

시각예술제품에 대한 소비자 자민족중심주의와 적대감 관련 연구: 한국 제품에 대한 중국 소비자의 반응

김성 · 최유화[†] †
중국 연변대학교 미술대학 부교수 · 중국 연변대학교 미술대학 부교수[†]

A study of consumer ethnocentrism and animosity about visual arts products: Response
of Chinese consumers to Korean products

Cheng Jin · Yu Hua Cui[†]
Assistant Professor, Academy of Fine Arts, Yanbian University, China
Assistant Professor, Academy of Fine Arts, Yanbian University, China[†]
(2020. 7. 27 접수; 2020. 9. 15 수정; 2020. 9. 21 채택)

Abstract

This research aims to study the effect of consumer ethnocentrism and animosity towards the purchase of Korean visual arts products by Chinese consumers. Total of 302 questionnaires were distributed for measuring the constructs using the online survey website (www.sojump.com). All the questionnaires were validated and tested for further statistical analysis through exploratory factor analysis (EFA) and later a confirmatory factor analysis (CFA) using SPSS 22.0 and AMOS 22.0 statistical systems. In addition, structural equation modeling technique (SEM) was applied for testing the hypotheses. Among all variables, *consumer ethnocentrism* plays the most negatively significant role, followed by *animosity* toward buying Korean products. Fortunately, there is a positive variable, *cosmopolitanism*, that can help mitigate the impact of this hostility, and more interesting results are described in detail in the current paper. This study has been added value between theory and practice exploring ethnocentrism and animosity effects, and more theoretical and managerial implications are discussed.

Key Words: consumer ethnocentrism, consumer animosity, product judgments, purchase intention, cosmopolitanism

I. Introduction

It's been a big troubled some time ago. One of Versace's T-shirts is suspected of insulting China. It seems like a fuse. One big brand product after another has been exposed to split China's

territorial integrity. Brands like Coach, Givenchy, Arthur, Swarovski and other brands have listed Hong Kong, Macao and Taiwan as independent countries. As we all know, Hong Kong, Macao and Taiwan are the inherent territory of China since ancient times. Moreover, Samsung

[†]Corresponding author; Yu Hua Cui
Tel. +86-433-243-5801
E-mail : cuiyuhua212@ybu.edu.cn

Electronic's global official website still has the situation of unclear definition of country and region. Its behavior of blurring China's sovereignty and territorial integrity has seriously hurt the national feelings of Chinese consumers (Tang, 2020). Such incidents have seriously reduced the sales of their products in China, and these brands have made public apologies, but there is nothing to make up for it. In particular, Samsung's sales of mobile phones have declined seriously, although new model have been greatly discounted, and no one is interested in it in China. Samsung's Eight-second failed, E-land group's clothing brand declined, and EXR and other Korean fashion brands continued to weaken in China. Is it related to the animosity of Chinese consumers? This is the part to be discussed in this paper. Recently, the animosity of consumers to products is mostly produced in mobile phones (Samsung map), fashion (Givenchy, Coach), advertising (D&G) and many other visual arts related products. Therefore, the main object of this paper is also limited to visual art products. Also visual arts design should pay more attention to the self-esteem and emotion of consumers, and try not to offend the ethnocentrism and animosity of other countries.

The study presents in this article builds on existing knowledge, and using a similar research model to that of Keil et al. (1998), it takes a further step in examining the consumer ethnocentrism and animosity in China. Systematic research into the attributions that consumers in China make about Korean products purchase behavior and into the relationships between these attribution is few. The existing academic research mostly measures consumer ethnocentrism, animosity, product judgments, and purchase behavior relationship model (Ahmed et al., 2013; Cai et al., 2012; Mostafa, 2010; Richardson, 2012;). However, the purpose of all studies

is always to solve problem, such as improving the psychology of resistance and reconciling the boycott. Some empirical studies have shown that similar to consumer ethnocentrism and animosity, cosmopolitanism variable is a significant predictor of consumers' intention to purchase foreign products (Erdogan-Yazar & Burucuolu, 2016; Jin et al., 2015; Riefler & Diamantopoulos, 2009; Tran, 2020). Rein vigorated in the context of globalization, transnational mobility and multi-culturalism, cosmopolitanism is well worth studying as a moderator.

Addressing this gap in literature, the present paper aims to : (1) provides a review of the consumer ethnocentrism, animosity, and product judgments of Korean products construct, (2) undertakes an in-depth analysis of the sole consumer cosmopolitanism scale currently available, (3) provides conceptual guidance for its development by offering both a comprehensive construct definition and a relevant cross-border business.

II. Theoretical background and hypotheses

1. Consumer ethnocentrism

Shimp and Sharma (1987) conceptualize consumer ethnocentrism as a consumer's tendency to view domestically manufactured products as being superior compared to foreign-made products. This attitude consists of two major components: love and concern for one's own country and the fear of losing control of one's economic interests; and the intention or willingness not to purchase foreign products (Eren, 2013). Research in international marketing shows that consumers evaluate products by using

a number of cues which is either extrinsic or intrinsic. Bias, real or imagined, towards foreign products has featured prominently in the literature. One of these biases relates to consumer ethnocentrism (Mostafa, 2010).

