

A Study on Consumer Animosity, Negative WOM (nWOM), and Boycott Behaviours of Rival Football Fans

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Rakip Futbol Taraftarlarının Tüketici Düşmanlığı, Negatif Ağızdan Ağıza İletişim (nWOM) ve Boykot Davranışları Üzerine Bir Araştırma

Abstract

This study aims to determine the effects of consumer animosity on boycott motivation through Negative WOM. The sample population of this study, which was carried out on rival football fans, consists of 408 people selected by a convenient sampling method. Considering the research analyses, the relationship levels between the variables were determined. Reliability and validity analyses were applied. Then, the effect and mediation levels between the variables were determined by Structural Equation Modelling. According to the results, it was found that consumer animosity had a positive and significant effect on boycott motivation through negative WOM.

Keywords : Consumer Animosity, Negative Word of Mouth (nWOM), Boycott Motivation, Rival Football Fans, Licensed Fan Products.

JEL Classification Codes : M300, M310.

Öz

Araştırma ile amaçlanan, tüketici düşmanlığının, negatif WOM aracılığı ile boykot motivasyonu üzerindeki etkileri ortaya koymaktır. Rakip futbol taraftarları üzerine gerçekleştirilen bu araştırmanın örneklem kitlesini, kolayda örnekleme yöntemi ile seçilen toplam olarak 408 kişi oluşturmaktadır. Araştırma analizleri kapsamında, öncelikle değişkenler arasındaki ilişki düzeyleri tespit edilmiştir. Ardından, güvenilirlik ve geçerlilik analizleri gerçekleştirilmiştir. Daha sonra ise, yapısal eşitlik modellemesi ile değişkenler arasındaki etki ve aracılık düzeyleri belirlenmiştir. Araştırma sonuçları neticesinde, tüketici düşmanlığının, negatif WOM aracılığı ile boykot motivasyonunu pozitif ve anlamlı bir düzeyde etkilediği bulgusuna ulaşılmıştır.

Anahtar Sözcükler : Tüketici Düşmanlığı, Negatif Ağızdan Ağıza İletişim (nWOM), Boykot Motivasyonu, Rakip Futbol Taraftarları, Lisanslı Taraftar Ürünleri.

1. Introduction

Today, consumers perform their purchasing behaviours according to their perceptions of products, brands, businesses, or countries. Therefore, it is under the control of consumers to reward or punish products, brands, businesses, and countries. So, consumers directly affect company strategies (Öztürk & Nart, 2021: 661). Many external environmental factors (political, social, etc.) and social movements influence decisions to avoid consumption. For example, resistant communities such as "hippies", used to describe a deviant and youthful audience, manipulated the dominant consumer culture in the 1950s. After the 1990s, many countries criticised the anti-globalisation movements and the economic and social mass consumption disorders caused by multinational companies (Ltifi, 2021: 358). Consumers' avoidance of consumption can also cause it, that is, boycott behaviours, and more specifically, animosity and negative WOM behaviours.

Consumer animosity is defined as "the state of dislike and antipathy towards the products of that country due to the political, economic or military events that have been experienced, finished or being experienced with a country" (Klein et al., 1998: 91). According to another definition, it refers to "the state of having negative feelings in terms of purchasing products from a hated or unlovable group or nation" (Rose et al., 2009: 330). According to another definition, Yılmaz et al. (2013) stated that consumer animosity includes emotions such as reaction, jealousy, and competition. So, consumer animosity can have long-term negative effects on consumption behaviours with the impact of feelings towards a product, brand, business, and country.

