

UNDERSTANDING CONSUMERS' POSITIVE AND NEGATIVE EMOTIONS TOWARDS THE WILLINGNESS TO BUY FOREIGN BRANDS: CASE OF CONGO AND TÜRKİYE*

TÜKETİCİLERİN YABANCI MARKALI ÜRÜN TERCİH ETMELERİNDE ÜLKE ODAKLI OLUMLU-OLUMSUZ DUYGULARIN ROLÜ; TÜRKİYE- KONGO ÖRNEĞİ

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ABSTRACT

This research investigated the impact of negative and positive emotions of consumers towards foreign products. Based on this, the study investigated the impact of Congolese and Turkish consumers' negative (considered as animosity) and positive emotions (considered as affinity, internationalism and xenophilia) towards French and American products. Also, the study investigated the effects of internationalism and xenophilia on consumer affinity and product judgement, the effect of the country of origin, consumer animosity and consumer affinity on product judgment and the willingness to buy French and American products. The study also investigated the moderator effect of the lack of domestic alternatives in the relation between product judgment and the willingness to buy French and American products. Findings indicated that both positive and negative emotions can impact perception of foreign products, but positive emotions tend to have a greater influence. Our research also revealed that Congolese and Turkish consumers may have different attitudes towards foreign products and varying levels of globalisation.

Anahtar Kelimeler: Consumer Affinity, Consumer animosity, Country-of-Origin, Xenophilia, Internationalism, Product Judgment, Willingness to Buy, Lack of Domestic Alternatives.

ÖZET

Bu araştırma, tüketicilerin yabancı ürünlere karşı duyduğu olumsuz ve olumlu duyguların etkisini incelemiştir. Bu bağlamda, çalışma, Kongo ve Türk tüketicilerin Fransız ve Amerikan ürünlerine karşı duyduğu olumsuz duyguların (düşmanlık olarak kabul edilen) ve olumlu duyguların (yakınlık, uluslararasılık ve yabancı sevgisi olarak kabul edilen) etkilerini araştırmıştır. Ayrıca, çalışma uluslararasılık ve yabancı sevgisinin tüketici yakınlığı ve ürün yargısı üzerindeki etkilerini, menşei ülkesinin, tüketici düşmanlığının ve tüketici yakınlığının ürün yargısı ve Fransız ile Amerikan ürünlerini satın alma isteği üzerindeki etkilerini incelemiştir. Çalışma ayrıca, yerli alternatiflerin eksikliğinin ürün yargısı ile Fransız ve Amerikan ürünlerini satın alma isteği arasındaki ilişkiyi moderatör etkisini araştırmıştır. Bulgular, hem olumlu hem de olumsuz duyguların yabancı ürünlerin algısını etkileyebileceğini, ancak olumlu duyguların daha büyük bir etkiye sahip olduğunu göstermiştir. Araştırmamız ayrıca, Kongo ve Türk tüketicilerin yabancı ürünlere karşı tutumlara sahip olabileceğini ve küreselleşme seviyelerinin değişkenlik gösterdiğini ortaya koymuştur.

Keywords: Tüketici Yakınlığı, Tüketici düşmanlığı, Menşei Ülke, Yabancı Düşmanlığı, Enternasyonalizm, Ürün Yargısı, Satın Alma İsteği, Yurt İçi Alternatiflerin Eksikliği.

1. INTRODUCTION

In international markets, contrary to general belief, consumers' feelings are the one of key factor that shapes buying decisions. When the international marketing literature's time line examined it is realized that the concepts like country of origin, ethnocentrism and consumer animosity have been the subject of many researches as an important role in international marketing (Parameswaran & Pisharodi, 1994; Beverland & Lindgreen, 2002; Douglas & Nonaka, 1985; Elliott & Cameron, 1994; Garland & Coy, 1993; Han and Terpstra, 1988; Kaynak & Cavusgil, 1983); Lawrence, Marr, & Prendergast, 1992; Manrai and Manrai, 1995; Watson and Wright, 2000). Based on this, several studies conducted in the international consumer behavior focused on concepts such as consumer ethnocentrism, patriotism/nationalism, country of origin effect and consumer animosity in order to understand their impact on the consumer buying behavior of foreign products (Klein, Ettenson and Morris 1998).

However, when we look at the literature, it is shown that the number of studies conducted on positive emotions, which are also effective in purchasing foreign products is still less than studies conducted on negative emotions, even though they have a significant impact on the consumer's buying decision of foreign products and have more explanatory power in understanding consumer behavior as they allow consumers to extend their alternatives and to make quick decisions without seeking too much information about the product origin (Cohen et al., 2013; Dijker, 1987; Brijs et al., 2006; Jaffe and Nebenzahl 2006).

In addition, we look at the developments in today's world (Globalization and internet), it is found that negative effects of emotions such as animosity, (which expresses the consumer's negative emotions towards a certain country, culture and therefore the product) towards foreign countries may decrease over time and can be replaced by positive emotions such as affinity. In this context, positive emotions seem to be more effective than negative emotions in explaining consumer preferences (Jaffe & Nebenzahl, 2006).

