# “LOVE THEM OR HATE THEM: CONTRASTING EMOTIONS IN FOREIGN PRODUCT PURCHASE ARE MORE SIMILAR THAN NOT”

### ABSTRACT

Initial research on the construct of animosity presented evidence that animosity is a separate and distinct construct from ethnocentrism. Some additional research has supported the notion that international animosity and consumer ethnocentrism are distinct constructs that play different roles depending on the set of products available to consumers. Other research, however, has yielded findings that are not as consistent. As such then, it may be the case that these constructs are more closely linked; specifically, both having significant impact on consumer’s judgments of product quality. This research extends the existing literature by examining potential revisions to the Animosity Model of Foreign Product Purchase, and investigates the impact of animosity on product judgments. American consumers were surveyed regarding their attitudes towards Japan and Japanese products. Results indicate that animosity does indeed impact product judgments, implying that the constructs of ethnocentrism and animosity represent greater consistency of consumer attitudes than previously described.