are likely to dismiss foreign made products, which has becoming increasingly hard for international companies to control and adapt. Although their research is theoretical in nature, it offers significant managerial and marketing implications with a great potential for further research. Khan (2011) emphasizes that consumer animosity construct is becoming increasingly useful in the context of management and marketing due to its capacity to predict consumer behavior

toward foreign made products and thus, enable managers to adopt necessary damage control strategies.

Antecedents of Country Animosity

Riefler and Diamantopoulos (2007) have pointed out that Klein et al's., (1998) original definition of the concept assumes country-specific reasons of animosity, which consequently means that prevalent antecedents of animosity exist in the context of each country and thus, have to be identified prior to measuring the construct. Since the study is carried out in the context of Ukraine, which has little cultural and no religious differences with Russia, cultural and religious animosity are irrelevant to the research. Therefore, for the purposes of a given study, only the general, war and economic reasons will be considered and evaluated as antecedents of animosity due to the historical and ongoing conflicts of Ukraine with Russia.

In particular, Klein and Ettenson (1999) have been the first to study the antecedents of animosity. In their piloting study, Klein and Ettenson (1999) have examined whether animosity has unique antecedents, specifically, demographic and psychographic variables predicting the construct. They have identified three categories of animosity predictors: 1) prejudice toward the out-group; 2) patriotism; 3) personal demographics (Klein & Ettenson, 1999). According to the literature review of Huang et al., (2008), the antecedents and outcomes of consumer animosity had been substantially researched; however, only Klein and Ettenson (1999) and Shoham et al., (2006) had studied them deeply and identified that such unique variables as age, nationalism, dogmatism and union membership influenced the construct. Huang et al., (2008), in turn, have established empirically that economic hardships and normative influence act as antecedents of consumer animosity.

Shoham et al., (2006) have particularly studied three variables as antecedents of animosity: dogmatism, nationalism and internationalism. Another research by Nakos and Hajidimitriou (2007), has proven such variables as age and education to be predictive of consumer animosity; which contradicts the finding of Klein and Ettenson (1999) that education does not act as an antecedent of the construct. Richardson (2012) has also investigated consumer demographics as antecedents of consumer animosity, namely, education, age, income and gender. Richardson (2012) has found a significant relationship between each variable (level of education, age and gender; except income level) and the level of animosity, which means that all three variables act as antecedents of animosity. Hypothesis that gender predicts the level of animosity has been partially supported by Klein and Ettenson (1999) as well. Therefore, based on the results of previous studies several variables are evaluated as antecedents of animosity including personal demographics (education, age, gender), economic hardship, normative influence, dogmatism and nationalism.

Education. Although Klein and Ettenson (1999) have found that education is not predictive of animosity, other researches have proven the opposite effect. In particular, Richardson (2012) have found a significant relationship between the level of education and consumer animosity stating that consumers with increased education levels tend to exhibit lesser degree of animosity toward foreign made products. Nakos and Hajidimitriou (2007), on the contrary, have found that increased education leads to stronger animosity feelings in consumers. Scholars attribute this finding to the context of their study (Greek versus Turkish culture) and specific characteristics of countries' relationships (namely, ongoing conflict versus the memory of the past). Noteworthy, this finding can be explained with the Jung et al's., (2002) and Ang et al's., (2004) classification of animosity: situational versus stable; whereby Greek consumers experience animosity toward Turkish culture based on the current conflict. This dichotomy of animosity is particularly relevant in this case and moreover, it can be used to

support the findings of Nakos and Hajidimitriou (2007), as well as their findings can otherwise support the refined concept of animosity by Jung et al., (2002) and Ang et al., (2004). Nakos and Hajidimitriou (2007) themselves emphasize that the level of animosity of educated consumers might rapidly decrease if some type of reconciliation occurs in the Greek-Turkish relationships.

Age. Most researches considering age an antecedent of animosity have established that it is a valid predictor of the level of animosity toward a foreign culture (Klein & Ettenson, 1999; Nakos & Hajidimitriou, 2007; Richardson, 2012). However, different researchers have found different empirical results. For instance, Han (1988), Klein and Ettenson (1999) as well as Nakos and Hajidimitriou (2007) have found that older consumers are more likely to hold animosity toward the foreign country. On the other hand, many researchers suggest the reverse effect, in particular, younger consumer's tendency to hold stronger animosity feelings toward foreign made products while older consumers tend to evaluate foreign products more favorably with age (as cited in Klein and Ettenson, 1999).

Gender. Klein and Ettenson (1999) suggested that men and women would hold different levels of animosity toward foreign products with males having stronger animosity feelings, which was partially supported by their empirical results. Richardson (2012) has studied consumers in the same context (Asians' attitude toward Japan) and claimed that gender is a significant predictor of animosity, which has significant implications for the international marketing. Richardson's (2012) results indicate that males do hold stronger animosity feelings toward foreign-made products than females. Nevertheless, Nakos and Hajidimitriou (2007) hypothesized that gender would not have an impact on the levels of consumer animosity, which researchers attributed to the prevalent influence of media, global education and cosmopolitan culture in a modern state nations.

Economic Hardship. Economic hardship is defined as perceived inability to acquire necessary means of living, reduce expenses or increase income and secure better financial conditions (Barrera et al., 2001 as cited in Huang et al., 2008). According to the social identity theory (Tajfel and Turner, 1979 as cited in Postmes & Branscombe, 2010) and realistic group conflict theory (Postmes & Branscombe, 2010), perceived threat of the in-group enhances the feelings of economic hardship and promotes the view that financial resources are taken away by the out-group, which, in turn, generates hostility of the in-group toward the out-group (Huang et al., 2008). Their empirical results have proven economic hardship to act as an antecedent of consumer animosity toward the foreign country (Huang et al., 2008).

Normative Influence. According to Postmes and Branscombe (2010), normative influence refers to the human motivation to fit in the out-group and their tendency to conform to group's norms, values and behaviors. Huang et al., (2008) have emphasized that individual's consumption decisions are rather influenced by the desire to be accepted and treated as a member of the reference group (in-group) and consequently, consumers behave in a way to prevent any socially unacceptable outcomes. Based on these two notions, Huang et al., (2008) hypothesized that normative influence predicts the level of animosity, which was strongly supported with their empirical results.

Dogmatism and Nationalism. Dogmatism refers to the degree of persistence of individual assertion of his/her opinions regardless of the evidence or other opinions (Shoham et al., 2006). Its relevance to animosity has been pointed out by Shoham et al., (2006) on the basis of Mangis' (1995 as cited in Shoham et al., 2006) explanation that people higher in dogmatism tend to be less tolerant of other groups. At the same time, nationalism is defined as the extreme form of patriotic feelings toward the home country (in-group), which implies

human tendency to view one's own group superior over others (out-group) (Postmes & Branscombe, 2010). According to Shoham et al., (2006), the notion of nationalism better explains the dynamics of intergroup comparison and this, is a better predictor of animosity toward the foreign country. Empirical findings of Shoham et al., (2006) have shown that both dogmatism and nationalism act as strong predictors of animosity toward the foreign country.

Outcomes of Animosity

Numerous researchers have studied the constructs of consumer ethnocentrism and animosity in relation to each other as well as their mutual effect on consumer behavior. Klein (2002), in particular, has studied their differences between and established that consumer ethnocentrism and animosity are different constructs. In his study, Klein (2002) has emphasized the importance of distinction between the two constructs as well as their consequences. Findings of Klein's research (2002) indicate that images of the country-producer significantly influence consumer's evaluation of product quality, i.e. product judgment.

Latter idea is also supported by the findings of Han (1989 as cited in Klein et al., 2002), who has established that country-of-origin (country-producer) has an impact on product judgement. In earlier studies, Klein et al., (1998) have tested the model of animosity of a foreign product purchase proving that it affects consumer's willingness to buy, but is independent of their product judgment meaning that it does not influence product judgment. On the other hand, Rose et al., (2008) have found that animosity affects consumer's product judgment, which they attribute majorly to the specifics of a consumer's cultural context. Shin (2001) and Hink (2004), in turn, has also found that animosity influences consumer's willingness to buy. However, there are studies proving that animosity does not necessarily influence consumer's willingness to buy (Nakos & Hajidimitriou, 2007), which leads to a logical conclusion that despite commonly recognized effects of animosity on product

judgment and willingness to buy, it might produce different outcomes depending on the context of a study.

Klein (1998) has conceptualized a model of animosity distinguishing between general animosity, war animosity and economic animosity. In particular, Klein (1998) has proven the relationship between the first-order constructs of war and economic animosity and second-order construct of animosity and their negative effect on foreign product judgment.

Therefore, based on the knowledge obtained after literature review, the following six hypotheses are raised.

H3: Animosity is negatively related to foreign product judgment.

H4: Animosity is negatively related to foreign product purchase intention.

H5: War animosity is negatively related to foreign product judgment.

H6: War animosity is negatively related to foreign product purchase intention.

H7: Economic animosity is negatively related to foreign product judgment.

H8: Economic animosity is negatively related to foreign product purchase intention.

Definition of Acculturation

The concept of acculturation has existed for around a century as its earliest literature dates back to 1936 (Berry, 2005). Redfield, Linton and Herskovits, often regarded as the authors of the concept, introduced acculturation as a “phenomenon which result when groups of individuals having different cultures come into continuous first-hand contact, with a subsequent changes in the original culture patterns of either or both groups” (1936; Locke & Bailey, 2013). In the mid-1950s, the Social Science Research Council defined acculturation

as a cultural change resulting from the integration of two or more cultures (SSRC, 1954). More than a decade later, Graves (1967) reconsidered the term developing a new concept of psychological acculturation referring to culture situation that results in individual changes because of the influence of external culture and changing own culture. However, J. W. Berry, known as one of the key discoverers of acculturation psychology (Ward & Kus, 2012), in his research points out that acculturation, generally, occurs at the group level, whereas individual changes happen in different ways (Berry, 2005). Most frequently referenced literature definitions of the concept of acculturation are presented in the **Table 2**.

Table 2. Literature definitions of the socio-psychological concept of acculturation.

Author/year	Definition
Hughes & Kroehler, 2005	“Cultural assimilation: when cultural elements of one group change in the direction of another group.”
Ritzer & Ryan, 2010	“The process of bringing previously separated and disconnected cultures into contact with one another.”; “a result of conscious decision-making on the part of an individual or a group that is approaching a culturally distinct group.”
Kottak, 2005	“A mechanism of cultural change: the exchange of cultural features that results when groups have continuous first-hand contact.”
Locke & Bailey, 2013	“The process of change on both individual and group level that results from contact between a minority and a dominant culture, leading members of the minority culture to adjust their original cultural beliefs, values, and behaviors.”

Dubois, 2000	“The learning process of an individual who is transplanted from one culture to another.”
Solomon, 2003	“The process of learning the value system and behaviors of another culture.”
Schiffman & Kannuk, 1997	“The learning of a new or foreign culture.”

Majority of scholars agree that the concept of acculturation has been studied mainly by sociologists and anthropologists and yet, remained widely ignored with researchers using the terms “assimilation”, “accommodation”, “absorption” and other in a common reference to acculturation (Lakey, 2003). In a special issue of the Journal of Cross-Cultural Psychology in 1977, Berry emphasized that there is substantial gap in the analytical literature on acculturation. Later in 1980, he conceptualized acculturation as a three-stage process including adjustment, reaction and withdrawal (Lakey, 2003). Continuous studies of the concept allowed Berry to formulate the four strategies of acculturation to explain the long-term outcomes of the process, which he believed often coincided with the strategic goals of one’s cultural group (Segev, 2014). The four strategies include integration, separation, assimilation and marginalization (Berry, 2005).

1. Integration: adoption of the receiving culture and retention of the heritage culture
2. Separation: rejection of the receiving culture and retention of the heritage culture.
3. Assimilation: adoption of the receiving culture and rejection of the heritage culture.
4. Marginalization: rejection of both cultures (Schwartz, Unger, Zamboanga, & Szapocznik, 2010; Segev, 2014).

Contemporary literature suggests another four-dimensional classification of acculturated individuals: bicultural, traditional, acculturated and marginal (Locke & Bailey, 2013). Noteworthy, such classification strongly reminds Berry's four strategies of acculturation.

1. Bicultural: as confident in the superior culture as in their own, while adherent to the value systems and norms of their own culture.
2. Traditional: adherent to the value systems and norms of their own culture, while rejecting those of a superior culture.
3. Acculturated: abandoning values of their own culture and adopting the values of a superior culture.
4. Marginal: little or non-adherent to either of the cultures (Locke & Bailey, 2013).

Both frameworks developed to explain the concept of acculturation, the four strategies by Berry (1997) and the four-dimensional classification by Locke and Bailey (2013), report close similarity. Reasonably, this implies that the concept of acculturation is rather universal in its nature. Another scholar, E. S. Bogardus (1949), distinguished three major types of acculturation: accidental, forced and democratic, which also remind two classifications discussed previously. According to him, accidental acculturation occurs in the context of close proximity, when people from different cultures exchange goods and service and thus, unintentionally adopt cultural patterns of one another; forced acculturation results from the imposition of beliefs and behaviors of the culture other than one's own; and democratic acculturation refers to people's freedom and equality in terms of adoption or rejection of any culture based on the respect for all cultures (Locke and Bailey, 2013).

Berry's fourfold model of acculturation embraces classical psychological distinction: moving with, moving toward, moving against and moving away from the stimulus (Ozer, 2013). Bidimensional feature of his model assumes that individual orientation can either remain toward own culture or change toward the other culture, which are called bidirectional (Berry, 2002). As Berry (2006) has explained, simultaneous maintenance and participation in these two dimensions lead to four different strategies of acculturation. Although Berry's work has inspired and enriched numerous researches, the validity of his fourfold model has been critiqued from several perspectives. Rudmin (2006) has questioned the validity of Berry's model by arguing that his four orientations merge into one factor suggesting a single type of acculturation within the model. Schwartz and Zamboanga (2008) have conducted a research to test the relevance and validity of Berry's fourfold model of acculturation, whose findings proved earlier criticism of the two orientations, namely marginalization and integration. Same study similarly emphasized the need for a further research of acculturation in different contexts due to increasing cultural diversity worldwide.