Strongly instances of consumer ethnocentrism have been reported in the model of foreign product purchase. Empirical support for a negative relationship between consumer ethnocentrism and product judgments of foreign made was found in studies such as Mostafa (2010) and Ahmed et al. (2013). Klein et al (1998) refer that Chinese consumer ethnocentrism negatively effect their judgments of products made in Japan. Eren (2013) argues that young Turkish consumers' ethnocentrism have negative effects on product judgment, which products originating from USA.

In the case of foreign products, several studies have investigated the relation of consumer ethnocentrism and purchase intention of foreign products (Chen & Lobo, 2012; Fakharmanesh & Miyandehi, 2013; Klein et al., 1998). Klein et al. (1998) indicate that Chinese consumer ethnocentrism is influential on the purchase of Japanese durable goods. Fakharmanesh and Miyandehi (2013) shows that Iranian consumers' ethnocentrism is negatively related to their purchase intention of foreign apparel. Chen and Lobo (2012) also found that Chinese consumers' ethnocentrism have negative influence in purchase intention of American fruits. The previous discussion suggests the following hypotheses:

Hypothesis 1a: Consumer ethnocentrism in China is negatively associated with judgment about Korean products.

Hypothesis 1b: Consumer ethnocentrism in China is negatively associated with intention of purchase Korean products.

2. Consumer animosity

Over the past decade, the concept of consumer animosity has gained considerable attention in international marketing literature as an antecedent of foreign product purchase intention. Klein et al. (1998) have identified three categories of tension between countries that result in consumer animosity. War-related tensions are those kinds of tensions which are arising from military conflicts. Economic and business-related tensions which are between their domestic nation and foreign countries and the last category is political tensions.

Previous studies have found that consumer animosity has negative impact on consumers' willing to buy foreign products (Ahmed et al., 2013; Fakharmanesh & Miyandehi, 2013; Klein et al., 1998; Shimp & Sharma, 1987). Early studies such as Shimp and Sharma (1987) and Klein et al. (1998) found that animosity toward a foreign nation affect negatively the purchase of products produced by that country, but no significant effect on product judgments. Also in Ahmed et al. (2013) study, Malaysia consumers from different ethnic backgrounds have negative relationship between animosity and purchase action of USA products, and have no significant effect on product judgments. Meanwhile, Fakharmanesh and Miyandehi (2013) show that Iranian consumers' animosity towards Britain is negatively related to their purchase intention of British apparel.

In addition, consumer animosity differs from consumer ethnocentrism. Consumer ethnocentrism points to foreign countries in general, whereas animosity pertains only to specific countries. People with low ethnocentrism may still have high animosity toward a specific country, in which case they buy foreign products in general, but refuse products from a specific country (Cai et al., 2012). So we also look forward to the different effects of consumer animosity and

ethnocentrism on the product judgments and purchase intention. In this paper, we attend to investigate consumer animosity in the context of Chinese consumer animosity toward Korea. For South Korea, there is no sense of animosity in terms of war, so this study mainly considers that economic, cultural, current political and other factors for measurements. Thus, further hypotheses are suggested:

Hypothesis 2a: Animosity towards South Korea is negatively associated with judgment about Korean products.

Hypothesis 2b: Animosity towards South Korea is negatively associated with intention of purchase Korean products.

3. Product judgments and purchase intention

As previously noted, product-specific variables, such as product judgments have been used in country-of-origin research to measure consumers' perceived image of certain product categories from certain countries (Garcia-De-Frutos & Ortega-Egea, 2017). One of the fundamental components of consumer behavior is product judgment in which consumers judgment the attributes of various offered products and make purchase decisions (Harrison et al., 2013). Fishbein et al. (1977) postulate, as per their theory of planned behavior, that purchase behavior is determined by the purchase intention, which is in turn determined by attitudes towards purchase. Chen and Lobo (2012) states that without such circumstances, it would be difficult to perform a purchase, regardless of how favourable those intentions may be. Consequently, consumers' purchase intention is somehow biased on consumers' perception and emotional matter (Haque, 2013).