In this direction, it is aimed to examine the effects of consumer affinity, country of origin and consumer animosity on judgments about foreign products. In addition, it is aimed to examine the moderator effect of the absence of domestic product alternatives. Thus, it is thought that examining the effects of consumer affinity, consumer animosity, internationalism and foreign curiosity on the judgments of foreign products will make important contributions to the literature. The study consists of two parts. In the first part, information was given about the concepts of consumer affinity and consumerism, internationalism and xenophilia, and in the second part, the test of the model created in line with the purpose of the research, and the results and suggestions regarding the findings were included.

2. LITERATURE REVIEW

2.1. Country-of-Origin

The Country-of-origin is considered the country of origin of a particular product and brand (Nebenzahl et al., 1997; Lin and Chen, 2006). Generally, it is expressed as "Made in" or "Made in (country name)" and significantly affects the consumers' evaluations of a product (Bilkey and Nes 1982). However, the country of origin effect cannot be limited to the country of production. Because it is well known that a product can be designed in one or more countries and manufactured or assembled in other countries. In that context, Askegaard and Ger (1998) proposed the term CPPI (Contextualized Product-Place Image) other than the Country of Origin Effect.

In addition, research on the country-of-origin effect is moving in two complementary directions. On one side there are studies that deal with the composition of the product-country image (PCI: Product-Country Image) and on the other there are studies focusing on the way consumers use the country of origin to evaluate the quality of a product (Godey et al., 2012). PCI refers to the image of a country for certain products and therefore influences the country of origin (Roth and Diamantopoulos, 2009). For example; American-branded General Motors (GM) products are considered to be of United States origin for consumers, even if they are manufactured in other countries. Therefore, consumers consider the product's origin when making their purchasing decisions. Based on this, the following hypothesis can be formulated:

H1a: The perception of the country of origin (COO) of Congolese consumers has a positive effect on their judgments about the product.

H1b: The perception of the country of origin (COO) of Turkish consumers has a positive effect on their judgments about the product.

2.2. Consumer Animosity

Klein et al. (1998) defines the concept of animosity as an antipathy due to military, political or economic events that significantly affect consumer purchasing behavior at an international level. Considering the fact that this antipathy will turn into anger, it can be said that consumer animosity affects the purchasing behavior of foreign products negatively (Riefler and Wongtada, 2007).

Klein et al. (1998) argued that animosity towards the country of origin of a product affects negatively the buying decision of that product, regardless of comments made about the quality of the product. In their study, Klein et al., (1998) took an example of Chinese consumers living in Nanjing, a Chinese city that was subjected to a horrific invasion and brutal massacre by Japanese soldiers during the Second World War. In fact, when asked to evaluate the features of Sony brand products, Chinese consumers give high points to the product features. However, when asked to consider Sony as a brand, it was revealed that Chinese consumers declared that they will never bring a product from Japan into their homes. This situation leads to the conclusion that even though the quality perception of Chinese consumers for such goods is great, their anger towards Japan negatively had an impact on buying a Japanese product.

When we look at the studies investigating the factors affecting the willingness to purchase foreign products in the literature, it is shown that besides animosity, product-oriented judgments have a significant effect on the willingness to purchase foreign products (Wang & Chen, 2004; Wongtada et al., 2012). Based on this, it is believed that animosity should be examined in the dimension of product judgment. Klein et al. (1998), Nijssen and Douglas (2004) investigated the relationship between consumer animosity and foreign product judgment in their study. The result revealed that consumers with a high animosity tendency evaluate foreign-origin products negatively. Based on the literature, the following hypotheses have been developed:

H2a: Consumer animosity of Congolese consumers has an impact on product judgments.

H3a: Consumer animosity of Congolese consumers has an impact on their willingness to buy.

H2b: Consumer animosity of Turkish consumers has an impact on product judgments.

H3b: Consumer animosity of Turkish consumers has an impact on their willingness to buy.

2.3. Consumer Xenophilia

Xenophilia can be defined as the love, appreciation, and interest in foreign people, cultures, and traditions. This feeling not only occur within a their nationality, but also towards foreigners who are different in terms of culture, color, and religion (Hommes Libres, 2012). According to Perlmutter (1954), xenophilia is an implicit or explicit disrespect and hatred towards one's own sociological reference group. In a psychological context, xenophilia describes a positive attitude towards individuals from other groups who are alien to different cultures in terms of language, habits, ethnicity, or traditions (Stefan Stürmer et al., 2013; Le Grand Robert, 2001).

Researches have revealed that the consumer's preference for foreign products over locally produced products is a result of consumer xenophilia (Perlmutter, 1954; Tanja et al, 2005; Warncke et al, 2020). In some studies, it has been determined that consumers in countries defined as underdeveloped countries tend to prefer products from developed countries (Batra et al., 2000). In addition, products manufactured in developed countries are believed to have higher quality characteristics than products manufactured in less developed countries. This can be explained by status-based preferences for western goods. As a matter of fact, in a study conducted in Romania, it was found that products with high status are mostly of foreign origin (Ger et al., 1999). It is believed that consumers with high foreign xenophilia have positive feelings toward foreign products and negative feelings toward domestic products. Therefore, this concept expresses a positive attitude toward all foreign countries and a negative attitude toward local people (Oberecker et al., 2008). Based on this, the following hypothesis was developed.