Generally, the concept of acculturation is known in the fields of socio-psychology and anthropology. However, due to extensive scholar investigation and fast changing market trends (namely, consumer orientation), the phenomenon of acculturation has drawn considerate attention of marketers due to its theoretical and practical implications. As a result, a new marketing construct to explain consumer behavior has been developed (precisely, consumer acculturation), which refers to consumer contact with a new culture and a resulting behavioral change (Moore et al., 2012). Among existing literature on acculturation from the perspective of marketing and consumer behavior, the major part of researches focuses on studying Hispanic consumers, in particular immigrants, because Hispanics present the biggest ethnic market in the U.S. (Segev, 2014; Solomon, 2003). Moreover, despite available studies that have proven the effect of acculturation on consumer behavior, many researchers

emphasize a remaining gap in the consumer behavior literature on a phenomenon (Burton, 2000; Segev, 2014).

However, Moore et al., (2012) in their work on the mitigation effects of acculturation on consumer behavior review a solid number of scholar literature and conclude that the discussion about the opportunities of using ethnicity and acculturation in targeting ethnic consumers within culturally diverse markets is gaining momentum. Similarly, they conclude that there is a strong gap in the existing literature on same subjects. Specifically, Moore et al., (2012) have based their study on a general concept of acculturation suggesting that the purchasing behavior of micro-cultures (not limited to ethnic cultures) depends on two variables: the degree of consumer acculturation and the type of a product. Taking into account the gaps in literature on the subjects of ethnicity and acculturation in a consumer behavior context, Moore et al., (2012) have suggested that acculturation plays a significant role in defining individual's shopping behavior. In their earlier work, Moore et al., (2010) have presented substantial literature proving that perceiving all customers as homogeneous is unreasonable. Burton (2000), in his critical review of the relationship between ethnical identity and marketing, has concluded that product origins might influence consumer behavior and decision-making process. Therefore, as the world becomes more culturally diverse, there is a growing need to study various cultures as particular market segments (Moore et al., 2012).

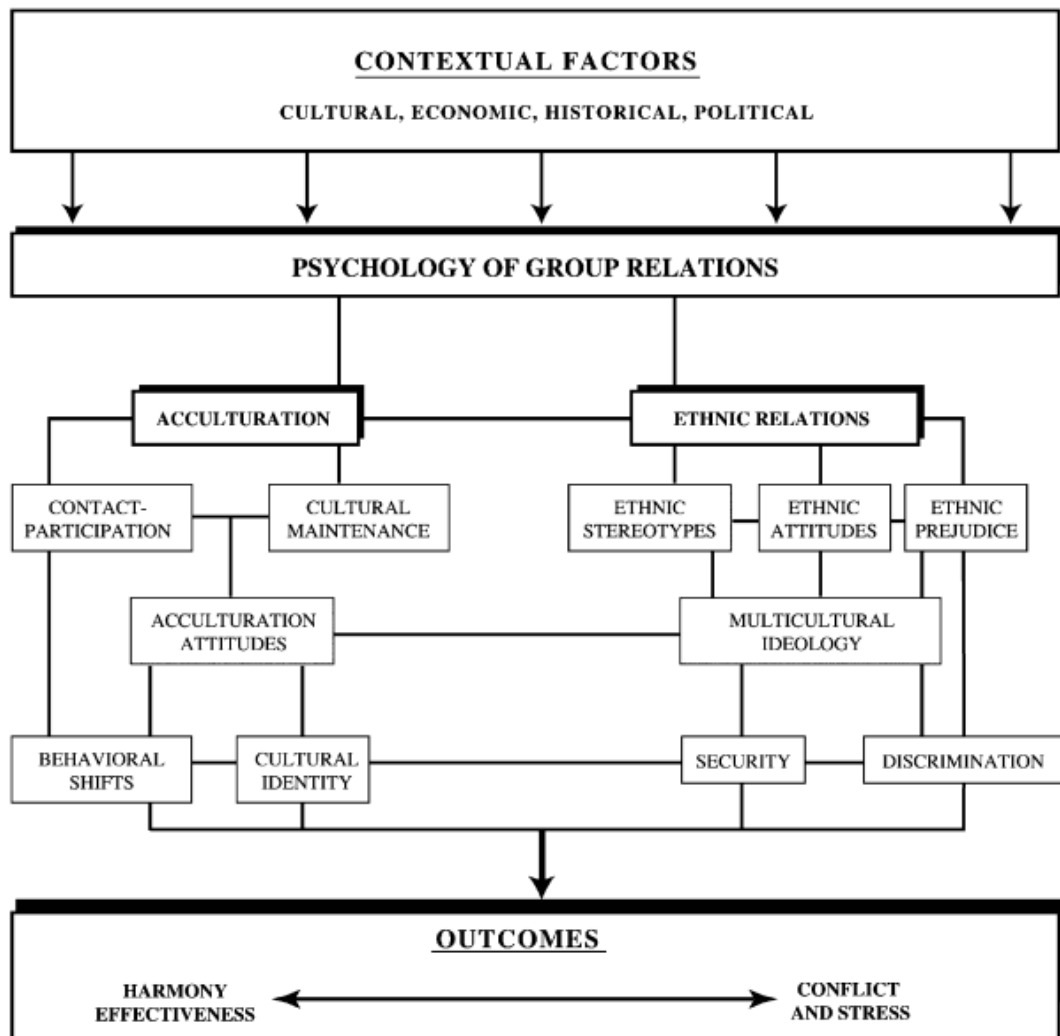
Pires and Stanton (2005), in their book on ethnic marketing, have recognized the importance of rising cultural diversity, especially in advanced and newly developed economies, in terms of marketing implications. In particular, they have discovered that the tendencies of ethnic minorities either to retain own culture or adapt to a new culture significantly influence their consumer behavior (Pires & Stanton, 2005). Historically, the

concept of acculturation has been studied mostly in the contexts of psychology, sociology and anthropology. However, marketing experts recognize its significance in terms of consumer behavior in a rapidly globalizing market environment, which has resulted in increased intercultural contact namely due to the factors like the speed of travel and communication, immigration and international business presence (Nguyen & Benet-Martínez, 2010). Therefore, the concept has earned considerable scholar attention within the context of consumer behavior giving a rise to a consequent concept of consumer acculturation. According to Moore et al., (2012), consumer acculturation is an “intercultural contact and resulting change for consumers in contact with a new culture”. Consumer acculturation is especially important in the contexts of ethnic minority markets because the degree of such consumers’ integration into foreign cultures varies substantially (Solomon, 2003). Thus, modern marketers embrace the concept of acculturation to learn and understand the value systems and behaviors of consumers and markets in foreign cultures (Solomon, 2003). For the purposes of a given study, a definition of acculturation developed by Moore et al., (2012) will be used.

Antecedents of Acculturation

In his publication of 2004, Berry (Berry, 2005) has suggested that there are two dimensions of psychology research constituting the field of group relations: acculturation and ethnic studies. Berry (2005) believes that these two dimensions of “essentially cultural in nature” groups develop based on several contextual factors, which are considered their antecedents. Based on a framework of the psychology of group relations (**Figure 1**) developed by Berry (2005), contextual factors include cultural, economic, historical and political.

Figure 1. Psychology of group relations.

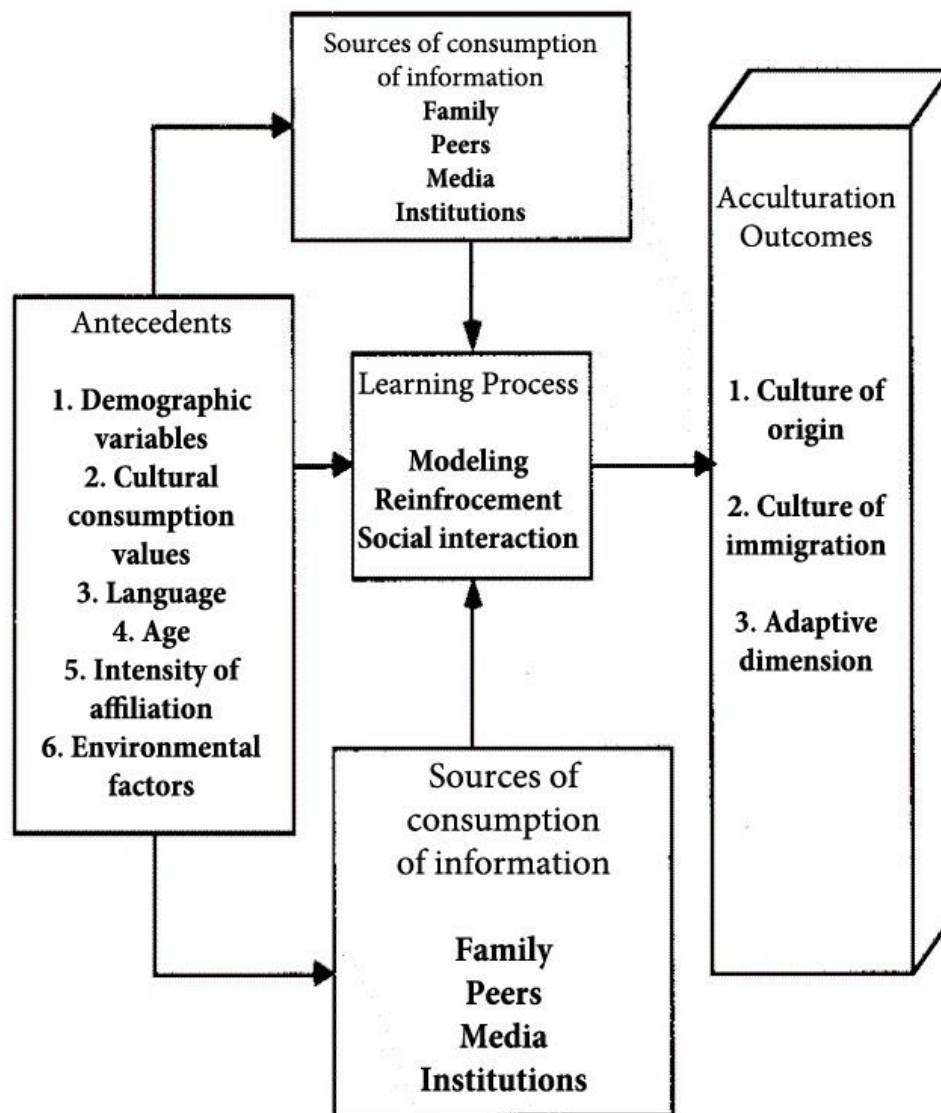


According to Berry, Poortinga, Segall, & Dasen (2002), understanding and interpretation of the concept of acculturation depends on examination of its cultural contexts, which comprise of numerous factors. Solomon (2003) explains that there numerous factors influencing the transition process (acculturation). Moreover, these factors manifest in the individual's contact with the acculturation agents, which are the "people and institutions that teach the ways of a culture" present in both culture of origin and foreign culture (Solomon, 2003). In her critical ethnographic exploration of Mexican immigrants, Peñaloza (1989) has developed a model of immigrant consumer acculturation (**Figure 3**), which involves processes such as movement, translation and adaptation, and leads to the acculturation

outcomes such as assimilation, maintenance, resistance and segregation, which are renamed based on the previously established four strategies of acculturation by Berry (2005).

Antecedents of immigrant consumer acculturation in her model, which include individual differences like demographic variables, language, recency of arrival, ethnic identity and environmental factors as well apply to the antecedents of acculturation in general (Peñaloza, 1994). Therefore, the antecedents of acculturation are reviewed based on Peñaloza's model (1989).

Figure 2. Model of consumer acculturation.



Demographic Variables. Such variables as consumer's age, gender, marital status, education, income, occupation, ethnicity have been associated with differences in consumer socialization by many researchers (as cited in Peñaloza, 1989).

Cultural Consumption Values. According to Peñaloza (1989), such values emerge as a result of learning processes and encounter with a given culture. Differences in consumer consumption values arise from various types of social relations including individual-group, active-passive, present-future orientation, egalitarian-hierarchical, which lead to different acculturation outcomes (as cited in Peñaloza, 1989).

Language. According to O'Guinn and Meyer (1983), language is the key antecedent of acculturation since it is the main means of contact with the new culture and learning new consumption information (as cited in Peñaloza, 1989).

Intensity of Affiliation. Intensity of affiliation refers to the degree of individual's preference for one culture over the other (Padilla, 1980 as cited in Peñaloza, 1989). Consequently, cultural preference leads to different types of acculturation, which can be either of the four dimensions suggested by Berry (2005) and Locke and Bailey (2013).

Environmental Factors. According to Peñaloza (1989), immediate environment of an individual influences his/her ability as well as willingness to learn, participate and conform to the consumption values and behavior of a new culture.

Existing literature on acculturation in the perspective of consumer behavior is limited and rather theoretical than empirical in nature lacking integration (Ogden, Ogden & Schau, 2004). However, available researches share the same, but distinctly named classification of acculturation antecedents. Shoham, Segev and Ruvio (2009), in their empirical study of Hispanic's acculturation, have integrated the literature on acculturation and consumer

behavior concluding three major antecedents of acculturation: ethnic identity, adaptability to change (individual level) and intercultural peer contact (environmental level). Based on their studies (Shoham et al., 2009) argue that these antecedents influence individual's choice of the acculturation strategy, which consequently influences their consumer behavior.

Ethnic Identity. In their work, Shoham et al., (2009) claim that the research on the relationship of ethnic identity and acculturation and their effect lacks consistency. While Ward (2001) argues that ethnic identity is influenced by acculturation, Peñaloza (1994) claims that ethnic identity affects acculturation. However, according to Ogden et al., (2004), ethnic identity is not static in comparison to the acculturation process of change. Therefore, in their study, Shoham et al., (2009) consider ethnic identity an antecedent of acculturation in a reference to individual's affiliation with a cultural group.

Adaptability to Change. Adaptability to change implies one's own ability to manage and adapt to changes. In the context of marketing, the process of adaptation refers to the degree to which consumers continue reacting to a stimulus over time and occurs when they become "habituated" and no longer pay attention to the stimulus (Solomon, 2003). Due to globalization, the process of intercultural adaptation is becoming increasingly common (Barker, 2015). Individual ability to adapt to a new culture defines their degree of acculturation (Shoham et al., 2009).