WOM is a communication-based concept consisting of the initials of the words. This concept, which has been studied more intensively in the literature by researchers since the 1960s, has important effects on consumer behaviour (Özer & Antepioğlu, 2005: 204). WOM can be defined as "the process of transferring information from one person to another, face to face" (Sun et al., 2006: 1106). WOM can be divided into "positive WOM" and "negative WOM". Positive WOM emerges as "consumer's positive thoughts, satisfaction or experiences about an institution, brand, product or service to other consumers" (Zoral-Yücebaş, 2010: 64). Negative WOM can be expressed as "a communication behaviour related to a developing complaint reaction regarding consumers' dissatisfaction with a product or service and an unhappy consumption" (Chen Lin, 2012: 7). Negative WOM is the communication method most used by consumers when they complain about the product they purchase. Charles et al. (1995), while consumers describe their satisfaction with the product to three people, they tell their dissatisfaction to eleven people.

According to the Turkish Language Association (TDK, 2021), the boycott is defined as "deciding not to do a job or behaviour" or "breaking all kinds of relations with a person, a community, or a country to achieve a goal". According to Friedman (1985), a consumer boycott is "an attempt by one or more parties to achieve certain goals by encouraging consumers to avoid certain purchases in the market". As a result, a boycott represents anti-mass consumer behaviour towards a product, brand, business, country, or idea, influenced

by some political and social external environmental factors. Consumer boycott behaviour can be affected by many factors such as animosity, negative WOM, religion, ethnocentrism, and country of origin image (Tabassi et al., 2012; Abdul-Talib et al., 2016; Dessy et al., 2017; Ali, 2021).

The research aims to measure the consumer animosity of the fans, who have close ties with any football club, to the products of the other rival football club and the boycott motivations caused by the negative WOM that it spreads. For this purpose, the fans of the three most prominent football clubs in Turkey (Fenerbahçe, Galatasaray, and Beşiktaş) were included in the study. The findings of the fans' feelings of animosity towards rival football clubs and their negative communication on the motivation of rival football clubs to boycott licensed sports products will be presented comparatively. The research it is aimed to bring a different perspective to the literature on consumer animosity and boycott behaviour, which is limited by parameters such as religion, ethnocentrism, and country of origin, and to provide a guide for businesses to measure consumer animosity, negative WOM, and Boycott motivation regarding the markets planned to be entered on a national or international scale.

2. Literature Review and Hypothesis Development

The concept of animosity, derived from the sociological literature, refers to "strong feelings of dislike based on previous and ongoing events of animosity and beliefs between nations or peoples that are considered unfair or violating social norms" (Averill, 1982). Consumer animosity considers the concept of animosity in the context of marketing. The concept of consumer animosity is defined as "not because of any negative perception of the quality or age of the foreign product but as a result of actions of a military, political or economic nature that anger or have difficulty accepting consumers" (Klein et al., 1998). Harmeling et al. (2015) and many researchers recognise consumer animosity as general. Accordingly, it is stated that it is necessary to consider cognitions and emotions when measuring anger arising from animosity. Therefore, cognitive beliefs caused by a crisis need to be evaluated separately from the feelings they cause. So, it can be said that consumer behaviours such as negative WOM and boycotts mediate consumer animosity. Klein et al. (1998) found that consumer animosity had an insignificant effect on product judgment. Also, consumer animosity has a significant negative impact on purchase intention.

Moreover, Huang et al. (2010) concluded that consumer animosity significantly impacts quality perception and purchase intention. On the other hand, Shoham et al. (2006) concluded that there is a relationship between consumer animosity and product judgment and willingness to buy. Antonetti et al. (2019) believe consumer animosity significantly affects negative WOM. According to Yong and Tseng (2014), the negative impact of consumer animosity on purchase intention can be reduced through WOM. Lee et al. (2021) found that consumer animosity affects negative WOM.

H1: Consumer animosity affects negative WOM.