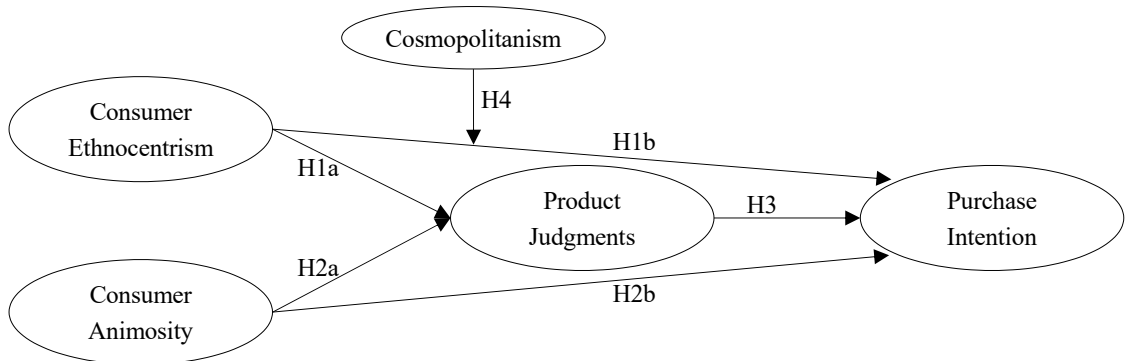
Regarding the relationship between product judgments and intention to purchase foreign products, an indicated earlier, there are many studies found the impact of product judgments on purchase behavior (Erdogan-Yazar & Burucuolu, 2011; Parker et al., 2011; Sandhu et al., 2013). In Erdogan-Yazar and Burucuolu (2016) study, their findings demonstrate that Turkish consumers' judgments of Chinese products has an positive effect on consumers' willingness to buy. Parker et al. (2011) found that product judgments was significantly correlated with willingness to buy US products among a sample of economically progressive Chinese college students in a coastal port city in northern China. Sandhu et al. (2013) also indicate that product judgments is positively influencing Pakistani consumer's willingness to buy US products.

Consumers typically separate foreign products from domestic ones through their cognitive processing of country specific information, this information can be inferred from brand and company names, from product labels, and from linguistic, visual and aural symbols (Klein & Ettenson, 1999). In current study, Chinese consumers' purchase of Korean visual arts related products is investigated. Thus, for differing but related reasons, we argue that:

Hypothesis 3: Product judgment is positively associated with intention of purchase Korean products.

4. Cosmopolitanism

Cosmopolitanism etymologically a combination of the Greek words "Cosmos (world)" and "Politics (citizens)", and literally means "citizen of the world" (Riefler & Diamantopoulos, 2009). Robertson is the first to reveal aware and



(Fig. 1) Theoretical research framework

awareness of one world the indicator of cosmopolitanism. In Robertson (1995) book, Robertson engages with the growing literature on cosmopolitanism to address these issues, combining theoretical debates with an innovative empirical portal. In other words, cosmopolitanism is a western notion that epitomizes the need social agents have to conceive of a political and cultural entity, larger than their own homeland, that would encompass all human beings on a global scale (Huryati & Lisnawati, 2015). Lee and Mazodier (2015) present cosmopolitan consumers as open-minded world citizens, whose consumption orientation transcends any particular cultural setting.

Various studies have shown that cosmopolitanism is a significant and strong determinant in ethnocentrism model of foreign product purchase. Riefler and Diamantopoulos (2009) show consumer cosmopolitanism has gained increasing attention as a potentially relevant consumer characteristic for explaining foreign product preference and choice. Jin et al. (2015) indicate that cosmopolitanism is positively related to foreign product in both developed and developing countries. The consumers' ethnocentrism and animosity unfavorable responses to the negative political and social events can be reduced by the positive and friendly factors such as the effect of cosmopolitanism on consumer behaviors (Erdogan-Yazar & Burucuolu, 2016). Thus, we propose

that:

Hypothesis 4: Cosmopolitanism moderates the negative effects of ethnocentrism and animosity on the product judgment or purchase intention.

Anchored in the proceeding review of literature; this study ponders on theoretical framework of factors influencing Chinese consumers in order to shape their purchase intention of Korean products under ethnocentrism and animosity consumers perspectives. This conceptual structure stresses on the fact that ethnocentrism and animosity may influence toward the Chinese consumers' perception before making their buying decision of foreign goods. There, the research framework on which this study shown in Figure 1 as follows:

III. Research model and methodology

1. Data collection

To test our conceptual model, we gathered data through an online survey (www.sojump.com) of Chinese consumers from July 1st to 15th in 2020. We selected China as the sample because of

〈Table 1〉 Demographic characteristic (N=272)

| Category | | Frequency(s) | Percentage(%) |
|-----------|-------------------------|--------------|---------------|
| Gender | Male | 116 | 38.4 |
| | Female | 186 | 61.6 |
| Age | 10s | 59 | 19.5 |
| | 20s | 172 | 57.0 |
| | 30s | 71 | 23.6 |
| Marital | Unmarried | 229 | 75.8 |
| | Married | 73 | 24.2 |
| Education | High School | 42 | 13.9 |
| | Undergraduate | 181 | 59.9 |
| | Graduate | 79 | 26.2 |
| Income | Below 1,000,000 WON | 48 | 15.9 |
| | 1,000,000—2,000,000 WON | 144 | 47.7 |
| | 2,000,000—3,000,000 WON | 98 | 32.5 |
| | Above 3,000,000 WON | 12 | 4.0 |

China is the most obsessed with importing (foreign) goods. As outlined earlier, we deliberately chose visual arts products as a focal product category because Chinese consumers purchase such products on the basis of both functional and social benefits. Such as clothing, electrical appliances, artwork with design sense, etc. At the beginning of the questionnaire, these contents will also be introduced to the respondents in detail. Further, the visual arts products market in China is one in which foreign and domestic brands compete head-to-head in an emerging market of major economic importance. This approach allowed us to limit the potential impact of xenocentric biases on our brand attachment measurements a rising from the brands' geographic origin. The questionnaire was originally developed in English and translated into Mandarin using double back-translation procedures by two bilingual translators (Craig & Douglas, 2005). 302 usable responses were employed in the data analysis.