Intercultural Peer Contact. Intercultural peer contact refers to individual's contact with the external environment, namely peers from the foreign culture (Shoham et al., 2009), who can hinder or facilitate the process of acculturation according to Searle and Ward (1990).

Outcomes of Acculturation

Although acculturation has been studied mostly in the fields of social psychology and anthropology, it has been gaining attention in the field of ethnic marketing, which has

emerged rather recently. In the context of increasing international migration and rising ethnic minorities – markets that are rapidly gaining potential, the concept of acculturation is becoming significantly relevant and important due to its outcomes and effects on consumer behavior, an underdeveloped field of research (Quester, Karunaratna, & Chong, 2001). According to extended Peñaloza's model (1989) of consumer acculturation (**Figure 3**), the outcomes of acculturation are assimilation to culture of origin, maintenance of the foreign culture, and expression of a hybrid culture, which derive from Berry's strategies of acculturation (2005). Nevertheless, in the same study, Peñaloza (1989) also relates the outcomes of consumer acculturation to the consumption-related knowledge and skills, which consumers acquire in contact with a foreign culture.

A number of existing literature (mostly theoretical studies) on the effects of acculturation on consumer behavior suggests its actual influence on certain behavioral patterns and values of the consumers, which signifies great marketing implications of acculturation. In particular, the study of immigrant and domestic consumers by Lee and Ro Um (1992) has reported sufficient differences in consumers' evaluations of products and their attributes. In various studies of immigrants, evaluations and ratings of the product attributes as well as consumers' shopping orientation (as cited in Quester et al., 2001) have been found to be the outcomes of consumer acculturation. Another study by Kara and Kara (1996) has raised a claim that the degree of consumers' acculturation to a foreign culture can be a better predictor of purchasing behavior than their domestic cultures. In addition, based on the theory and previous findings, Quester et al., (2001) have studied and proved the effect of acculturation on consumer decision-making process. Therefore, based on a careful literature review results the following two hypotheses are raised.

H9: Acculturation is positively related to foreign product judgment.

H10: Acculturation is positively related to foreign product purchase intention.

2. RESEARCH METHODOLOGY

Following section discusses the research design and methodological approach exploited in a given study to investigate the research question and achieve research objectives.

Theoretical framework, appropriate instrumentation and limitations of the study are presented accordingly.

RESEARCH BACKGROUND INTEGRATING THE CONCEPTS OF CONSUMER ETHNOCENTRISM, COUNTRY ANIMOSITY AND ACCULTURATION AND THEORETICAL FRAMEWORK

Introduction of the consumer ethnocentrism concept by Shimp and Sharma (1987) has fueled increased interest of marketers and respective scholars in the study of consumer behavior, in particular, consumer purchasing behavior in the context of domestic versus foreign made products. Consequently, a number of marketing concepts and theoretical frameworks has been developed for the purposes of explaining consumer behavior. Previously reviewed concepts of consumer ethnocentrism, country animosity and acculturation have been recognized among the most prominent predicting and influencing factors of consumer purchasing behavior in respect to imported products, which has driven significant field research.

Consumer ethnocentrism and country animosity as well as their relationship have been studied by numerous leading researchers (Klein & Ettenson, 1999; Klein, 2002; Balabanis & Diamantopoulos, 2004; Bahae & Pisani, 2009). Klein and Ettenson (1999) have tested empirically the distinct validity of the two concepts concluding that the identity of ethnocentric consumers is different from consumers, who hold animosity toward specific

foreign countries. Researchers admit that consumer ethnocentrism and country animosity are related at a certain level since both can result from economic and political events influencing consumer behavior toward foreign products; however, they emphasize that both constructs are indeed different in nature. Particularly, Klein and Ettenson (1999) have identified several antecedents of consumer ethnocentrism and country animosity whereby some antecedents are unique to each of the constructs, while others apply to both: CET and CA. Moreover, literature review presented earlier in the study, namely, overview and evaluation of concepts' antecedents, proves that certain antecedents serve both consumer ethnocentrism and country animosity.

In their presentation of empirical research results, Klein and Ettenson (1999) highlight the importance of marketing implications of consumer ethnocentrism and country animosity. Precisely, researchers assert that knowledge and understanding of the conceptual difference between the two constructs is crucial in market segmentation and targeting (Klein & Ettenson, 1999), which has been noted in many similar studies. For instance, Bahaee and Pisani (2009) have validated the measurement scales for consumer ethnocentrism (CETSCALE by Shimp & Sharma, 1995) and country animosity (animosity scale by Klein & Ettenson, 1999) in a different research context proving the relationship between the two concepts and their marketing implications.

Consumer ethnocentrism and country animosity are strongly recognized concepts in the stream of country-of-origin research literature, which focuses on consumer evaluation and purchasing behavior concerning domestic and foreign-made products (Bahaee & Pisani, 2009). Theoretical notion that product origins have an impact on consumer behavior and decision-making process (Burton, 2000) is becoming increasingly important as the world witnesses rapidly rising cultural diversity (Moore et al., 2012). According to Verlegh (2007),

consumers have a frequent tendency to hold positive bias toward domestic products over imported alternatives. Same author has emphasized that even though consumer ethnocentrism is a strong predictor of consumer preference for domestic over foreign-made products, it is not a single influencing factor whereby “consumer’s attachment to their country goes well beyond economic concerns, as nationality is part of consumer’s identity (Verlegh, 2007).

Consumer orientation toward domestic products is most frequently explained through the theoretical notion of in-group bias (Postmes & Branscombe, 2010), which implies individual needs to obtain and sustain positive self-evaluation and that of own reference group for the purpose of maintaining positive self-identity. Upon the grounds of the social identity theory developed by Tajfel and Turner (1979 as cited in Postmes & Branscombe, 2010), individuals display stronger bias toward the in-group because it is more important in terms of self-identity and social identity. However, in-group bias do not necessarily imply the negative attitude toward the out-group (Verlegh, 2007). Therefore, even though consumer ethnocentrism and country animosity are often linked to the notions of in-group and out-group bias in the context of country-of-origin studies, both constructs fail to explain the direct consumer behavior toward foreign-made products.

The social identity theory and a number of country-of-origin literature offer an underlying background for enhancing the knowledge and understanding of the concept of acculturation, and not only for the concepts of consumer ethnocentrism and country animosity (Jun, Ham, & Park, 2014). Regardless of own original culture, individuals adapt to new social and cultural environments, which influence their behavior (Albers-Miller, 1996 as cited in Jun et al., 2014). According to Jun et al., (2014), in a given context, cultural competence (the degree of individual’s affiliation with the out-group) is a key element of the social identity theory, which plays crucial role in the process of acculturation. Precisely,

cultural competence develops and depends on the degree of individual's contact with a new culture (out-group).

Mainly recognized in the stream of ethnic studies at first, a number of researchers have found the concept of acculturation to influence consumer behavior in different ways (Quester et al., 2001). Considered a relatively new concept in the field of marketing, acculturation has been receiving increased marketers' attention due to its potential to explain the value systems and behaviors of consumers and markets in foreign cultures (Solomon, 2003). For instance, authors of the book on ethnic marketing (Pires & Stanton, 2005) have emphasized that individuals' tendencies to retain own or adapt to a new culture influence their consumer behavior. In the same context, Moore et al., (2012) point to the importance and potential of the acculturation concept to explain and interpret consumer purchasing behavior in the contexts of international markets when long-established concepts of ethnocentrism and country animosity fail to cover all gaps.

Literature analysis of the studied concepts has shown that the effect of consumer ethnocentrism and animosity on consumer behavior (separately as well as in combination) has been extensively studied; whereas there is an obvious gap in the stream of marketing research on the concept of acculturation. While the influence of consumer ethnocentrism and animosity has been numerously studied in respect to consumer purchasing behavior of domestic and foreign-made products, acculturation, on the other hand, has been studied mostly in relation to general consumption patterns of immigrants.

Research Model

Klein et al., (1998) have been the first to suggest and empirically test the animosity model of foreign product purchase (**Figure 4**). Researchers have incorporated the CET scale developed by Shimp and Sharma (1995) in their model and have proven that animosity

significantly influences consumers' purchasing decision beyond the effect of consumer ethnocentrism (Klein et al., 1998). Empirical results of Klein et al., (1998) have enabled the researchers to conclude that their model is useful in predicting consumers' buying behavior in the international market. In turn, in their study of the effect of acculturation on consumption behaviors, Jun et al., (2014) have suggested a hypothesized model visualizing the influence of acculturation on consumers' buying behavior (**Figure 5**).

Figures 3. The animosity model of foreign product purchase.

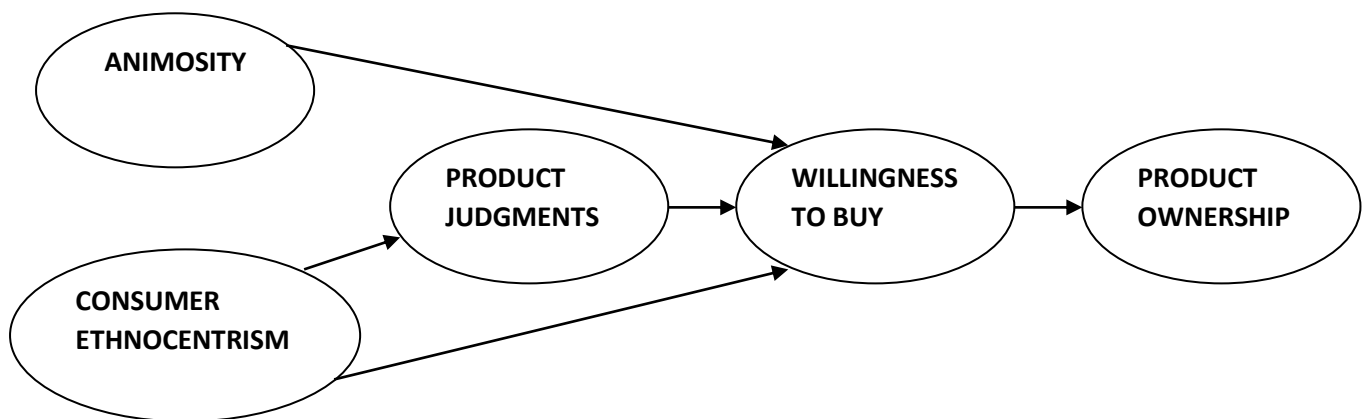
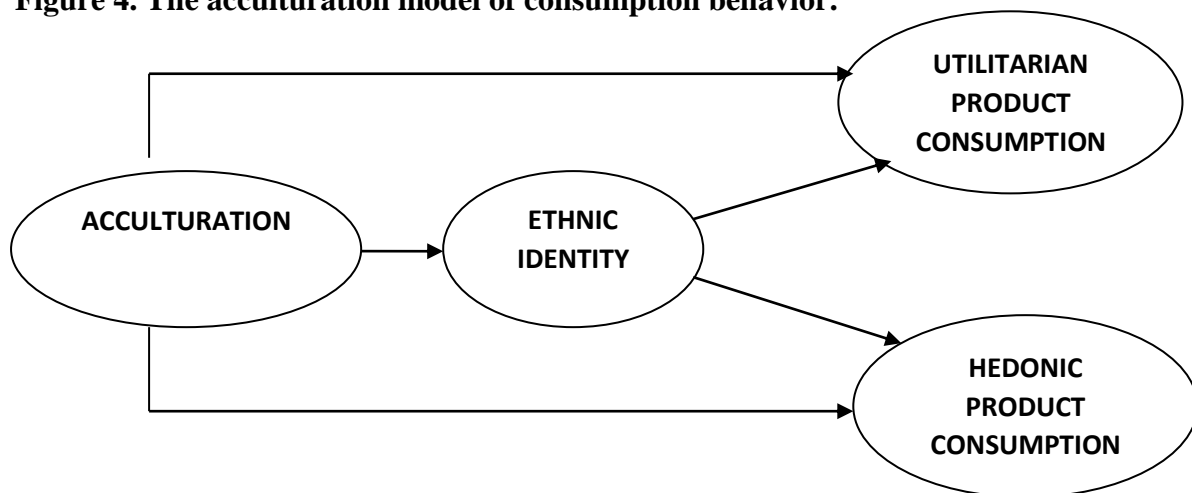
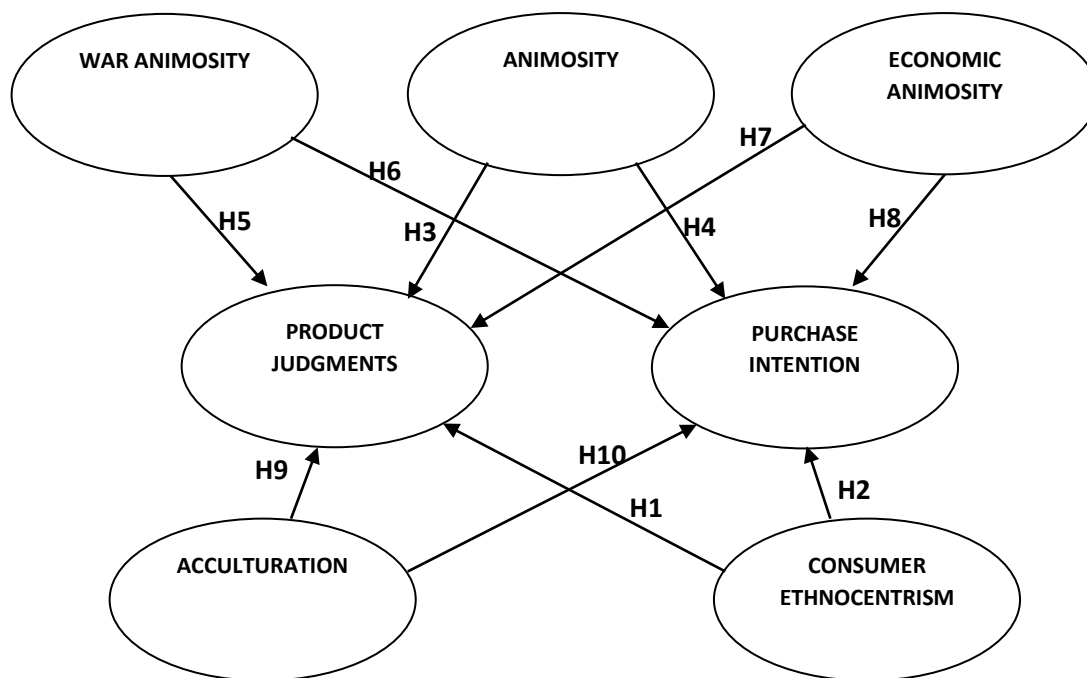


Figure 4. The acculturation model of consumption behavior.