Marketing communication has become multilateral and complex in how companies communicate and manage their product messages. The mutual message between consumers now plays a much more decisive role when purchasing which brand product, from which company, and in which price range. Chinese consumers talk about the features of the latest smartphone. At the same time, Koreans present their cosmetics usage experience through WOM (Yong & Tseng, 2104: 23). Negative WOM is defined as "a way of sharing emotions, aiming to damage the reputation of companies that do not behave appropriately" (Grappi et al., 2013). Williams and Buttle (2014) stated that two critical determinants of negative WOM are "dissatisfaction" and "external media comments". Therefore, it can be said that negative WOM significantly affects the boycott behaviour of consumers. Garrett (1987) defines consumer boycotts as "campaigns of activist groups that are not legally binding on an individual consumer and aim to prevent market transactions between consumers and companies". The success of the boycott behaviour depends on the participation of a large consumer group. In this respect, consumer boycott behaviour also expresses a kind of social behaviour. Consumers can support boycott campaigns by not purchasing products from boycotted companies or switching to ethical product alternatives (Trautwein & Lindenmeier, 2019: 255). In a study conducted by Öztürk and Nart (2021), it was concluded that WOM has a significant positive effect on the boycott behaviour of consumers.

H2: Negative WOM affects boycott motivation.

Research on consumer behaviour has found that due to animosity, the consumer's intention to boycott increases significantly, affecting purchasing behaviour (Klein et al., 1998). De Nisco et al. (2013) on consumers in Italy, it was found that country image is a critical aspect affected by harmful animosity towards products. Giang (2015) found that animosity affected ethnocentrism, purchase intention, and product judgment. Abosag and Farah (2014) stated that religious motivation is the primary driver of consumer animosity. Based on these findings, it has been determined that the effect of religious animosity on consumer feelings is more effective and sustainable than other animosity feelings. Smith and Li (2010) found that consumers' boycott participation was significantly affected by consumer animosity. Albayati et al. (2012) found that boycott participation and consumer animosity were significantly affected by the attitudes of Muslim consumers towards foreign branded products. Suhud (2016) analysed Indonesian consumers' evaluations of Israeli-origin products. As a result, it has been determined that consumer animosity significantly affects boycott motivation and boycott participation. According to Suhud (2018), consumer animosity significantly positively affects consumers' boycott participation. Also, according to Tian (2010), stable and situational consumer animosity has a significant positive effect on the boycott behaviour of consumers. According to Ali (2020), consumer animosity significantly affects the boycott participation levels of consumers. Moreover, Ahmed et al. (2013), Albayati et al. (2012), Ben Mrad et al. (2014), and Shah and Ibrahim (2016) found that product judgments affect consumers' boycott participation.

H3: Consumer animosity affects boycott motivation.

H4: Consumer animosity affects boycott motivation through negative WOM.