2. Measurement instrument

The questionnaires is mainly adopted from relevant previous studies and carefully modified

to reflect the characteristics of Chinese consumers. The mainly independent variables measurement scales with consumer ethnocentrism used in the current study were adopted from the related research (Klein et al., 1998). Since there is no war conflict and animosity between South Korea and China, this study refers to animosity as current political and economic factors. Four items measuring consumers' animosity are adopted from Ahmed et al. (2013) and Cai et al. (2018).

As the rest of constructs in this study have been well established in the existing literature we used/adapted previously validated measures as appropriate, including product judgments (Mostafa, 2010; Park et al., 2013), purchase intention (Ahmed et al., 2013), and cosmopolitanism (Lee & Mazodier, 2015; Jin et al., 2015). Specifically three items measuring product judgments, another three items measuring purchase intention, and four items explain the cosmopolitanism. All variables in Table 2 are closed-ended five-point scales, with 1 indicating "strongly disagree" and 5 indicating "strongly agree".

(Table 2) Construct measurement

| Construct | Scales | Standard Estimates | t-value | Cronbach's α | AVE | CR |
|------------------------|---|--------------------|-----------|---------------------|-------|-------|
| Consumer Ethnocentrism | Chinese products, first, last, and foremost. | 0.890 | — | 0.949 | 0.822 | 0.942 |
| | Purchasing foreign-made products is un-Chinese. | 0.926 | 25.271*** | | | |
| | It is not right to purchase foreign products, because it puts Chinese out of jobs. | 0.893 | 23.174*** | | | |
| | We should purchase products manufactured in China instead of letting other countries get rich off of us. | 0.918 | 24.778*** | | | |
| Consumer Animosity | I'm angry that South Korea insists on arranging "Sade" in spite of China's repeated protests. | 0.936 | — | 0.960 | 0.858 | 0.948 |
| | I'm angry that South Korea declared the world cultural heritage with the Dragon Boat Festival, which is Chinese traditional culture and custom. | 0.950 | 33.155*** | | | |
| | I am angry at the unclear definition of Chinese territory in the official website of Samsung Electronics in South Korea. | 0.927 | 30.222*** | | | |
| | I am angry that South Korea wants to gain economic power over China. | 0.892 | 26.602*** | | | |
| Product Judgments | Visual art products made in Korea show a very high degree of technological advancement. | 0.920 | — | 0.946 | 0.856 | 0.923 |
| | Visual art products made in Korea usually show a very clever use of colour and design. | 0.945 | 28.908*** | | | |
| | Visual art products made in Korea usually a good value for the money. | 0.911 | 26.409*** | | | |
| Purchase Intention | I will choose Korean products when similar foreign goods are available. | 0.929 | — | 0.967 | 0.908 | 0.945 |
| | I will choose Korean products even through the cheaper one is available. | 0.959 | 33.943*** | | | |
| | I will recommend the Korean products to someone else. | 0.970 | 35.371*** | | | |
| Cosmopolitanism | I am interested in learning more about people who live in other countries. | 0.917 | — | 0.947 | 0.821 | 0.930 |
| | I enjoy exchanging ideas with people from other cultures or countries. | 0.942 | 29.054*** | | | |
| | I like to observe people of other cultures, to see what I can learn from them. | 0.909 | 26.247*** | | | |
| | I enjoy getting news from all over the world. | 0.853 | 22.293*** | | | |

Notes: $\chi^2/df = 2.468$; IFI = 0.970; NFI = 0.951; GFI = 0.898; CFI = 0.970; RMSEA = 0.070; $p^{***} < .001$