Analysis of literature review allows to conclude that all three researched concepts root in the theory of social identity, which grounds on the notions of in-group (domestic culture) versus out-group (foreign culture). Therefore, given theoretical background and findings of existing studies, consumer ethnocentrism, country animosity and acculturation have an influence on same consumer behavior patterns (shared outcomes). Based on the models developed in previous studies and presented earlier, two major outcomes of the three concepts are defined: product judgement and purchase intention and consequently, a new model is designed for the purposes of a given research. Suggested model integrates the three constructs of consumer ethnocentrism, animosity and acculturation encompassing their modified outcomes. Considering the research goal and objectives, the model of consumer choice of foreign products is designed as follows (**Figure 6**):

Figure 5. The model of consumer behavior under the conditions of consumer ethnocentrism, country animosity and acculturation.



* Developed by author.

Research Design

For the purposes of maximizing research potential and fulfilling research goal and objectives, given study is organized and structured on the basis of two research designs: descriptive and exploratory. The key aim of a descriptive research is to describe and measure marketing phenomenon at a single point in time; whereas the aim of an exploratory research is to collect background information, define terms, and establish research problems/gaps and hypotheses. In particular, this research is designed as a cross-sectional type of study (descriptive), which investigates a respondent sample from the population of interest (Ukraine) at a single point in time using a sample survey. In terms of the exploratory research design, given study employs literature review and in-depths interviews, which are among the most common types of an exploratory research.

In most cases, descriptive research is used for the following purposes: description of characteristics of certain groups, development of specific predictions and determination of the relationship between the variables. This design is the most frequently used marketing research design that is able to fulfill a wide range of research objectives. However, the data gathered through descriptive research is useful for solving problems when the research process is led by specifically identified research problems, namely, through an exploratory research design. Therefore, based on the aforementioned characteristics and the fact that exploratory research design is flexible (whereas descriptive is not), given study is organized as a combination of both research designs.

Methods of Data Collection

Two research methods of data collection are chosen for the purposes of a given study in consistency with each of the study designs: qualitative (exploratory) and quantitative (descriptive). Qualitative method includes the review of a pertinent literature on the subjects

in question to collect background information as well as in-depth interviews to obtain knowledge and experience relevant for the study from competent respondents. In-depth interviews, in particular, are used as an auxiliary instrument in a study in order to acquire valid information and possible insights for the further research. Main tool of a given research is a quantitative survey, which is conducted in two stages: pre-test and final survey. The pre-test survey considers a sample of 15 respondents, whereas the final survey covers 345 respondents respectively.

Setting and Participants

For the purposes of a given empirical study, Ukraine has been chosen as a geographic background based on a few key considerations. Given the research aims to investigate the influence of consumer ethnocentrism, country animosity and acculturation on consumer choice of foreign products, Ukraine fits the research goal perfectly due to the country's rich history and current political and economic instability. Precisely, Ukraine has been known for its dependence and relation to Russia, and a current conflict between the two countries is reported to have a strong influence on Ukrainian nation in terms of perception and attitude formation toward Russians. In particular, in the wake of annexation of Crimea and the following war in Eastern Ukraine, Ukraine has been imposing bans on Russian products, mainly foods, commodities and alcohol among others (Tomkiw, 2016). Ukrainian government continues to expand the list of embargoed Russian goods as the conflict that has flared in 2014 remains unresolved, which is aimed at protecting domestic market and against Russian aggression (Tomkiw, 2016; Oliphant, 2016). Ukrainian Prime Minister Arseniy Yatseniuk has claimed that such actions are the measures for countering Russian aggression and protecting domestic market (Interfax-Ukraine, 2016). Therefore, considering Ukrainian historical past and the ongoing international conflict with Russia as well as preconditions of

studied phenomena revealed in the literature review, the country sets a perfect context for the investigation of the influence of consumer ethnocentrism, country animosity and acculturation on consumer choice of foreign products.

Since given research uses a combination of both quantitative and qualitative approaches, two distinct sampling techniques are applied: random and non-random sampling. To collect valid quantitative data and make strong claims of statistical significance, random sampling is selected, otherwise known as the probability sampling, which considers the equal chance of every individual to be chosen to participate in the study. For the purpose of collecting qualitative data (in-depth interviews), non-random sample is used because its major aim is to gain more background information and a possible insight into the research to further utilize it for the development of a questionnaire (quantitative approach: survey). Precisely, the convenience technique of non-random sampling is exploited to recruit respondents for the in-depth interviews since they are used as an auxiliary instrument in a given research. Convenience sampling is commonly known as the most frequent and least resource-consuming sampling technique (O'Leary, 2004). Although it has received critique from the scholars and its credibility is debated, it fits the objective of an auxiliary instrument perfectly.

Instrumentation

Qualitative Research Instrument

The aim of a given research method is to gain more background knowledge and a deeper understanding of the topic as well as reassure research hypotheses. A priori marketing research instrument is the literature search (or literature review), which is conducted to analyze relevant scholar work and studies to further establish the background and evaluate theoretical frameworks of the studied phenomena. Qualitative interviews serve as an auxiliary

instrument for the development of a research questionnaire and composing a list of products. In-depth interviews are conducted with five respondents selected according to the convenience sampling technique. In particular, five senior supermarket employees (mainly managers, manager's assistants including) have been asked for their opinion concerning current events in the country with a specific reference to Ukrainian-Russian conflict, its influence on national trade, and their own attitude toward Russian production. In addition, respondents have provided necessary information to help comprise a list of Russian products that are still available on the shelves of Ukrainian supermarkets as well as a list of most frequently purchased Ukrainian alternatives.

Quantitative Research Instrument

Quantitative research method, namely, sample survey, is known as the most frequently used method of data collection in the descriptive marketing research (Malhotra, 2010). Sample survey is an instrument of a cross-sectional study that considers a representative sample of the population of interest, in particular, Ukrainian consumers, at a single point in time. Moreover, quantitative surveys allow to collect rather reliable data as they prevent the subjectivity of responses and are relatively easy to administrate. A questionnaire for a given research is designed on the basis of interview results and previously validated scales that have been specifically developed for each of the research constructs (*consumer ethnocentrism*, *country animosity* and *acculturation*), which are derived from the literature review. The scales of research questionnaire have been translated from original language (English) to the language of researched consumers (Ukrainian). Moreover, back translation of the questionnaire has been performed by an outside person (from Ukrainian to English) to maximize its validity and ensure practical quality. Final questionnaire is modified and advanced based on the pre-test results, which “provide valuable information on how it

can be improved” (Summers, 2001). Final study questionnaire consists of several parts as follows:

1. To measure *ethnocentric* tendency of Ukrainian consumers (*consumer ethnocentrism*), the 17-item *CETSCALE* by Shimp and Sharma (1987) is adapted to be employed in the context of a given research. Since Shimp and Sharma (1987) have developed the *CETSCALE*, it has been validated by numerous researches rendering it a universal measurement tool of consumer ethnocentrism. Measured with a 7-point Likert scale where 1 means “strongly disagree” and 7 – “strongly agree” respectively.
2. Consumers’ hostile attitude (*animosity*) toward the foreign country is measured by the *animosity scales* developed by Klein et al., (1998), which have been validated in many consecutive studies since its inception. In particular, the scales comprise of three parts: general animosity, war animosity and economic animosity. Measured with a 7-point Likert scale where 1 means “strongly disagree” and 7 – “strongly agree” respectively.

Considering the concept of acculturation is relatively new and rather understudied, two different scales are employed to measure the degree of consumers’ acculturation after careful examination and evaluation of their relevance and consistency with a given study.

3. Second, original *psychological acculturation scale* (PAS) designed by Tropp, Erkut, Coll, Alarcon and Vazquez-Garcia is employed with a slight modification of the answers’ scale to fit the context of the study. Measured with a 9-point scale where 1 means “only with Ukrainians” and 9 – “only with Russians”.

4. Finally, *acculturation scale* developed by Jun et al., (2014) to measure consumption patterns is adapted and employed in the questionnaire. Measured with a 7-point Likert scale where 1 means “strongly disagree” and 7 – “strongly agree”.

Additionally, due to the theoretical framework of the research topic, the scales for measuring product judgement and purchase intention are also utilized in a questionnaire.

5. *Product judgement scale* developed by Darling and Arnold (1988), Darling and Wood (1990), and modified by Klein et al., (1998) is adapted specifically to measure consumer’s evaluation of foreign products (Russian). Measured with a 7-point Likert scale where 1 means “strongly disagree” and 7 – “strongly agree”.
6. *Purchase intention scale* developed by Putrevu and Lord (1994) is similarly adapted to measure consumers’ intention to purchase foreign products (Russian). Measured with a 7-point Likert scale where 1 means “strongly disagree” and 7 – “strongly agree” respectively.

Ethical Considerations

Informed Consent, Confidentiality and Conflicts of Interest

To comply with the standard ethical considerations, research questionnaire has contained a short introductory paragraph that has had explanation of the purpose of the research, affirmation about total confidentiality of response and an invitation to participate in a survey. One of the major ethical considerations of a given research has been a possible conflict of interest due to the research context: Ukraine. Considering current political and economic conditions of the state, namely the disunion of Ukrainian nation in the wake of Ukraine-Russia conflict, some respondents could have perceived the survey as pro-Ukrainian propaganda. To account for such consideration two major techniques have been applied:

careful translation of the questionnaire to ensure its objectivity and avoid censorship, and strategic ordering of questions to prevent negative reactions and biased responses.

Internal and External Validity Considerations

Generalizability of the research findings to and across the populations is achieved through the random sampling technique to ensure the external validity of a study. Although perfectly random sample is rarely feasible in the field studies, this objective has been largely met. In particular, the self-administrated Internet survey has been distributed across demographically, geographically and socially different groups of the population without enforcing survey completion. Namely, the survey has been distributed among high school students (several schools), university students (several students), among high school institution workers (several schools), and among other institutions of various types (including private and public enterprises).

Internal validity of the study has been ensured based on a few major criteria. First, given the linear regression method of data analysis, four major assumptions of linear regression are considered (explained in the Empirical Results chapter). Second, construct validity analyses have been performed to ensure reliability and internal consistency of the research measurement instruments. Namely, Cronbach's alphas have been calculated and exploratory factor analysis has been performed (presented further in the Empirical Results chapter).

3. EMPIRICAL RESEARCH RESULTS

Qualitative Research Results

Qualitative part of the research has consisted in interviewing five respondents occupied in the fields of management, marketing and consumer behavior. Precisely, five senior supermarket employees including managers and manager's assistants have been

interviewed on the matters of current events in the country with a specific reference to Ukrainian-Russian conflict, its influence on national trade, and respondents' own attitude toward Russian production. In-depths interviews yielded useful and relevant insights regarding the context of a given research. In the course of interviews, senior supermarket employees have proven that in the wake of November 2014 – to present conflict between Ukraine and Russia, Ukrainian government has taken substantial measures to confront Russian aggression and hostile actions in Western part of the country. Namely, following Russian bans on Ukrainian production in a reaction to Ukraine's aspiration for cooperation with the European Union, national government has begun appealing to economic means of resistance to the on-going international animosity, and the scale of economic trade-barriers confrontation escalates with time.

All respondents have reported that starting from 2014, national government has imposed embargoes on a range of Russian-made products mainly in the categories of fast moving consumer goods, foods and beverages, alcohol, household chemicals, cosmetics as well as certain durable goods. Five respondents have provided the list of Russian products available at Ukrainian supermarkets as well as their Ukrainian alternatives. For the purposes of a given research, goods from the categories of beverages, alcohol and cosmetics have been selected to compile a product list for the questionnaire. In particular, the list contains six products of each country-producer as well as six products of international markets, which have been added to the questionnaire to distract respondents' attention from the aim of the research to prevent their biased perception and answers (**Table 3**).

Table 3. List of products used for the research questionnaire.

#	Origin	Product
1.	Russian	Coffee “Chernaya Karta”
2.	Ukrainian	Coffee “Galka”
3.	International	Coffee “Jacobs”
4.	Russian	Cosmetics “Chernij Zhemchug”
5.	International	Cosmetics “Nivea”
6.	Ukrainian	Cosmetics “Zelena Apteka”
7.	Russian	Tea “Beseda”
8.	International	Tea “Lipton”
9.	Ukrainian	Tea “Monomakh”
10.	International	Vodka “Finlandia”
11.	Russian	Vodka “Zelenaya Marka”
12.	Ukrainian	Vodka “Nemiroff”
13.	Russian	Beer “Baltika”
14.	International	Beer “Heineken”
15.	Ukrainian	Beer “Obolon”
16.	International	Mineral Water “Borjomi”
17.	Russian	Mineral Water “Essentuki”
18.	Ukrainian	Mineral Water “Morshynska”

Quantitative Research Results

Pre-Test Questionnaire

A questionnaire designed for a given research has been pretested on a sample of 15 respondents selected through the convenience sampling technique. The pre-test has been conducted using self-administrated Internet survey. In addition, the respondents of the pre-test questionnaire have been asked to share their opinions about the survey presented as well as answer open-ended questions and list the reasons/events of their hostile attitude toward Russia. Pre-test results have allowed to modify and adapt the questionnaire and its language

to fit the background of Ukrainian consumers better as well as enhance its appeal and comprehension properties. In particular, pre-test has proved useful in modifying the scales of animosity given their items (questions) are rather specific in terms of the research context. Respondents' feedbacks and answers have helped identify the most relevant historical events that may cause the feelings of animosity toward Russia.