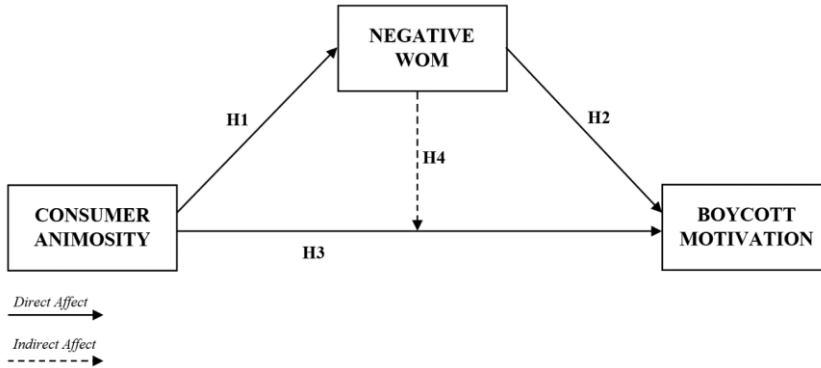
3. Research Method

The research question is whether the feelings of animosity and negative communication of the fans towards the rival football clubs affect the boycott motivation of the rival football clubs at the point of purchasing licensed sports products. Accordingly, the research aims to determine the effects of consumer animosity on boycott motivation through negative WOM. The online questionnaire method was preferred in the collection of research data. The questionnaire was designed as a five-point Likert scale. The questionnaire items were subjected to two-way translation (English-Turkish) to ensure the integrity of meaning. As a result, some analyses were carried out by transferring the data obtained online to SPSS and AMOS programs. In the first stage of the research, missing, incorrect, and miscoded data were removed, and descriptive and descriptive classifications were made. In the second stage, the correlation levels between the factors were determined by correlation analyses. Reliability, validity, and confirmatory factor analyses (CFA) were performed in the third stage. At this stage, for the reliability of the research data, Cronbach's Alpha ($C\alpha$); for validity, Average Explained Variance (AVE) and Composite Reliability (CR), Maximum Shared Variance (MSV), and Average Shared Variance (ASV) values were tested. The relationship levels between the research model variables were determined in the fourth stage. Also, the goodness of fit values, effect levels, and mediation tests regarding the variables constituting the relevant model was applied. Ethics committee approval, numbered 2021/85 and dated 03.11.2021, was obtained from Şırnak University Ethics Committee for this research.

3.1. Research Model and Scales

The research model was created to reveal the relationships between the variables in line with the literature. Models and hypotheses were created within the scope of the research; Klein and John (2001), Tian (2010), Antonetti et al. (2019), Ali (2021), Öztürk and Nart (2021). Figure 1 shows the research model.

Figure: 1
Research Model



In selecting the scales related to the research, importance was given to the fact that they were tested in different cultures and sectors. The reliability and validity values of these preferred scales were also considered. Table 1 shows the rankings used in the research.

Table: 1
Scales of the Research

Scales	Items	Source
Consumer Animosity	I am usually angry with rival football clubs.	<i>Hacıoğlu et al. (2013)</i>
	I will never forget what some rival football clubs did to the football club I support.	
	Some rival football clubs must pay for what they did to the football club I support.	
	Usually, I wouldn't say I like rival football clubs.	
Negative WOM	I have used negative expressions about the products of some rival football clubs (-).	<i>Çavuşoğlu & Demirağ (2020)</i>
	I have vilified the products of some rival football clubs to my friends.	
	I advise my friends not to shop at stores where the products of rival football clubs are sold.	
	I have tried to influence the people around me not to buy the products of some rival football clubs.	
Boycott Motivation	I would like to express my anger towards rival football clubs by avoiding buying their products.	<i>Tian (2010); Klein & John (2001)</i>
	I want to punish some rival football clubs, and that's why I don't buy their products.	
	I feel guilty if I buy products from rival football clubs (-).	
	I must boycott their products to demonstrate my attitude against rival football clubs.	

Questions marked with (-) were eliminated.

3.2. Research Population and Sample

The universe of the research consists of fan groups in Turkey. The sample consists of 422 people selected by the convenient sampling method. After corrections were made due to incomplete, incorrect, and incorrect coding, the analyses continued with the data of 408 people. According to Baş (2006), it is sufficient to reach 384 participants with a 5% margin of error for the sample size to be reliable. Accordingly, it can be said that the sample population is sufficient to represent the population with 95% reliability. Table 2 contains demographic information about the participants.

Table: 2
Demographic Information

Variables	Groups	N	%
Gender	Female	244	59,8
	Male	164	40,2
Civil Status	Married	126	30,9
	Single	282	69,1
Age	20 and below	70	17,2
	21-30	232	56,9
	31-40	93	22,8
	41-50	12	2,9
	51 and above	1	,2
Education Status	Primary-Middle School	15	3,7
	High School	112	27,5
	Associate Degree	81	19,9
	Bachelor's Degree	149	36,5
	Master	39	9,6
Income Status	PhD	12	2,9
	1000tl and below	121	29,7
	1001tl-3000tl	99	24,3
	3001tl-5000tl	80	19,6
	5001tl-7000tl	50	12,3
Profession Group	7001tl and above	58	14,2
	Public Sector Employee	112	27,5
	Private Sector Employee	111	27,2
	Industrialist and Businessman	21	5,1
	Tradesman and Craftsman	2	,5
	Employee	13	3,2
Total	Student	15	3,7
	Others	134	32,8
Total		408	100

According to Table 2, the participants are classified according to gender, marital status, age, occupational group, income, and educational level. Accordingly, 244 (59.8%) of the participants were female, and 164 (40.2%) were male; it is seen that 126 (30.9%) of them were married and 282 (69.1%) of them were single. It is seen that 232 participants (56.9%) are between the ages of 21 and 30. It is seen that 149 (36.5%) of the participants received an education at the undergraduate level. It is seen that 121 (29.7%) of the participants have an income of 1000 TL or less. It is seen that 112 (27.5%) of the participants are public sector employees, and 111 (27.2%) are private-sector employees. Table 3 contains other information about the participants.