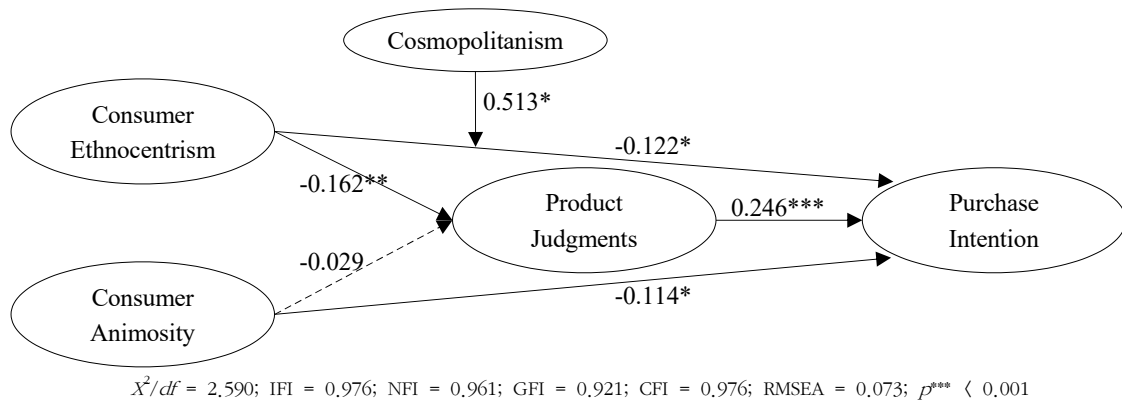
IV. Data analysis and results

1. Demographic data

Population in this research are Chinese male and female that had passed through screening; respondents who had ever bought or consume visual arts products with 17–35 years old of age

〈Table 3〉 Discriminant validity

| | Consumer Ethnocentrism | Consumer Animosity | Product Judgments | Purchase Intention | Cosmopolitanism |
|------------------------|------------------------|---------------------|--------------------|--------------------|--------------------|
| Consumer Ethnocentrism | 0.822 ^a | | | | |
| Consumer Animosity | 0.377 ^b | 0.858 ^a | | | |
| Product Judgments | -0.251 ^b | -0.329 ^b | 0.856 ^a | | |
| Purchase Intention | -0.286 ^b | -0.340 ^b | 0.327 ^b | 0.908 ^a | |
| Cosmopolitanism | -0.233 ^b | -0.286 ^b | 0.249 ^b | 0.327 ^b | 0.821 ^a |



〈Fig. 2〉 Results of structural model

which popularly known as Gen Y or Millennials. A total 302 respondents completed the online survey. Purposive sampling technique was used in obtaining respondents. The sample consisted of female (61.6%) and male (38.4%), respondents aged 10s years old (19.5%), 20s years old (57.0%), and 30s years old (23.6%). In terms of marital, 75.8% of the respondents are unmarried and 24.2% married. Respondents have high educational background, listed as follows: Undergraduate (59.9%), graduate (26.2%), and high school (13.9%). The reason lies in the most of them are in their 20s, so their educational background is usually university graduation. As for monthly household income, 15.9% of respondents reported income of below 1,000,000 WON, and 47.7% of respondents indicated between 1,000,000 and 2,000,000 WON; 32.5% were 2,000,000~3,000,000 WON; Just 4.0% reported a monthly income of more than

3,000,000 WON. The overall income is not too high, which also reflects the lower age respondents range. More detailed in Table 1.

2. Measurement validity and reliability

As recommended by Gerbing and Hamilton (1996), we used exploratory factor analysis (EFA) to identify poorly fitted items and then confirmatory factor analysis (CFA) for further measurement purification. Through SPSS 22, the result demonstrated, all items were valid with loading factors > 0.7 and Cronbach's Alpha > 0.9 .

Then, we assessed the measurement model fit through a confirmatory factor analysis (CFA) using AMOS 22. Results of the CFA ($\chi^2/df = 2,468$; IFI = 0.970; NFI = 0.951; GFI = 0.898; CFI = 0.970, and RMSEA = 0.070) indicate a good degree of

<Table 4> The results of hypothesis testing

| Hypotheses Path | | Standardized Coefficient | S.E. | t-value | Contrast |
|-----------------|---|--------------------------|-------|---------|----------|
| H1a | Consumer Ethnocentrism → Product Judgments | -0.162** | 0.076 | -2.689 | Accepted |
| H1b | Consumer Ethnocentrism → Purchase Intention | -0.122* | 0.075 | -2.058 | Accepted |
| H2a | Consumer Animosity → Product Judgments | -0.029 | 0.065 | -0.494 | Rejected |
| H2b | Consumer Animosity → Purchase Intention | -0.114* | 0.063 | -0.467 | Accepted |
| H3 | Product Judgments → Purchase Intention | 0.246*** | 0.059 | 4.126 | Accepted |

Notes: $p^{***} < 0.001$, $p^{**} < 0.01$, $p^* < 0.05$

<Table 5> Moderation analyses

| | Product Judgments | | | Purchase Intention | | |
|---------------------------------|-------------------|-----------|-----------|--------------------|-----------|-----------|
| | Model 1 | Model 2 | Model 3 | Model 1 | Model 2 | Model 3 |
| Step 1. Independent variables | | | | | | |
| Ethnocentrism | -0.150** | -0.112*** | -0.502** | | | |
| Animosity | | | | -0.145*** | -0.157** | -0.257* |
| Step 2. Moderating variable | | | | | | |
| Cosmopolitanism | | 0.294*** | 0.162* | | 0.147** | 0.150* |
| Step 3. Moderating effect | | | | | | |
| Ethnocentrism × Cosmopolitanism | | | 0.113* | | | |
| Animosity × Cosmopolitanism | | | | | | |
| Overall F(<i>df</i>) | 6.879*** | 17.487*** | 12.782*** | .5.595*** | 11.600*** | 10.906*** |
| R ² | .022 | .105 | .114 | .032 | .104 | .119 |