Final Questionnaire

Final questionnaire has been modified and improved based on the results from the pre-test survey and considered a random sample of 345 respondents in total (**Appendix 1**). Two questions have been employed as the *careless response indicators*: "I speak Czechoslovak language" and "I was born on the 30th of February". At the initial stage of data analysis, these questions (as well as responses with short completion time) have been used to sort out the data and eliminate irrelevant responses. In addition, one item of the questionnaire has been reversed: "I like Russians" as opposed to "I dislike Russians", which has been re-coded for further statistical analysis. As a result, the number of responses has been reduced from 345 to 311.

Respondents' Demographics

Research questionnaire has also included questions about consumers' demographics to collect their general background information: age, gender, income, degree of education and region of residence. **Table 4** demonstrates the profile of Ukrainian consumers participating in a given research:

Table 4. Research demographics of Ukrainian consumers.

AGE AVERAGE	AGE MEDIAN	AGE MODE
28	25	20
GENDER		
FEMALES		68,25%
MALES		31,75%
INCOME		
1000 UAH		15,66%
1000-2500		38,55%
2500-4000		24,50%
4000-6000		10,04%
6000+		11,24%
EDUCATION		
SECONDARY		6,37%
FULL SECONDARY		16,33%
HIGHER		54,58%
POST-GRADUATE		22,71%
REGION		
EASTERN UKRAINE		1,20%
WESTERN UKRAINE		3,98%
NORTHERN UKRAINE		3,19%
SOUTHERN UKRAINE		3,59%
CENTRAL UKRAINE		88,05%

Based on the results of collected data, the average age of a Ukrainian consumer, who has taken part in the survey is 28 years while the median and mode ages are 25 and 20. This means that the data distribution of respondents by age is positively skewed implying that most of the respondents are young people. Further, the data reports that the percentage of female respondents is substantially higher than that of males: 68,25% of women versus 31,75% of men out of 311 respondents. In terms of income distribution the demographics of Ukrainian consumers are significantly different: 15,66% of respondents have reported the income level of up to 1000 UAH (Ukrainian Hryvnia); the greatest percentage of consumers - 38,55% - have reported the income range of 1000-2500 UAH; 24,50% - 4000-6000 UAH; 10,04% - 4000-6000 UAH; and only 11,24% of respondents have reported the highest

income level of 6000+ UAH. Data on the distribution of participants by the level of education reports that the highest percentage of people (54,58%) hold higher education degree (Bachelor/Specialist); only 6,37% of respondents have secondary education; 16,33% have full secondary education; and 22,71% have reported post-graduate degrees of education (Master of Studies/PhD). Survey participants have been also asked to report their region of residence. Noteworthy, 88,05% of respondents from the total sample are from central Ukraine whereas the percentages of respondents originating from the Western, Southern and Northern regions of Ukraine are approximately the same: 3,98%, 3,59% and 3,19% respectively; and only 1,2% of respondents come from Eastern Ukraine.

Assessment of Scales' Reliability and Descriptive Statistics

Prior to regression analysis, two analytic procedures have been performed: calculation of Cronbach's alphas (α) and exploratory factor analysis (EFA). Cronbach's alphas are known as the primary tool for measuring internal consistency of the scales. Original questionnaire has contained one reversed item, which has been recoded for the purpose of calculating scale's reliability (α). According to the results, reliability coefficients of all scales (except animosity – $\alpha = 0.695$) are above 0.7 whereby values of 0.7 and higher are considered acceptable in majority of research studies. In particular, reliability coefficients range from 0.828 (*purchase intention scale*) to 0.944 (*acculturation1 scale*), which indicates strong internal consistency of the scales utilized to measure the research concepts (**Table 5**).

Whereas Cronbach's alpha is a good measure of scale's reliability, it does not imply scale's unidimensionality. Therefore, exploratory factor analysis has been applied as a method of data reduction and checking scales' dimensionality (precisely, the *principal axis factoring*). The values of Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (over 0.8 and higher) and Bartlett's test of sphericity (null hypothesis is rejected at the significance

level of .000) have reported that factor analysis is useful for all researched variables. Based on the results of EFA of the three acculturation scales, the **acculturation** scale (the *short scale of acculturation*) has been eliminated from the dataset due to the low correlations between the items and the factors (4 out of 8 values < 0.4) leaving **acculturation1** (*psychological acculturation scale*) and **acculturation2** (*acculturation scale* by Jun et al., 2014).

All measurement scales used in the research except for the *psychological acculturation scale* (9-point **acculturation1** scale, which has a different response interval scale ranging from 1 - “only with Ukrainians” to 9 – “only with Russians”) and *short acculturation scale* (5-point **acculturation** scale, which has been eliminated after the factor analysis) are based on the 7-point Likert scale ranging from 1 – “strongly disagree” to 7 – “strongly agree”. Given descriptive statistics (presented in the **Table 5**), the mean value of the product judgment construct reports obvious negative response tendency (2.77) whereas the mean value of purchase intention construct is slightly negative tending toward a neutral response (3.3). The mean values of both acculturation constructs have significant tendencies toward association with “Ukrainians only” with the second construct (**acculturation2**) showing the strongest tendency (2.8 and 1.63 respectively). Means of consumer ethnocentrism and animosity constructs report slight negative tendencies with the latter trending towards neutral response indicator (3.31 and 3.82 respectively). Means of war animosity and economic animosity show slight negative tendencies with the latter having stronger inclination (4.82 and 5.11 respectively).

Standard deviations (SD) of all constructs do not report significant variance of the data ranging from the 0.889 (acculturation2) to 1.85 (war animosity). Obtained values of SD are attributed to the skewness of the data.

Table 5. Descriptive Statistics and Scale's Reliability Indices

CONSTRUCTS	Mean	Std. Deviation	Skewness	Cronbach's α
PRODUCT JUDGMENT	2.7740	1.45450	.934	.937
PURCHASE INTENTION	3.3051	1.78824	.541	.828
ACCULTURATION1	2.8364	1.46251	.613	.944
ACCULTURATION2	1.6319	.88959	2.370	.850
CONSUMER ETHNOCENTRISM	3.3161	1.53716	.485	.860
ANIMOSITY	3.8273	1.57153	.304	.695
WAR ANIMOSITY	4.8339	1.85042	-.630	.918
ECONOMIC ANIMOSITY	5.1189	1.71716	-.851	.908

In addition, bivariate analysis of correlation has been performed to pre-evaluate the degree of linkage between the research constructs. In particular, Pearson correlation analysis has been utilized to measure the strength of linear relationship between the variables. Bivariate analysis has reported strong correlation coefficients (significant at the 0.01 level) and expected relationships between all variables (**Appendix 2**). Precisely, Pearson correlation analysis has shown relatively strong negative relationships between independent variables: *consumer ethnocentrism*, *animosity*, *war animosity*, *economic animosity* and dependent variable *product judgement* (-.275; -.442; -.354; -.281 respectively); and stronger relationships with dependent variable *purchase intention* (-.375; -.409; -.435; -.346 respectively); strong positive relationships between independent variables: *acculturation1*, *acculturation2* and dependent variables: *product judgement* (.495; .469 respectively) and *purchase intention* (.468; .454 respectively).

According to the bivariate analysis of correlation, it can be judged that the animosity construct is a better predictor of both foreign product judgment (-.442) and foreign product purchase intention (-.409) than consumer ethnocentrism, war animosity and economic

animosity. Further, the correlation analysis implies that the constructs of acculturation1 and acculturation2 are better predictors of both foreign product judgment and foreign product purchase intention than the former four whereby acculturation1 (.495; .468) is the strongest predictor out of six total constructs.

Table 6. Partial Table of Construct Inter-Correlations

	PURCHASE INTENTION	PRODUCT JUDGMENT	ACCULTURA TION1	ACCULTURA TION2	CONSUMER ETHNOCEN TRSIM	ANIMOSITY	WAR ANIMOSITY	ECONOMIC ANIMOSITY
PURCHASE INTENTION	1	.696**	.468**	.454**	-.375**	-.409**	-.435**	-.346**
PRODUCT JUDGMENT	.696**	1	.495**	.469**	-.275**	-.442**	-.354**	-.281**
ACCULTURATI ON1	.468**	.495**	1	.668**	-.358**	-.373**	-.342**	-.306**
ACCULTURATI ON2	.454**	.469**	.668**	1	-.360**	-.528**	-.448**	-.449**
CONSUMER ETHNOCENTR SIM	-.375**	-.275**	-.358**	-.360**	1	.200**	.261**	.254**
ANIMOSITY	-.409**	-.442**	-.373**	-.528**	.200**	1	.538**	.446**
WAR ANIMOSITY	-.435**	-.354**	-.342**	-.448**	.261**	.538**	1	.812**
ECONOMIC ANIMOSITY	-.346**	-.281**	-.306**	-.449**	.254**	.446**	.812**	1

** Pearson correlation. Correlation is significant at the 0.01 level (2-tailed).

Research Findings

Test of Research Hypotheses

Four major assumptions of multiple linear regression have been checked to verify the capacity and reasonability of building regression models: linearity, normal distribution, no autocorrelation and homoscedasticity. Several statistical analyses have been employed to validate the assumptions. Results have shown that all assumptions are verified except homoscedasticity.

Due to the cross-sectional design of a given research, which implies no time component, the assumption is - no autocorrelation. Nevertheless, Durbin-Watson test has been performed to prove the latter statement resulting in D values ranging from 1.8 to 2.1, which verifies the assumption (given the D value is appropriate in the range 1.5 – 2.5) (**Appendix 3**).

ANOVA deviation from the linearity test has been performed to verify the assumption of linear relationship between the independent and dependent variables. Results have yielded the linearity significance values of 0.00 ($p < 0.05$) across all variables and the deviation from linearity significance values of 0.06 and higher ($p > 0.05$), which means that both tests verify linear relationship between the variables.

Assumption of normal distribution has been checked with the visual representation of the histogram and P-P plot. Results have reported that although there is no perfect distribution along the normality curve, there is no significant violations of data parameters. According to the scatterplots of regression analyses, no explicit relationship is found between the errors and predicted values (**Appendix 4**). At the same time, errors display a heteroscedastic tendency, which violates the assumption of homoscedasticity (**Appendix 5**). However, according to Field (2013), the method of ordinary least squares produces unbiased estimates of the model parameters in the presence of heteroscedasticity, which most

often occurs in the cross-sectional data. Moreover, in cases of real-life data, the assumptions of linear regression are not all met. Noteworthy, given the results of the test of OLS assumptions, the results of multiple regression analyses should be interpreted carefully and with consideration.

Multiple regression analysis has been performed to test suggested research hypotheses. Eight linear models have been built with six independent variables: consumer ethnocentrism, animosity, war animosity, economic animosity, acculturation1, and acculturation2; and two dependent variables: product judgment and purchase intention. Multiple regression analysis has been performed using the enter method. Four separate models have been built for each dependent variable totaling at eight multiple regression models. Summary statistics of all models are available in **Appendix 6**.

Model 1: Consumer ethnocentrism and animosity influence on foreign product judgment.

The goodness-of-fit statistics have been considered to check the fit of the regression model. Analysis has reported adjusted $r^2 = 0.226$ implying that consumer ethnocentrism and animosity explain 22-23% of the foreign product judgment behavior. Overall fit of the model is significant with the $F = 36.8$ at the significance level of .000, which validates regression for further analysis.

Model 2: Consumer ethnocentrism and war animosity influence on foreign product judgment.

The model is significant with the $F = 23.32$ at the significance level of .000 with $r^2 = 15\%$, which means that consumer ethnocentrism and war animosity explain 15% of foreign product judgment.

Model 3: Consumer ethnocentrism and economic animosity influence on foreign product judgment.

The model is significant with the $F = 17.21$ at the significance level of .000 and $r^2 = .116$ implying that consumer ethnocentrism and economic animosity explain 11% of foreign product judgment.

Model 4: Acculturation1 and acculturation2 influence on foreign product judgment.

The goodness-of-fit statistics have reported strong significance of the model with $F = 69.75$; $p = .000$; $r^2 = .343$, which means that both constructs of acculturation explain 34% of the foreign product judgment.

Model 5: Consumer ethnocentrism and animosity influence on foreign product purchase intention.

The goodness-of-fit statistics have proven the model a good fit for regression analysis: $F = 42.12$; $p = .000$; $r^2 = .251$, which means that consumer ethnocentrism and animosity explain 25% of the foreign product purchase intention.

Model 6: Consumer ethnocentrism and war animosity influence on foreign product purchase intention.

The model is significant with the $F = 43.19$ at the significance level of .000 and $r^2 = .256$ implying that consumer ethnocentrism and economic animosity explain 25-26% of foreign product purchase intention.

Model 7: Consumer ethnocentrism and economic animosity influence on foreign product purchase intention.

According to the results, the overall fit of this regression model is significant with $F = 32$; $p = .000$; $r^2 = .201$ implying that consumer ethnocentrism and economic animosity explain 20% of foreign product purchase intention.

Model 8: Acculturation1 and acculturation2 influence on foreign product purchase intention.

The goodness-of-fit statistics have reported strong significance of the regression model with $F = 58.06$; $p = .000$; $r^2 = .303$, which means that both constructs of acculturation explain 30% of the foreign product purchase intention.

H1: Consumer ethnocentrism is negatively related to foreign product judgment.

Relationship between consumer ethnocentrism and foreign product judgment has been tested by three different models. Precisely, to avoid the effects of multicollinearity, the constructs of animosity, war animosity and economic animosity have been tested with separate models: CET and animosity influence on product judgment (PJ); CET and war animosity influence of PJ; CET and economic animosity influence on PJ. Therefore, results of the multiple regression have yielded three separate coefficients: $\beta_1 = -.184$; $\beta_2 = -.186$; $\beta_3 = -.206$ all at the significance level of .001, which means that **H1** is confirmed.

H2: Consumer ethnocentrism is negatively related to foreign product purchase intention.