Table: 3
Other Information About Participants

Variables	Groups	N	%
Licensed Football Product Purchase Status	Yes	244	59,8
	No	164	40,2
Frequency of Following Football Matches	Once a Week	238	58,3
	Twice a Week	36	8,8
	Once a Month	60	14,7
	Once a Year	74	18,1
Following Football Clubs	Fenerbahçe	159	39,0
	Galatasaray	160	39,2
	Besiktas	73	17,9
	Others	16	3,9
	Total	408	100

According to Table 3, the participants were classified according to their purchasing status of licensed football products, the frequency of following football matches, the sports branch followed, and the status of the football club followed. Accordingly, 244 (59.8%) of the participants declared that they bought the licensed products of the football club they support. 238 (58.3%) of the participants follow the matches of the football club they help. Accordingly, 159 (39%) of participants stated that they were "Fenerbahçe" and 160 (39.2%) "Galatasaray" fans.

4. Findings

4.1. Relationships Between Variables

Before testing the research hypotheses, examining the relationships between the variables is necessary. Accordingly, correlation analyses were applied to the variables of "consumer animosity", "negative WOM", and "boycott motivation". Table 4 shows the means, standard deviations, and correlation values of the data obtained from the Pearson Correlation analyses.

Table: 4
Correlation Values of Variables

Variables	Mean	S.S.	ANM	NWOM	BYT
ANM	2,489	1,076	1		
NWOM	1,932	,965	,659**	1	
BYT	1,985	1,018	,596**	,795**	1

*ANM: Consumer Animosity; NWOM: Negative WOM; BYT: Boycott Motivation; *p<.01; **p<.001*

According to Table 4, it can be said that there are significant relationships between all the variables of the study. Therefore, it is possible to predict various effects among the variables.

4.2. Reliability and Validity Analyses

Reliability was determined by Cronbach's Alpha ($C\alpha$) values, and Convergent and Divergent values determined validity. Average Explained Variance (AVE) and Composite Reliability (CR) values for convergent validity; for divergent validity, the Square of Maximum Shared Variance (MSV) and Average Squared of Shared Variance (ASV) values were examined. Table 5 shows the reliability and validity values of the scales of the study.

Table: 5
Reliability and Validity Analyses

Scale Dimensions	Scale Items	Factor Weights	Ca	CR	AVE	MSV	ASV
Consumer Animosity	ANM1	.821	.838	.822	.560	.355	.197
	ANM2	.713					
	ANM3	.616					
	ANM4	.774					
Negative WOM	NWOM1	.677	.831	.731	.637	.632	.266
	NWOM2	.857					
	NWOM3	.849					
Boycott Motivations	BYT1	.864	.853	.746	.662	.355	.246
	BYT2	.834					
	BYT3	.739					
<i>Overall Scale Ca: .916</i>							

As a result of factor analyses, one item each from negative WOM (-.61) and boycott motivation (-.54) scales; was excluded due to low factor loadings and negative loading. According to George and Mallery (2010), the fact that loads of each factor are higher than 0.50 indicates that the relevant items are at an acceptable level. According to the findings, factor loads consisted of statistically significant values ranging from 0.616 to 0.864. So, it was concluded that the loadings of the factors were sufficient to measure the research variables. The cumulative variance explanatory power of the scale was determined as 75.268%. According to Kalaycı (2006), the relevant scale is reliable if the alpha value is 0.70 and above. According to Fornell and Larcker (1981), the AVE value should be above 0.50 and the CR value above 0.70. To talk about divergent validity, $MSV < AVE$ and $ASV < MSV$ conditions must be met (Yaşlıoğlu, 2017: 83). As can be seen in Table 1, belonging to the scale; it can be said that all of the alpha, CR, AVE, MSV, and ASV values are at a sufficient level. Accordingly, it can be said that the scales provide construct and discriminant validity.