Notes: Unstandardized regression coefficients reported. Standard error is listed in parentheses. $p^{***} < 0.001$, $p^{**} < 0.01$, $p^* < 0.05$

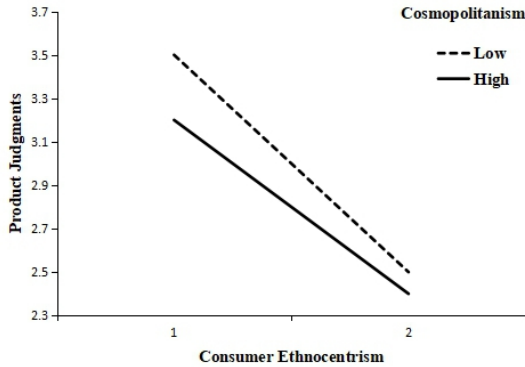
model fit (Hu & Bentler, 1999). The measurement model (Table 2) shows good levels of convergent validity, as all constructs demonstrate significant item loadings of above 0.60, composite reliability (CR) values of above 0.70, and average variance extracted (AVE) values for each construct exceeding 0.50 (Bagozzi & Yi, 1988; Hair et al., 2006). Discriminant validity was established, as the square root of the AVE for each construct is greater than the correlation between constructs (Fornell & Larcker, 1981) (Table 3).

3. Structural model and test of hypotheses

Hypotheses testing was performed using structural equation modeling (SEM), that enables the estimation of a series of

separate, but interdependent, multiple regression equations simultaneously by specifying the structural model used by the statistical program (Hair et al., 2006). The model fit statistics for the structural model suggest a statistical factory fit ($\chi^2/df = 2.590$; IFI = 0.976; NFI = 0.961; GFI = 0.921; CFI = 0.976, and RMSEA = 0.073). Table 4 shows standardized parameter estimates for the structural model and significance levels.

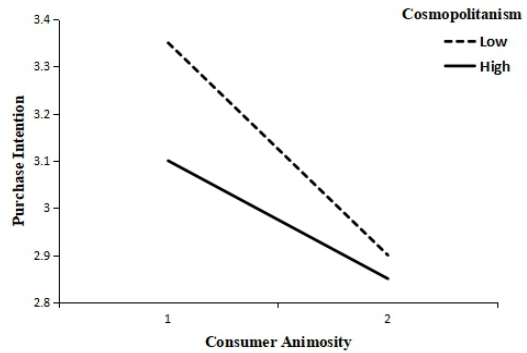
The following inferences can be made from the outputs: **H1a** establishes the link between the Chinese ethnocentrism and product judgments about Korean goods and is supported ($\beta = -0.162^{**}$, $p < 0.01$) implying that if the level of ethnocentrism increases, the judgments with Korean product would be lower; **H1b** tests the



〈Fig. 3〉 Moderating the effect of cosmopolitanism on the relationship between ethnocentrism and product judgment

negative relationship between ethnocentric tendencies and purchase intention of Korean products and the hypothesis is also supported ($\beta = -0.122^*$, $p < 0.05$) showing that product judgments play a partial mediation effect between the relationship consumer ethnocentrism and purchase intention. **H2a** specifies the link between consumer animosity and product judgments about Korean goods. Based on the results, this relationship is not supported ($\beta = -0.029$, $p > 0.05$); **H2b** establishes the link between animosity tendencies and purchase intention of Korean products and is supported ($\beta = -0.114^*$, $p < 0.05$). This implies that animosity tendencies of Chinese consumers prevent consumers from buying Korean visual arts goods; **H3** tests the relationship between product judgments and purchase intention and the positive relationship is strongly supported ($\beta = 0.246^{***}$, $p < 0.001$) implying that if higher the judgment with Korean products, the more willing to buy.

As **H4** predicts, another important result is that there's significantly positive effect of cosmopolitanism ($\beta = 0.113^*$, $p < 0.05$) on the negative relationship between consumer



〈Fig. 4〉 Moderating the effect of cosmopolitanism on the relationship between animosity and purchase intention

ethnocentrism and product judgments, and also cosmopolitanism ($\beta = 0.324^*$, $p < 0.05$) significantly positive moderates the relationship between consumer animosity and purchase intention (Table 5).

To facilitate interpretation, these relationships were again plotted with cosmopolitanism and ethnocentrism taking values of low and high. As the Figure 3 shows, consumer ethnocentrism has a stronger negative relationship with product judgments which have low cosmopolitanism (dashed line) customer perceived. When respondents perceive high cosmopolitanism (solid line), negative effect of ethnocentrism on the product judgments will be significantly weakened. In other words, Although Chinese consumers have a strong national spirit, cosmopolitanism will adjust appropriately to weaken its negative influence.