Relationship between consumer ethnocentrism and foreign product purchase intention has been tested by three different models as well: CET and animosity influence on purchase intention (PI); CET and war animosity influence of PI; CET and economic animosity influence on PI because the influence of animosity, war animosity, and economic animosity on PI has been tested separately for the same purposes of avoiding multicollinearity. Results

of the multiple regression analyses have yielded following coefficients: $\beta_1 = -.355$; $\beta_2 = -.327$; $\beta_3 = -.357$ all at the significance level of .000 proving significant and strong negative relationship between consumer ethnocentrism and foreign product purchase intention.

Therefore, support has been found for the **H2**.

H3: Animosity is negatively related to foreign product judgment.

Regression analysis results report statistically significant strong negative relationship between animosity and foreign product judgment: $\beta = -.373$ at the significance level of .000. Therefore, **H3** is confirmed.

H4: Animosity is negatively related to foreign product purchase intention.

As predicted, statistically significant strong negative relationship has been found between animosity and foreign product purchase intention: $\beta = -.396$ at the significance level of .000 proving **H4**.

H5: War animosity is negatively related to foreign product judgment.

Results of the regression analysis have also provided support for the **H5** whereby the β coefficient equals $-.238$ (at the significance level of .000) proving negative relationship between war animosity and foreign product purchase intention.

H6: War animosity is negatively related to foreign product purchase intention.

Support has been also found for the **H6**: regression analysis yielded $\beta = -.349$ at the significance level of .000.

H7: Economic animosity is negatively related to foreign product judgment.

As predicted, economic animosity has been found to negatively influence foreign product judgment: $\beta = -.191$ at the significance level of .000. Therefore, **H7** is confirmed.

H8: Economic animosity is negatively related to foreign product purchase intention.

Statistically significant negative relationship has been also found between economic animosity and foreign product purchase intention: $\beta = -.279$; $p = .000$. Therefore, **H8** is proven.

H9: Acculturation is positively related to foreign product judgment.

Multiple regression analysis has reported statistically significant strong positive relationships between both acculturation constructs and foreign product judgment. Noteworthy, the results indicate that acculturation2 has the strongest significant relationship with PJ across all model relationships: $\beta = .690$; $p = .000$ whereas the coefficient of acculturation1 equals .244 at the significance level of .000. Therefore, **H9** is confirmed twice.

H10: Acculturation is positively related to foreign product judgment.

Finally, results of the regression analysis demonstrate statistically strong positive relationship between acculturation1, acculturation2 and foreign product purchase intention. Interestingly, the strongest regression coefficient again belongs to acculturation2: $\beta = .757$; $p = .000$; relationship between acculturation1 and purchase intention is also significant and strong at the coefficient $\beta = .311$ and $p = .000$. Therefore, two-fold support is found for the **H10** similarly to the case of **H9**.

Additional Findings

In the course of data analysis, based on the results of correlation matrix and questionnaire design, it has become possible to attempt at measuring the actual ownership of foreign and domestic products and consequently, consider several new relationships. In particular, research questionnaire has asked respondents to choose the items from the

suggested product list (randomly positioned products of three categories: six domestic, six foreign and six international) they have bought in the past year, which has allowed considering the relationship between several studied constructs. Two new dependent variables of actual ownership have been calculated through the transformation of the total sum of purchased products into the interval scale from 0 to 6, where six is the total possible quantity of purchased products (since each product category offered six items).

Newly computed constructs (actual ownership) have been added to the correlation matrix, which has produced four interesting findings: 1) positive correlation (Pearson = .113) between foreign product purchase intention and foreign product actual ownership; 2) positive correlation (Pearson = .122) between acculturation² and foreign product actual ownership; 3) negative correlation (Pearson = -.128) between economic animosity and foreign product actual ownership; 4) positive correlation (Pearson = .137) between war animosity and domestic product actual ownership – all significant at the 0.005 level (**Appendix 2**). Therefore, four risen assumptions have been tested through simple regression models. Results of simple regression indicate that there is no relationship between any of the analyzed variables. Therefore, four risen assumptions are disclaimed, which can be partially attributed to the fact that transformed variables have not been specifically designed to measure the actual ownership effect.

4. DISCUSSION

The major purpose of this research has been to explore the influence of acculturation, country animosity and consumer ethnocentrism on consumer choice of foreign products. Specifically, the research has aimed to investigate specific outcomes of the three concepts and suggest a theoretical framework of consumer decision-making model under the conditions of consumer ethnocentrism, country animosity, and acculturation. Collected data and conducted research analysis have enabled the researcher to fulfill these objectives.

Empirical results of initial study have supported all research hypotheses and provided sufficient empirical support for the created research model. Consequently, research results of a given study suggest prospect marketing implication as well as direction for a future research.

Obtained research results has provided a vivid picture of a Ukrainian consumer profile in a context of consumer behavior toward foreign products, which fulfills another objective of a study. Precisely, empirical results of this research are consistent with the stream of existing scholar work contributing to the validation of studied concepts as well as a novelty capable of narrowing the literature gap on the concept of acculturation and its effect in the fields of marketing and consumer behavior.

Precisely, as predicted in the literature review chapter and expected by a researcher, consumer ethnocentrism and country animosity have negative influence on consumers' product judgment and purchase intention. Despite aforementioned debate on the matter of consumer ethnocentrism effect on product judgment, **H1** (CET is negatively related to foreign product judgment) has been confirmed as well as **H2** (CET is negatively related to foreign product purchase intention), which is consistent with the findings of Han (1988) and Netemeyer et al., (1991). This finding implies that Ukrainian consumers with stronger ethnocentric tendency are more likely to choose domestic alternatives (Ukrainian) over foreign-made products (Russian). Further, **hypotheses 3 through 8** have been proved indicating that consumers, who harbor the feelings of animosity (general, war and economic) are more likely to choose domestic over imported products. Noteworthy, empirical results have shown that general animosity has the strongest negative influence on consumers' judgment and intention to purchase Russian products among the three constructs of animosity (relatively stronger than war and significantly stronger than economic animosity effects).

Remarkably, the most significant finding of a given study is a very strong relationship between acculturation and both foreign product judgement and purchase intention proving the last two research hypotheses **H9** and **H10**. This finding is considered an insight of a given research and potentially, a novelty in an existing stream of marketing literature on acculturation and its specific effects on consumer behavior. Precisely, empirical research results have reported significantly strong positive relationship between acculturation and consumers' product judgment and purchase intention, which means that Ukrainian consumers, who are stronger acculturated to Russian culture, are very likely to prefer foreign-made products to domestic alternatives. These findings are consistent with the main idea of Quester et al., (2001) research, which implies that acculturation significantly influences consumer decision making since evaluation of product quality and intention to purchase are the central components of the consumer's decision-making process. Given that the concept of acculturation has not been really studied in such context, these findings have great theoretical as well as practical prospects in the fields of marketing and consumer behavior.

Additional findings on the effect of studied constructs on the actual product ownership have not yielded any sufficient results, which can be attributed to the fact that the scales for measuring the actual product ownership have not been specifically designed to measure such constructs. Therefore, these findings may be serve as the motivation and implications for further research.

Managerial Implications

The findings of this research have significant managerial implications, which are becoming increasingly important in the context of massive market internationalization and increasing cultural diversity. Globalization causes increased competition and requires marketers to continuously enhance their knowledge base as well as the set of managerial and marketing tools to be able to sustain and strengthen their companies/products' position on an

international business arena. In particular, findings of this research are very important and useful when developing and implementing targeting and segmentation strategies. In a context of rising ethnic minorities, it is crucial for managers and marketers to distinguish between their target consumers. Specifically, marketers and managers might capitalize their efforts and performance by considering consumer ethnocentrism, animosity and acculturation the factor influencing consumer purchasing behavior. Utilization of this knowledge in combination with already established notions of geographic, demographic and psychographic segmentation will enable managers, manufactures and marketers to conquer and expand into new markets. Apart from general marketing implications, research findings provide strategic implications. For instance, knowledge and awareness about consumer ethnocentrism, animosity and acculturation will enable managers and marketers to target strategically desired pools of consumers. Moreover, it will enhance managers' and marketers' critical thinking capacities as well as knowledge and understanding of foreign markets and consumers.

Study Limitations and Further Research

The major concern of a given research is the cross-sectional study design, which can poses several risks. Cross-sectional data fails to analyze behavior over a period of time: because of the research timing, representativeness of data is not guaranteed since same study may yield distinct results at a different point in time. Time limitation may also lead to the lack of evidence of a cause-and-effect relationship. Therefore, empirical research results must have been interpreted scrupulously and with attention to detail. Another limitation can be considered the language barrier. All scales for measuring research constructs have originated in English language whereas the context of the study is Ukraine. To account for this limitation, however, back translation has been performed to ensure initial validity of scales and enhance comprehensive capacity of the questionnaire.

This particular study also raises additional questions and implications for further research. First, because this research has been designed as a cross-sectional study, it will be beneficial to conduct a longitudinal study of the influence of consumer ethnocentrism, country animosity and acculturation on the consumer choice of foreign products to account for the limitations and investigate the cause-and-effect relationship of the constructs. Second, empirical results of this research prove strongly significant relationship between acculturation and consumer behavior in respect to foreign product purchasing behavior, which has not been studied in such context previously. Research findings signify that the concept of acculturation does have an impact on consumer product judgement and intention to purchase, which offers great managerial and marketing implications. Therefore, the major further research opportunity is to study the construct of acculturation specifically in the fields of marketing and consumer behavior.

5. CONCLUSION

Given research has aimed primarily at the investigation of the influence of consumer ethnocentrism, country animosity and acculturation on the consumer's choice of foreign products. Analysis of academic literature has revealed that the concepts of consumer ethnocentrism and country animosity are considered relatively long-established international marketing concepts, whereas the concept of acculturation is a novelty in a given field of research.

In particular, review of relevant literature has revealed that the major outcomes of both consumer ethnocentrism and animosity are product judgment and purchase intention, whereas no evidence of specific outcomes of acculturation have been found. Nevertheless, many researchers have discovered that acculturation influences consumer behavior and bears significant implications in the marketing field. Based on the literature review results, ten research hypotheses concerning the relationships between consumer ethnocentrism, country

animosity, acculturation and consumers' foreign product judgment as well as purchase intention have been raised.

The study has considered a clean sample of 311 respondents (after elimination of careless responses). Research questionnaire has been developed based on the previously validated scales and recently discovered scales of acculturation. Multiple regression analyses have been performed to test research hypotheses. Precisely, eight multiple regression models have been built to analyze statistical significance of suggested relationships. Empirical results of a study have provided statistically significant support for all raised hypotheses as well as suggested insights about the construct of acculturation. All relationships have yielded significantly strong values as predicted. Noteworthy, the research has shown the strongest statistical relationship between the constructs of acculturation and both foreign product judgment and purchase intention, which has not been expected. These findings are theoretically and empirically significant since acculturation has not been studied in the context of consumer behavior toward foreign products before hence suggesting great implications and prospects for further research.

Inevitably, given research has certain limitations hence empirical research results should be considered with caution and attention to detail. As a final comment, it should be noted that Ukraine has been chosen as a research context. Moreover, given current political and economic conditions in the country, geographic background of the research must be taken into account during the interpretation of results.

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Appendices

APPENDIX 1. Quantitative Research Questionnaire

Good afternoon! I am a Master's student at International University of Management and Marketing currently working on my final project. Given survey is anonymous. I would like to ask for 10 min of your time to fill it in. This will significantly help realize the project. I will very much appreciate your response!

Доброго дня! Я студентка магістратури Міжнародного Університету Менеджменту і Маркетингу, і на даний момент працюю над своїм фінальним проектом. Я хочу вкрати 10 хвилин Вашого часу і запросити Вас прийняти участь в анонімному опитуванні. Ваша участь надзвичайно допоможе мені реалізувати проект. Я буду дуже вдячна за Ваш відгук!

Please mark the products you have purchased during the last year if any (red – Russian; blue – Ukrainian; grey - International)/ Будь ласка, позначте товар, який ви купували протягом року (якщо купували):

	PRODUCT/ТОВАР	PURCHASED/КУПЛЕНО
1.	Coffee “Chernaya karta”/ Кава “Чёрная Карта”	
2.	Coffee “Galka”/ Кава “Галка”	
3.	Coffee “Jacobs”/ Кава “Якобс”	
4.	Cosmetics “Chernij Zhemchug”/ Косметика “Чёрный Жемчуг”	
5.	Cosmetics “Nivea”/ Косметика “Nivea”	
6.	Cosmetics “Zelena Apteka”/ Косметика “Зелена Аптека”	
7.	Tea “Beseda”/ Чай “Беседа”	
8.	Tea “Lipton”/ Чай “Lipton”	

9.	Tea “Monomakh”/ Чай “Мономах”	
10.	Vodka “Finlandia”/ Горілка “Фінляндія”	
11.	Vodka “Zelenaya Marka”/ Горілка “Зелёная Марка”	
12.	Vodka “Nemiroff”/ Горілка “Немірофф”	
13.	Beer “Baltika”/ Пиво “Балтика”	
14.	Beer “Heineken”/ Пиво “Heineken”	
15.	Beer “Obolon”/ Пиво “Оболонь”	
16.	Mineral Water “Borjomi”/ Мінеральна вода “Боржомі”	
17.	Mineral Water “Essentuki”/ Мінеральна вода “Ессентуки”	
18.	Mineral Water “Morshynska”/ Мінеральна вода “Моршинська”	

Please rank the following statements based on the following 7 point scale where 1 means “totally disagree” and 7 means “totally agree” / Будь ласка, оцініть наступні твердження за 7-бальною шкалою, де 1 означає “повністю не погоджуюсь” та 7 - “повністю погоджуюсь”:

RUSSIAN PRODUCT JUDGMENT/ОЦІНКА РОСІЙСЬКИХ ТОВАРІВ

Darling and Arnold, 1988; Darling and Wood, 1990; modified by Klein et al., 1998.