4.3. Structural Equation Model (SEM) Analyses

Structural equation model (SEM) analyses were used to test the research hypotheses. Through SEM, direct and indirect effects between variables were determined. As seen in Figure 1, positive and significant relationships were found between "consumer animosity (ANM)", "negative WOM (WOM)", and "boycott motivation (BYT)". To determine the validity of the scales, the AMOS program was preferred, and the multivariate structure was tested with confirmatory factor analyses (CFA). Figure 2 shows the coefficients of the comments.

Figure: 2
CFA Model

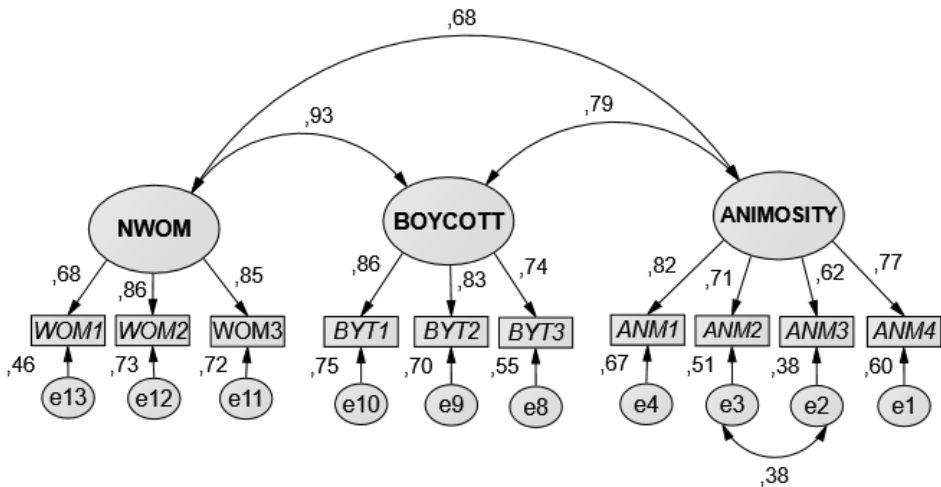


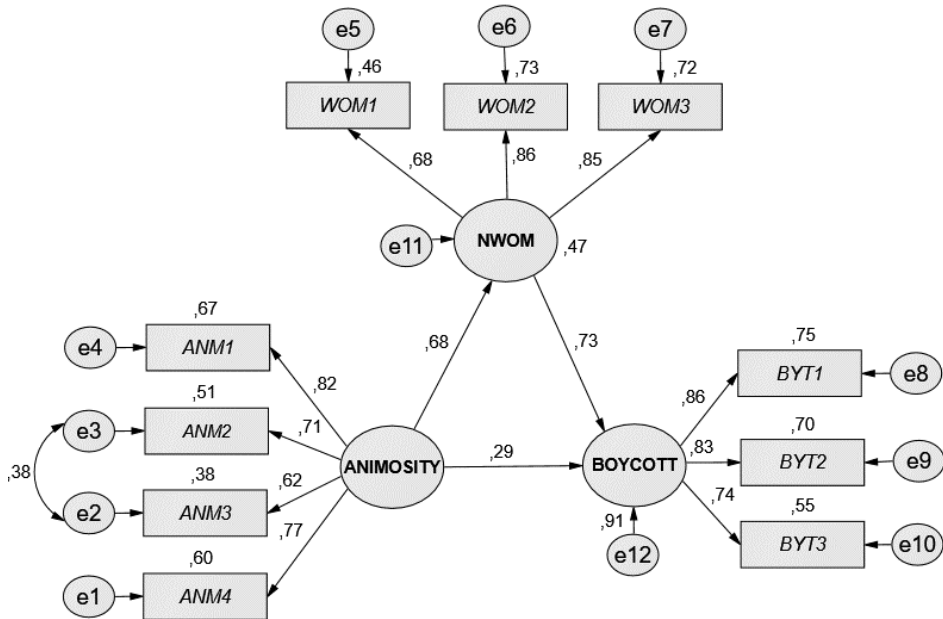
Figure 2 shows the scale dimensions and related factor loads included in the CFA. The goodness of fit values for the model subjected to CFA analyses (CMIN/d: 2.366, NFI: 0.970, CFI: 0.982, GFI: 0.965, RMSEA: 0.058) was at a $p=.000$ significance level and was at an acceptable level. It has been determined that 10 items and 3 dimensions that make up the scale are about the scale structure. Table 6 shows the regression weights for the research model.