As the Figure 4 shows, consumer animosity has a stronger negative relationship with purchase intention which have low cosmopolitanism (dashed line). When respondents perceive high cosmopolitanism (solid line), negative effect of animosity on the purchase intention will be significantly weakened. That is to say, even if Chinese have a strong sense of animosity,

cosmopolitanism will weaken the negative impact on purchase intention of Korean products.

V. Conclusion and implication

This study has examined the role of ethnocentrism and animosity tendencies of Chinese consumers in influencing the judgments and purchase of Korean visual arts products, conducting 302 respondents to analysis hypotheses, using SPSS 22.0 and AMOS 22.0 statistical systems. As expected, ethnocentrism has a negative effect on product judgments and purchase intention, but animosity only weakens purchase intention and has no effect on product judgments. More detailed as follows:

First, this study uncovers the influence of Chinese consumer ethnocentrism on product judgments and purchase intention of Korean products. High ethnocentrism perception can reduce both of product judgments and purchase intention, which is consistent with the extant research findings (Chen, & Lobo, 2012; Eren, 2013; Fakharmanesh & Miyandehi, 2013; Mostafa, 2010). Ingrained the combination of the socialist stability system and the capitalist economic route has made China's economy develop rapidly. Even so, China's consumers still hold conservative and old concept ethnocentrism, which is deeply rooted in the sentiment and boycott of foreign products is also common. This suggests Korean managers need to carefully position Korean visual arts products with respect to Chinese consumer expectations. Impacts of traditional collectivist views of the Chinese culture are suggested as an avenue for future research with respect to ethnocentrism and willingness to buy foreign products.

Second, consumer animosity with South Korea that can strongly reduce purchase intention of Korean visual arts products, but have no significant effect on product judgments of Korean

goods, which is consistent with the study (Ahmed et al., 2013; Klei et al., 1998; Richardson, 2012). Korean managers, therefore, must understand that if Chinese consumers' levels of animosity toward a producer nation are high, it is unlikely that traditional methods of increasing market share will be appropriate or successful. It seems unlikely that sales promotion, brand advertisements, price promotion, or new visual arts model design will be effective strategies in attracting high animosity consumers. Instead, a more appropriate strategic response might be to downplay promotion of the "made in..." aspect of the product and use brand names that are not obviously associated with the target consumer.

Third, we cannot ignore consumer cosmopolitanism, which is considered to be the most western and cosmopolitan in China, staying as a international feeling in the behavioral intent of consumer. Cosmopolitanism has a positive significant moderating effect on the negative relationship between ethnocentrism and product judgments, also moderating the negative relationship between animosity and purchase intention. That results are extended and consistent with the previous research (Erdogan-Yazar & Burucuolu, 2016; Riefler & Diamantopoulos, 2009; Tran, 2020). Overall though, this study's findings highlight that Korean manager can attract cosmopolitan consumers by promoting their own foreignness. Korean marketing managers should target such global events for sponsorship in order to reach populations with high cosmopolitanism characteristics, such as Chinese consumers in Asia (Lee & Mazodier, 2015). In addition, the judgment of Korean products has a positive effect on purchase intention, which is consistent with the study (Cai et al., 2012; Sandhu & Mahasan, 2013). The main reasons for this result may be the presence of the competitive advantage that Korean products have,

especially in terms of design, price, and high product diversity in the Chinese market, as in the rest of the world.

This study have some limitations. (1) Current study was conducted only through a survey on online platforms, and participants were online active consumers who had cultural and nationalist sensitivities. Therefore other consumers with different characteristics and attitudes should be included in future studies. (2) Current study was conducted about product judgments of Korean goods in general. Factors potentially affecting consumer judgments such as product brand, quality, design, price etc. were excluded in this study. Put these factors to a model may give a more comprehensive and interesting result. (3) this study was conducted immediately after unfavorable news about South Korea. Thus if the study is repeated at a time when the impact of these events has eased, comparable results can be obtained. Consequently the generalizability of the results is limited. Generalizability can only be attained if a wide random sample is utilized in future studies.