1.	Products made in Russia are of good quality. Товари вироблені в Росії мають гарну якість.	1 2 3 4 5 6 7
2.	Products made in Russia are easy to use. Товари вироблені в Росії легко використовувати.	1 2 3 4 5 6 7
3.	Usually products are made in Russia using state-of-art technologies. Зазвичай, Російськи товари вироблені за допомогою сучасних технологій.	1 2 3 4 5 6 7
4.	Products made in Russia are reliable and last for a long time.	1 2 3 4 5 6 7

	Товари вироблені в Росії є надійними і довготривалими.	
5.	Products made in Russia are good value for the money. Товари вироблені в Росії варті витрачених на них грошей.	1 2 3 4 5 6 7

Please rank the following statements based on the following 7 point scale where 1 means “totally disagree” and 7 means “totally agree” / Будь ласка, оцініть наступні твердження за 7-бальною шкалою, де 1 означає “повністю не погоджуюсь” та 7 - “повністю погоджуюсь”:

PURCHASE INTENTION/НАМІР ЗДІЙСНЕННЯ ПОКУПКИ

Putrevu, S., & Lord, K. (1994). Comparative and noncomparative advertising: Attitudinal effects under cognitive and affective involvement conditions. *Journal of Advertising*, 23, 77-91.

6.	It is very likely that I will buy products from Russia. Дуже ймовірно, що я куплю товар вироблений в Росії.	1 2 3 4 5 6 7
7.	I will purchase products from Russia the next time I need products. Я куплю товар вироблений в Росії, коли наступного разу він мені знадобиться.	1 2 3 4 5 6 7
8.	I will definitely try products from Russia. Я безумовно спробую товар вироблений в Росії.	1 2 3 4 5 6 7

Please rank the following statements based on the following 5 point scale / Будь ласка, оцініть наступні твердження за 5-бальною шкалою, де 1 означає “лише українською”, 3 означає “однаково українською та російською” та 5 - “лише російською”:

1 only Ukrainian; 2 Ukrainian better than Russian; 3 both equally; 4 Russian better than Ukrainian;

5 only Russian

ACCULTURATION/АККУЛЬТУРАЦІЯ

Marin, G., Sabogal, F., Marin, B. V., Otero-Sabogal, R., & Perez-Stable, E. J. (1987). Development of a short acculturation scale for Hispanics. *Hispanic Journal of Behavioral Sciences*, 9, 183–205.

1.	In general, what language(s) do you read and speak? Загалом, на якій мові (мовах) ви читаєте та розмовляєте?	1 2 3 4 5
2.	What was the language(s) you used as a child? Якою мовою (мовами) ви розмовляли, коли були дитиною?	1 2 3 4 5
3.	What language(s) do you usually speak at home? На якій мові (мовах) ви зазвичай розмовляєте вдома?	1 2 3 4 5
4.	In which language(s) do you usually think? На якій мові (мовах) ви зазвичай думаєте?	1 2 3 4 5
5.	What language(s) do you usually speak with your friends? На якій мові (мовах) ви зазвичай розмовляєте з друзями?	1 2 3 4 5
6.	In what language(s) are the TV programs you usually watch? На якій мові (мовах) ви зазвичай дивитесь телевізор?	1 2 3 4 5
7.	In what language(s) are the radio programs you usually listen to? На якій мові (мовах) ви зазвичай слухаєте радіо?	1 2 3 4 5
8.	In general, in what language(s) are the movies, TV, and radio programs you prefer to watch and listen to? Загалом, якій мові (мовам) ви надаєте перевагу переглядаючи/слухаючи фільми, телепередачі та радіо?	1 2 3 4 5

Please answer the following questions based on the following 9 point scale / Будь ласка, оцініть наступні твердження за 9-бальною шкалою, де 1 означає “лише з українцями”, 5 означає “однаково з українцями та росіянами” та 9 - “лише з росіянами”:

1-----2-----3-----4-----5-----6-----7-----8-----9 Only with Ukrainians Equally Ukrainians with and Russians Only with Russians									
ACCULTURATION/АККУЛЬТУРАЦІЯ									
Tropp, L. R., Erkut, S., Coll, C. G., Alarcon, O., & Vazquez-Garcia, H. A. (1999). Psychosocial acculturation: Development of a new measure for Puerto Ricans on the U.S. mainland. <i>Educational and Psychological Measurement</i> , 59, 351–367.									
9.	With which group of people do you feel you share most of your beliefs and values? З якою групою людей, ви відчуваєте, що розділяєте більшість ваших переконань та цінностей?	1	2	3	4	5	6	7	8 9
10.	With which group of people do you feel you have the most in common? З якою групою людей, ви відчуваєте, що маєте більше спільного?	1	2	3	4	5	6	7	8 9
11.	With which group of people do you feel most comfortable? З якою групою людей, ви відчуваєте себе найбільш комфортно?	1	2	3	4	5	6	7	8 9
12.	In your opinion, which group of people best understands your ideas (your way of thinking)? На вашу думку, яка група людей найкраще розуміє ваші ідеї (ваш образ мислення)?	1	2	3	4	5	6	7	8 9
13.	Which culture do you feel proud to be a part of? Частиною якої культури ви пишаєтесь бути?	1	2	3	4	5	6	7	8 9
14.	In what culture do you know how things are done and feel that you can do them easily? В якій культурі ви знаєте, як вирішуються справи, і відчуваєте, що	1	2	3	4	5	6	7	8 9

	ви легко можете їх вирішити?	
15.	In what culture do you feel confident you know how to act? В якій культурі ви відчуваєте себе впевнено і знаєте як поводитись?	1 2 3 4 5 6 7 8 9
16.	In your opinion, which group of people do you understand best? На вашу думку, яку групу людей ви найкраще розумієте?	1 2 3 4 5 6 7 8 9
17.	In what culture do you know what is expected of a person in various situations? В якій культурі ви знаєте, що очікується від людини в різних ситуаціях?	1 2 3 4 5 6 7 8 9
18.	Which culture do you know the most about (for example: its history, traditions, and customs)? Про яку культуру ви знаєте найбільше (наприклад: її історію, традиції, і звичаї)?	1 2 3 4 5 6 7 8 9

Please rank the following statements based on the 7 point scale where 1 means “totally disagree” and 7 means “totally agree” / Будь ласка, оцініть наступні твердження за 7-бальною шкалою, де 1 означає “повністю не погоджуюсь” та 7 - “повністю погоджуюсь”:

ACCULTURATION/АККУЛЬТУРАЦІЯ

Jun, J. W., Ham, C., & Park, J. H. (2014). Exploring the impact of acculturation and ethnic identity on Korean U.S. residents' consumption behaviors of utilitarian versus hedonic products. *Journal Of International Consumer Marketing*, 26(1), 2-13.
doi:10.1080/01924788.2013.848077

19.	I am highly involved in Russian culture. Я дуже залучений (а) в російській культурі.	1 2 3 4 5 6 7
20.	I am active in Russian society activity.	1 2 3 4 5 6 7

	Я беру активну участь в діяльності Російського суспільства.	
21.	Most of my friends are Russians. Більшість моїх друзів з Росії.	1 2 3 4 5 6 7
22.	I feel I am acculturated into the Russian culture. Я відчуваю, що я аккультуруювався до російської культури.	1 2 3 4 5 6 7
23.	I feel I strongly belong to Russian society. Я відчуваю, що я сильно належу до російського суспільства.	1 2 3 4 5 6 7
24.	I am highly involved with Russian style. Російський стиль мені дуже близький.	1 2 3 4 5 6 7
25.	I was born on February 30 th . Я народився 30 лютого.	1 2 3 4 5 6 7
26.	I feel comfortable with Russian culture. Я відчуваю себе комфортно з російською культурою.	1 2 3 4 5 6 7

Please rank the following statements based on the following 7 point scale where 1 means “totally disagree” and 7 means “totally agree” / Будь ласка, оцініть наступні твердження за 7-бальною шкалою, де 1 означає “повністю не погоджуюсь” та 7 - “повністю погоджуюсь”:

CONSUMER ETHNOCENTRISM/СПОЖИВЧИЙ ЕТНОЦЕНТРИЗМ

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(1), 89-100.

27.	Ukrainian products, first, last and foremost. Український товар в першу чергу та понад усе.	1 2 3 4 5 6 7
28.	Purchasing foreign-made products is un-Ukrainian. Купівля закордонних товарів - не по-українськи.	1 2 3 4 5 6 7
29.	It is not right to purchase foreign products, because it puts Ukrainians out	1 2 3 4 5 6 7

	of jobs. Купівля закордонних товарів це неправильно, тому що це лишає українців роботи.	
30.	We should purchase products manufactured in Ukraine instead of letting other countries get rich off of us. Ми повинні купляти товар вироблений в Україні, замість того, щоб дозволяти іншим країнам збагачуватися за наш рахунок.	1 2 3 4 5 6 7
31.	We should buy from foreign countries only those products that we cannot obtain within our own country. Ми повинні купляти лише ті закордонні товари, які ми не можемо знайти в нашій країні.	1 2 3 4 5 6 7
32.	Ukrainian consumers who purchase products made in other countries are responsible for putting their fellow Ukrainians out of work. Українські споживачі, що купують закордонні товари, несуть відповідальність за те, що їх співвітчизники втрачають роботу.	1 2 3 4 5 6 7

Please rank the following statements based on the following 7 point scale where 1 means “totally disagree” and 7 means “totally agree” / Будь ласка, оцініть наступні твердження за 7-бальною шкалою, де 1 означає “повністю не погоджуюсь” та 7 - “повністю погоджуюсь”:

CONSUMER ANIMOSITY/ВОРОЖІСТЬ СПОЖИВАЧА

GENERAL ANIMOSITY/ЗАГАЛЬНА ВОРОЖІСТЬ

EXTENDED: 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(1), 89-100.

33.	I dislike Russians. Мені не подобаються росіяни.	1 2 3 4 5 6 7
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34.	I feel angry toward Russia. Я відчуваю злість на росіян.	1 2 3 4 5 6 7
35.	I like Russians. Мені подобаються росіяни.	1 2 3 4 5 6 7
WAR ANIMOSITY/ВОЄННА ВОРОЖІСТЬ		
36.	I feel angry toward Russian actions in Eastern Ukraine. Я відчуваю злість на дії росіян в східній Україні.	1 2 3 4 5 6 7
37.	I will never forgive Russia for Crimea occupation. Я ніколи не пробачу Росії за окупацію Криму.	1 2 3 4 5 6 7
38.	Russia should pay for what it is doing in Donbas. Росія повинна заплатити за свої дії на Донбасі.	1 2 3 4 5 6 7
39.	I consider Russia as Ukrainian enemy. Я вважаю Росію ворогом України.	1 2 3 4 5 6 7
40.	I cannot forgive Russia for Ukrainian victims who have died during the famine 1932-1933. Я не можу пробачити Росії жертви українців, загинувших в часи голодомору в 1932-1933.	1 2 3 4 5 6 7
41.	Russia is responsible for destroying Ukrainian National Republic (1917-1920). Росія відповідальна за знищення Української Народної Республіки (1917-1920).	1 2 3 4 5 6 7
ECONOMIC ANIMOSITY/ЕКОНОМІЧНА ВОРОЖІСТЬ		
42.	Russia is not a reliable trading partner. Росія не надійний торговельний партнер.	1 2 3 4 5 6 7

43.	Russia wants to gain economic power over Ukraine. Росія бажає встановити економічну владу над Україною.	1 2 3 4 5 6 7
44.	Russia is taking advantage of Ukraine. Росія використовує Україну в своїх цілях.	1 2 3 4 5 6 7
45.	Russia has too much economic influence in Ukraine. Росія має занадто багато економічного впливу в Україні.	1 2 3 4 5 6 7
46.	Russians are doing business unfairly with Ukraine. Росіяни ведуть бізнес з Україною нечесно.	1 2 3 4 5 6 7

DEMOGRAPHICS/ДЕМОГРАФІЧНІ ДАНІ

AGE/ВІК: 16-21 <input type="checkbox"/> 22-27 <input type="checkbox"/> 28-35 <input type="checkbox"/> 36-45 <input type="checkbox"/> 46-55 <input type="checkbox"/> 56+ <input type="checkbox"/>	GENDER/СТАТЬ <div style="display: flex; justify-content: space-around;"> <input type="checkbox"/> MALE/ЧОЛ <input type="checkbox"/> FEMALE/ЖІН </div>
INCOME/ДОХІД <input type="checkbox"/> ≤ 1000 UAH <input type="checkbox"/> 1000-2500 <input type="checkbox"/> 2500-4000 <input type="checkbox"/> 4000 – 6000 UAH <input type="checkbox"/> ≥ 6000 UAH	EDUCATION/ОСВІТА <input type="checkbox"/> SECONDARY/СЕРЕДНЯ <input type="checkbox"/> FULL SECONDARY/ПОВНА СЕРЕДНЯ <input type="checkbox"/> HIGHER (Bachelor/Specialist)/ВИЩА (Бакалавр/Спеціаліст) <input type="checkbox"/> POST-GRADUATE (Master/PHD)/ПОВНА ВИЩА (Магістр/Доктор наук)

REGION OF RESIDENCE/МІСЦЕ ПРОЖИВАННЯ (РЕГІОН)☐ WESTERN UKRAINE/ЗАХІДНА УКРАЇНА ☐ EASTERN UKRAINE/СХІДНА УКРАЇНА☐ NORTHERN UKRAINE/ПІВНІЧНА УКРАЇНА ☐ SOUTHERN UKRAINE/ПІВДЕННА УКРАЇНА☐ CENTRAL UKRAINE/ЦЕНТРАЛЬНА УКРАЇНА

**THANK YOU FOR PARTICIPATION! YOUR HELP IS SINCERELY
APPRECIATED!**

ДЯКУЮ ЗА УЧАСТЬ! ВАША ДОПОМОГА ЩИРО ЦІНУЄТЬСЯ!