Table: 6
Compliance Values of the CFA Model

The Goodness of Fit Measures	Model Values			Acceptable Compliance Values
	Consumer Animosity	Negative WOM	Boycott Motivations	
CMIN/d	.538	2.067	3.206	≤ 4-5
NFI	.999	.996	.988	1.000-0.850
CFI	1.000	.998	.992	1.000-0.850
GFI	.999	.997	.989	1.000-0.900
RMSEA	.000	.051	.074	0.060-0.080

Table 6 shows the scale dimensions included in the CFA. Goodness of fit values for “consumer animosity” (CMIN/d: .538, NFI: 0.999, CFI: 1.000, GFI: 0.999, RMSEA: 0.000); goodness of fit values for “negative WOM” (CMIN/d: 2.067, NFI: 0.996, CFI: 0.998, GFI: 0.997, RMSEA: 0.051); goodness of fit values for “boycott motivation” (CMIN/d: 3.206, NFI: 0.988, CFI: 0.992, GFI: 0.989, RMSEA: 0.074) $p=.000$ are significant and acceptable. The acceptable fit range is $RMSEA \geq .00$ (Browne & Cudeck, 1993), $NFI \geq .090$ and $CFI \geq .095$ (Schermelleh-Engel & Moosbrugger, 2003), $GFI \geq .085$, and $CMIN/d < 3$ (Kelloway, 1998). The research model is shown in Figure 3.

Figure: 3
Research Model



As seen in Figure 3, according to the results of the regression analyses, a positive (.683) and significant (.000) relationship between consumer animosity and negative WOM; a positive (.733) and marked (.000) relationship between negative WOM and boycott motivation was found. Also, it was concluded that there is a positive (.792) and significant (.000) relationship between consumer animosity and boycott motivation variables. This relationship should weaken or become statistically insignificant when the mediation variable is included to discuss a mediation relationship between the variables. In this study, when the mediating role of negative WOM is added between the consumer animosity and boycott variables, it is seen that the relationship between the two variables is still significant (.000), but the ties weaken (.291). As a result, negative WOM has a significant mediating effect between consumer animosity and boycott motivation variables. Table 7 shows the results of the analyses regarding the research model.

Table: 7
Research Model Analyses Results

Hypotheses		β	p	S.E.	C.R.	Results
H1	Consumer Animosity \rightarrow Negative WOM.	.683**	.000	.053	10,188	Accepted
H2	Negative WOM \rightarrow Boycott Motivation.	.733**	.000	.080	11,132	Accepted
H3	Consumer Animosity \rightarrow Boycott Motivation.	.792**	.000	.051	5,560	Accepted
H4	Consumer Animosity \rightarrow Negative WOM \rightarrow Boycott Motivation.	.291**	.000	-	-	Accepted

(*p<.01; **p<.001); (R² of NWOM: .47 and R² of Boycott: .91)

The questionnaire results accepted the hypothesis (β : .683) that consumer animosity affects negative WOM. Accordingly, consumer animosity significantly affects the negative WOM variable (p: .000) (H1). Also, the hypothesis (β : .733) that the negative WOM variable affects the boycott motivation was accepted. Accordingly, negative WOM significantly (p: .000) affects the boycott motivation variable (H2). Moreover, the hypotheses (β : .792) that consumer animosity affects boycott motivation was accepted. Accordingly, consumer animosity significantly (p: .000) acts as the boycott motivation variable (H3). Finally, the hypothesis (β : .291) that consumer animosity affects boycott motivation through negative WOM was accepted. Accordingly, consumer animosity affects the boycott motivation variable significantly (p: .000) through negative WOM (H4).