References

- Ahmed, Z., Anang, R., Othman, N., & Sambasivan, M. (2013). To purchase or not to purchase us products: Role of religiosity, animosity, and ethnocentrism among Malaysian consumers. *Journal of Services Marketing*, 27(7), 551-563.
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74-94.
- Cai, H., Fang, X., Yang, Z., & Song, H. (2012). Implicit consumer animosity: A primary validation. *Journal of Applied Social Psychology*, 42(7), 1651-1674.
- Chen, J., & Lobo, A. (2012). Organic food products in china: Determinants of consumers' purchase intentions. *International Review of Retail Distribution & Consumer Research*, 22(3), 293-314.
- Craig, C. S., & Douglas, S. P. (2005). *International marketing research*. Chichester: John Wiley.
- Erdogan-Yazar, E., & Burucuolu, M. (2016). The effect of consumer ethnocentrism, cosmopolitanism and patriotism on product evaluations in Turkey. *International Marketing Trend Conference*.
- Eren, S. S. (2013). Young consumers' attitudes toward American products. *Procedia Social and Behavioral Sciences*, 99, 489-495.
- Fakharmanesh, S., & Miyandehi, R. G. (2013). The purchase of foreign products: The role of brand image, ethnocentrism and animosity: Iran market evidence. *Iranian Journal of Management Studies*, 6(1), 145-160.
- Fishbein, M., Ajzen, I., & Belief, A. (1977). Belief, attitude, intention, and behavior: An introduction to theory and research. *Contemporary Sociology*, 6(2), 177-188.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error: Algebra and statistics. *Journal of Marketing Research*, 18(4), 427-427.
- Garcia-De-Frutos, N., & Ortega-Egea, J. M. (2014). An integrative model of consumers' reluctance to buy foreign products: Do social and environmental country images play a role?. *Journal of Macromarketing*, 35(2), 167-186.
- Gerbing, D., & Hamilton, J. (1996). Viability of exploratory factor analysis as a precursor to confirmatory factor analysis. *Structural Equation Modeling*, 3(1), 62-72.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis*. London: Prentice Hall.
- Haque, A., Rahman, S. & Ahmed, I. S. (2013). Factors influencing purchase of foreign goods by Malay Muslim consumers: A structural

- equation modelling approach on religiosity and ethnocentrism perspectives. *Social Sciences*, 6(6), 420-428.
- Harrison, J., Woods, A., & Dickson, K. (2013). Occupational health purchasing behavior by SMEs -- A new theoretical model. *Occupational Medicine*, 63(7), 510-512.
- Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1-55.
- Huryati, R., & Lisnawati (2015). The effect of ethnocentrism on purchase behavior of domestics and foreign products. *1st UPI International Conference on Sociology Educaiton*.
- Jin, Z., Lynch, R., Attia, S., Chansarkar, B., Gulsoy, T., Lapoule, P., Liu, X., Newburry, W., Nooraini, M. S., Parente, R., Purani, K., & Ungerer, M. (2015). The relationship between consumer ethnocentrism, cosmopolitanism and product country image among younger generation consumers: The moderating role of country development status. *International Business Review*, 24(3), 380-393.
- Klein, J. G., Ettenson, R., & Morris, M. D. (1998). The animosity model of foreign product purchase. *Journal of Marketing*, 62, 89-100.
- Klein, J. G., & Ettenson, R. M. (1999). Consumer animosity and consumer ethnocentrism: An analysis of unique antecedent. *Journal of International Consumer Research*, 23, 374-378.
- Lee, R., & Mazodier, M. (2015). The roles of consumer ethnocentrism, animosity, and cosmopolitanism in sponsorship effects. *European Journal of Marketing*, 49(5), 919-942.
- Lee, R., & Mazodier, M. (2015). The roles of consumer ethnocentrism, animosity, and cosmopolitanism in sponsorship effects. *European Journal of Marketing*, 49(5), 919-942,6
- Mostafa, M. M. (2010). A structural equation analysis of the animosity model of foreign product purchase in Egypt. *Global Business Review*, 11(3), 347-363.
- Parker, R. S., Haytko, D. L., & Hermans, C. M. (2011). Ethnocentrism and its effect on the Chinese consumer: A threat to foreign goods?. *Journal of Global Marketing*, 24(1), 4-17.
- Richardson, C. W. (2012). Consumer demographics as antecedents in the animosity model of foreign product purchase. *International Journal of Business & Socialence*, 3(4), 13-21.
- Riefler, P., & Diamantopoulos, A. (2009). Consumer cosmopolitanism: Review and replication of the CYMYC scale. *Journal of Business Research*, 62(4), 407-419.
- Robertson, R. (1995). *Globalization: Social theory and global culture*. London: Sage.
- Sandhu, M. A., Asad-ur-Rehman, & Mahasan, S. S. (2013). An empirical study of Pakistani people's attitude towards us products: The role of animosity, consumer ethnocentrism, country of origin effect, susceptibility to normative influence and national identification. *Middle East Journal of entific Research*, 16(4), 563-570.
- Shimp, T., & Sharma, S. (1987). Consumer validation construction ethnocentrism : Constriction and validation of the CETSCALE. *Journal of Marketing Research*, 24(3), 280-289.
- Tang, N. (2020). Suspected of insulting Chinese brands, is there a market in China? (涉嫌辱华品牌, 在中国还有市场吗?). Retrieved on July 4th 2020 from <https://new.qq.com/omn/20190114/20190114B04GX4.html>
- Tran, L. T. T. (2020). Online reviews and purchase intention: A cosmopolitanism perspective. *Tourism Management Perspectives*, 35, 1-13.