APPENDIX 2. Full Correlations Matrix

Correlations

		MEAN_PI	MEAN_PJ	MEAN_ACC	MEAN_ACC1	MEAN_ACC2	MEAN_CET	MEAN_ANIM	MEAN_WANIM	MEAN_EANIM	Mean_DOMESTIC	Mean_FOREIGN
MEAN_PI	Pearson Correlation	1	.696**	.468**	.454**	.511**	-.375**	-.409**	-.435**	-.346**	-.052	.075
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.367	.192
	N	301	298	280	279	264	247	247	246	247	301	301
MEAN_PJ	Pearson Correlation	.696**	1	.495**	.469**	.552**	-.275**	-.442**	-.354**	-.281**	.004	.113*
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.942	.050
	N	298	300	281	280	264	247	247	246	247	300	300
MEAN_ACC	Pearson Correlation	.468**	.495**	1	.668**	.543**	-.358**	-.373**	-.342**	-.306**	-.116	.037
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.050	.538
	N	280	281	283	281	265	248	248	247	247	283	283
MEAN_ACC1	Pearson Correlation	.454**	.469**	.668**	1	.529**	-.360**	-.528**	-.448**	-.449**	-.093	.086
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.121	.149
	N	279	280	281	281	265	248	248	247	247	281	281
MEAN_ACC2	Pearson Correlation	.511**	.552**	.543**	.529**	1	-.201**	-.453**	-.435**	-.356**	-.062	.122*
	Sig. (2-tailed)	.000	.000	.000	.000		.001	.000	.000	.000	.318	.047
	N	264	264	265	265	265	248	248	247	247	265	265
MEAN_CET	Pearson Correlation	-.375**	-.275**	-.358**	-.360**	-.201**	1	.200**	.261**	.254**	.031	.003
	Sig. (2-tailed)	.000	.000	.000	.000	.001		.002	.000	.000	.623	.967
	N	247	247	248	248	248	248	248	247	247	248	248
MEAN_ANIM	Pearson Correlation	-.409**	-.442**	-.373**	-.528**	-.453**	.200**	1	.538**	.446**	.073	-.109
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.002		.000	.000	.253	.087
	N	247	247	248	248	248	248	248	247	247	248	248
MEAN_WANIM	Pearson Correlation	-.435**	-.354**	-.342**	-.448**	-.435**	.261**	.538**	1	.812**	.137*	-.112
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.032	.079
	N	246	246	247	247	247	247	247	247	246	247	247
MEAN_EANIM	Pearson Correlation	-.346**	-.281**	-.306**	-.449**	-.356**	.254**	.446**	.812**	1	.121	-.128*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.057	.044
	N	247	247	247	247	247	247	247	246	247	247	247
Mean_DOMESTIC	Pearson Correlation	-.052	.004	-.116	-.093	-.062	.031	.073	.137*	.121	1	.381**
	Sig. (2-tailed)	.367	.942	.050	.121	.318	.623	.253	.032	.057		.000
	N	301	300	283	281	265	248	248	247	247	311	311
Mean_FOREIGN	Pearson Correlation	.075	.113*	.037	.086	.122*	.003	-.109	-.112	-.128*	.381**	1
	Sig. (2-tailed)	.192	.050	.538	.149	.047	.967	.087	.079	.044	.000	
	N	301	300	283	281	265	248	248	247	247	311	311

** . Correlation is significant at the 0.01 level (2-tailed).

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

APPENDIX 3. Multiple Regression Model Summaries

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.482 ^a	.232	.226	1.27987	2.090

a. Predictors: (Constant), MEAN_ANIM, MEAN_CET

b. Dependent Variable: MEAN_PJ

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.401 ^a	.161	.154	1.33772	2.084

a. Predictors: (Constant), MEAN_WANIM, MEAN_CET

b. Dependent Variable: MEAN_PJ

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.352 ^a	.124	.116	1.36717	2.101

a. Predictors: (Constant), MEAN_EANIM, MEAN_CET

b. Dependent Variable: MEAN_PJ

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.555 ^a	.308	.303	1.49336	1.874

a. Predictors: (Constant), MEAN_ACC2, MEAN_ACC1

b. Dependent Variable: MEAN_PI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.456 ^a	.208	.201	1.59815	2.084

a. Predictors: (Constant), MEAN_EANIM, MEAN_CET

b. Dependent Variable: MEAN_PI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.512 ^a	.262	.256	1.54223	2.076

a. Predictors: (Constant), MEAN_WANIM, MEAN_CET

b. Dependent Variable: MEAN_PI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.507 ^a	.257	.251	1.54808	1.969

a. Predictors: (Constant), MEAN_ANIM, MEAN_CET

b. Dependent Variable: MEAN_PI

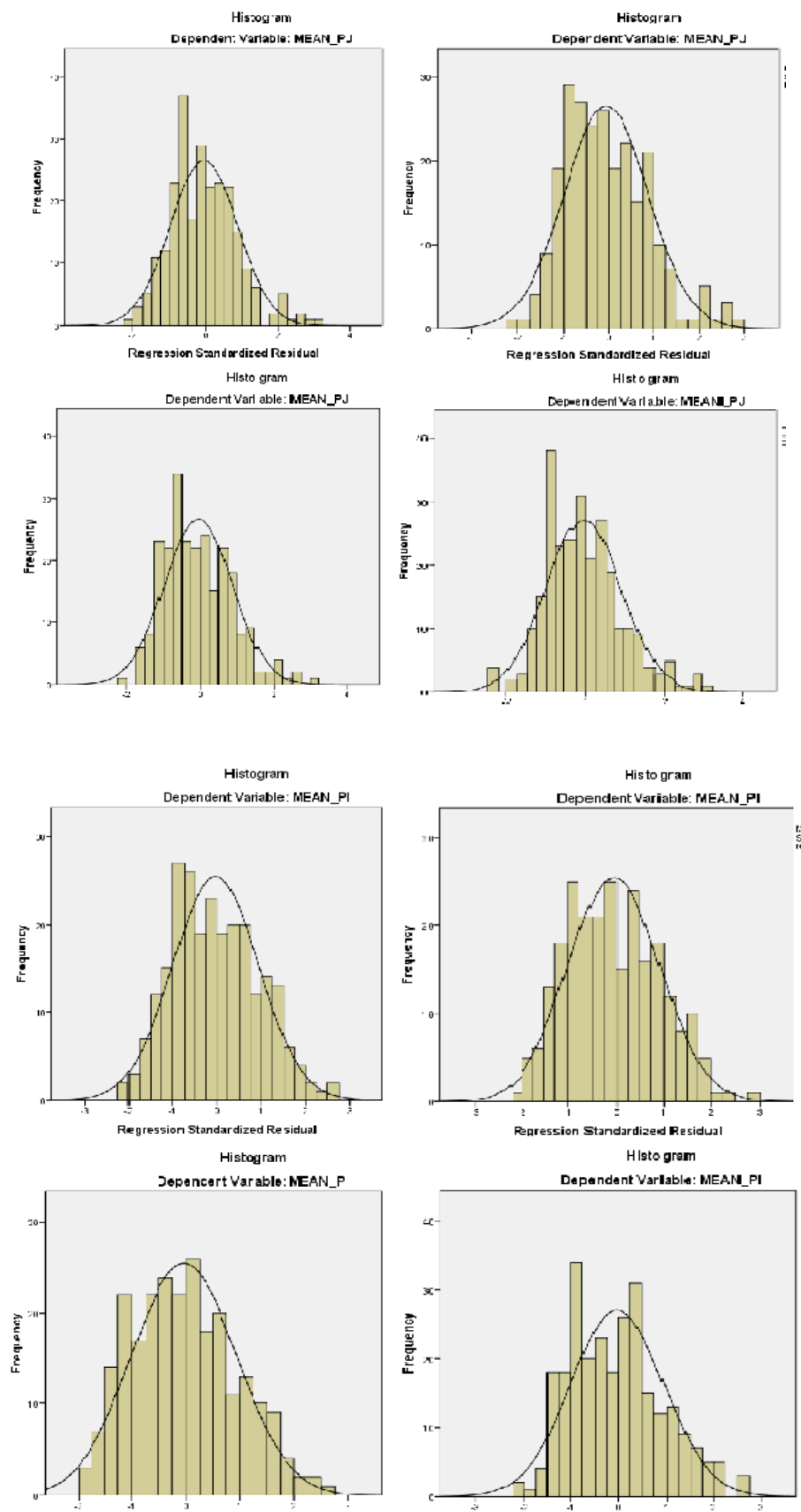
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.590 ^a	.348	.343	1.17865	2.003

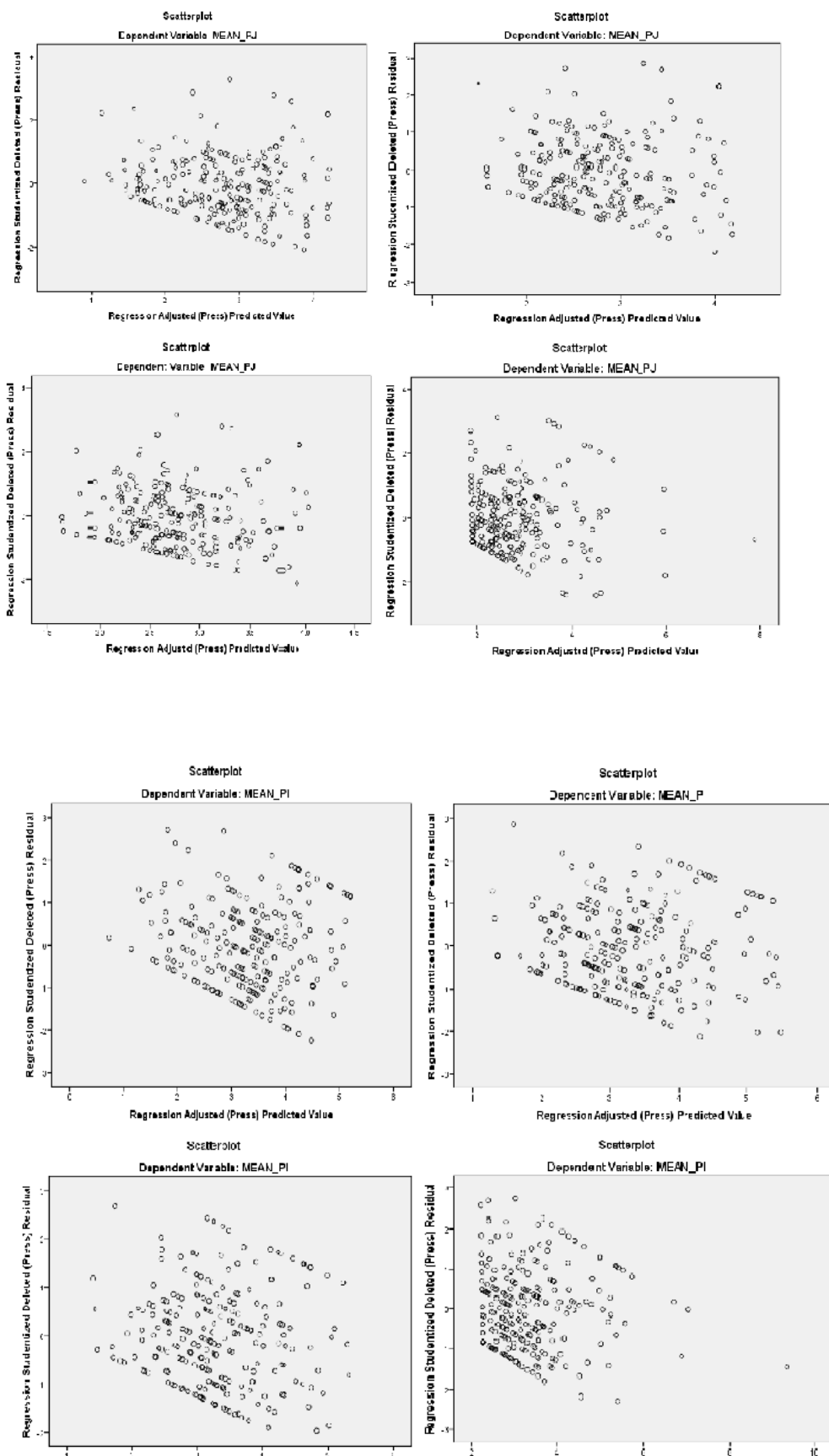
a. Predictors: (Constant), MEAN_ACC2, MEAN_ACC1

b. Dependent Variable: MEAN_PJ

APPENDIX 4. Normality of Residuals



APPENDIX 5. Heteroscedasticity



APPENDIX 6: Multiple Regression Summary Statistics

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.813	.256		18.813	.000		
	MEAN_CET	-.184	.054	-.195	-3.399	.001	.960	1.042
	MEAN_ANIM	-.373	.053	-.403	-7.043	.000	.960	1.042

a. Dependent Variable: MEAN_PJ

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.540	.272		16.666	.000		
	MEAN_CET	-.186	.058	-.197	-3.230	.001	.932	1.073
	MEAN_WANIM	-.238	.048	-.302	-4.967	.000	.932	1.073

a. Dependent Variable: MEAN_PJ

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.438	.302		14.713	.000		
	MEAN_CET	-.206	.059	-.218	-3.517	.001	.935	1.069
	MEAN_EANIM	-.191	.052	-.226	-3.648	.000	.935	1.069

a. Dependent Variable: MEAN_PJ

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.954	.173		5.516	.000		
	MEAN_ACC1	.244	.059	.246	4.176	.000	.720	1.388
	MEAN_ACC2	.690	.096	.422	7.170	.000	.720	1.388

a. Dependent Variable: MEAN_PJ

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.997	.309		19.379	.000		
	MEAN_CET	-.355	.066	-.305	-5.418	.000	.960	1.042
	MEAN_ANIM	-.396	.064	-.348	-6.173	.000	.960	1.042

a. Dependent Variable: MEAN_PI

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	6.076	.314		19.349	.000		
MEAN_CET	-.327	.066	-.281	-4.918	.000	.932	1.073
MEAN_WANIM	-.349	.055	-.361	-6.332	.000	.932	1.073

a. Dependent Variable: MEAN_PI

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	5.918	.353		16.783	.000		
MEAN_CET	-.357	.069	-.307	-5.205	.000	.935	1.069
MEAN_EANIM	-.279	.061	-.268	-4.551	.000	.935	1.069

a. Dependent Variable: MEAN_PI

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.187	.219		5.416	.000		
MEAN_ACC1	.311	.074	.254	4.194	.000	.720	1.388
MEAN_ACC2	.757	.122	.377	6.208	.000	.720	1.388

a. Dependent Variable: MEAN_PI