5. Discussion and Conclusion

Consumers show purchasing behaviour according to the perceptions of companies or brands. It is within the control of consumers to reward or punish companies or brands. Therefore, it can be stated that consumers directly affect company or brand strategies (Öztürk & Nart, 2021: 661). The boycott behaviour of consumers is affected by social, political, and economic factors. The economic conjuncture directs consumer boycott campaigns in developed countries. On the other hand, boycott behaviour is predominantly affected by religious and political factors in developing countries. In this respect, negative WOM and animosity have different effects on the boycott behaviour of consumers. For example, political or religious animosity may have a more substantial and more lasting impact on consumers' boycott behaviour against a particular country (Ali, 2020: 505).

According to the research results, consumer animosity is at a positive and significant level over negative WOM; it was determined that the negative WOM variable had a positive and significant effect on boycott motivation. Also, consumer animosity has a positive and significant impact on boycott motivation. Moreover, it has been found that consumer animosity has a positive and significant mediating effect on boycott motivation through negative WOM. Based on these results, when the literature is reviewed, Antonetti et al. (2019) found that beliefs about consumer animosity significantly positively affect negative WOM. According to Yong and Tseng (2014), the negative effect of consumer animosity on purchase intention can be reduced through WOM. These studies support H1. Öztürk and Nart (2021) found that WOM had a significant positive effect on the boycott behaviour of consumers. This research supports H2. Klein et al. (1998), Tian (2010), Smith and Li (2010), Albayati et al. (2012), Suhud (2018), and Ali (2020) have found that consumer animosity significantly affects consumers' boycott participation. These studies support H3.

The majority of the participants are fans of football clubs in Turkey (39.2% Galatasaray; 39.0% Fenerbahçe; 17.9% Beşiktaş). Most football fans follow the football matches weekly (58.3%). It should be admitted that most of these fans are not only football fans but also consumers who have developed loyalty toward the football club they support. 59.8% of the participants purchase licensed products belonging to the football clubs they are fans of, which indicates dedication. According to these results, it is concluded that the developed feelings of loyalty towards the football club that any participant is a fan positively affects the WOM and purchase intention.

On the contrary, it can be stated that a participant's feelings of animosity towards a rival football club positively affect his boycott behaviour. These inferences are based on the consumer's animosity towards opposite products, brands, or companies. In the previous studies, it is stated that the intention of consumers to drive animosity consists of factors such as historical animosity and political animosity. According to the results, it is possible to say that consumer animosity, especially in some areas, is reinforced due to competition and historical and political animosity. Therefore, especially in sports branches where competition is high when comparing clubs, the competitive factor should also be considered when measuring the animosity variable.

This research includes only the evaluations of football fans living in Turkey. In future research, comparative analyses can be presented by conducting studies in countries with different political, religious, and cultural characteristics. The sample group that constitutes the research mainly consists of women (n=244) and singles (n=282). More balanced data will be collected in further studies, and comparative studies with participants with gender, marital status, and other demographic factors will be beneficial. Consumer animosity and boycott behaviours are mass movements generally used for political purposes.

For this reason, it can be used consciously by the government from time to time to harm other countries, brands and businesses. Therefore, comparing the relationships between different variables (politics, ethnocentrism, religiosity, country of origin, product judgment, etc.) and the findings related to the same sample group at other times may be suggested. Furthermore, researchers can predict how consumer groups may engage in animosity and boycott motivation for different product categories. For example, research on halal products would be interesting.

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