H4a: Congolese consumers' xenophilia has a positive effect on consumer admiration.

H5a: Congolese consumers' xenophilia has a positive effect on product judgment.

H4b: Turkish consumers' xenophilia of has a positive effect on consumer admiration.

H5b: Turkish consumers' xenophilia has a positive effect on product judgment.

2.4. Internationalism

Balabanis et al. (2001) defined the concept of internationalism as the desire to support the well-being of other nations through product consumption by empathizing with the people of other nations. Balabanis et al. (2001) in their work argued that internationalism is a structure opposed to nationalism (Kosterman and Feshbach, 1989). Kosterman and Feshbach (1989) found that international openness is negatively related to nationalism, arguing that internationalism takes a more active position by focusing on international sharing and prosperity and reflects empathy towards people in other countries.

People with internationalist tendency are more willing to find it morally acceptable to buy imported products (Balabanis et al., 2001). Similarly, Crawford and Lamb (1982) argued that international openness positively affects the willingness to purchase foreign products. In general, consumers with a high desire for internationalism support international sharing and focus on helping other nations and their well-being (Kosterman and Feshbach, 1989). This concept can be compared to the concept of consumer affinity. However, the feeling of affinity does not express a general positive emotion towards foreign countries like the feeling of internationalism because affinity expresses a positive emotion towards a particular country. Based on this, the following hypothesis was formulated:

H6a: The internationalism of Congolese consumers has a positive effect on consumer affinity.

H7a: The internationalism of Congolese consumers has a positive effect on product judgment.

H6b: The internationalism of Turkish consumers has a positive effect on consumer affinity.

H7b: The internationalism of Turkish consumers has a positive effect on product judgment.

2.5. Consumer Affinity

Jaffe and Nebenzahl (2006) considered consumer affinity as a positive attitude towards foreign countries and their products. The structure of affinity is also different from internationalism and xenophilia. In fact, while internationalism (Perlmutter, 1954) expresses a general positive emotion towards all foreign countries, affinity concerns only one (or a few) foreign countries. Affinity is different from xenophilia, which is an attraction to foreigners and an aversion to the local (Kosterman and Feshbach 1989). As a matter of fact, consumers' affinity for a foreign country does not mean that she/he has negative emotions toward her/his own country. In short, Oberecker and Diamantopoulos (2011) defined it as "a feeling of love, sympathy and a certain commitment to foreign countries resulting from personal experience or normative factors that affect the consumer when making decisions about products and services from the country of affinity" (Oberecker et al., 2008).

Oberecker and Diamantopoulos (2011) state that affinity positively affects the willingness to buy products of the affinity country. Verlegh (2007) found that consumers may intentionally purchase products from a particular country in order to establish strong ties with the "affinity" country.

In a study on French consumers (Bernard and Karoui, 2014), the purchase intention of different product categories originating from Germany and Switzerland was examined. As a result, it was found that consumer affinity has a positive effect on the willingness to buy products from the affinity country. According to Papadopoulos et al. (2017), product judgment of the affinity country's products is more positive than the animosity country's product. As the product judgment towards the products of the affinity country increases, the willingness to buy the product of that country also increases. Therefore, when consumers express affinity towards a country, they are more willing to buy products from that country (Nes et al., 2014). Based on this, the following hypotheses were formulated:

H8a: Consumer affinity of Congolese consumers has a positive effect on their product judgment.

H9a: Consumer affinity of Congolese consumers has a positive effect on their willingness to buy.

H10a: Consumer affinity of Congolese consumers has a positive effect on the country-of-origin.

H11a: The impact of Consumer affinity on Congolese consumers' willingness to buy is higher than consumer animosity impact.

H12a: Congolese consumers' product judgment has a positive effect on the willingness to buy.

H8b: Consumer affinity of Turkish consumers has a positive effect on their product judgment.

H9b: Consumer affinity of Turkish consumers has a positive effect on their willingness to buy.

H10b: Consumer affinity of Turkish consumers has a positive effect on the country-of-origin.

H11b: The impact of Consumer affinity on Turkish consumers' willingness to buy is higher than consumer animosity impact.

H12b: Turkish consumers' product judgment has a positive effect on the willingness to buy.

2.6. Lack of domestic alternatives

Another problem affecting attitudes towards foreign products is the availability of domestic alternatives (Nijssen and Douglas, 2004: 24). In a country where there is no domestic product option or alternative, consumers will have no choice but to purchase imported products. In this case, consumers will be less likely to have negative attitudes toward foreign products (Nijssen, 1999; Garland and Coy, 1993). For example, even though Türkiye does not have many domestic alternatives to electronic products (computers, mobile phones, etc.), it does have in terms of textile and food products.

Garland and Coy, (1993) found that even highly ethnocentric consumers can have a positive attitude toward a foreign culture. However, the main problem will be to know which country the consumer will prefer when buying goods that are not produced domestically. Klein et al., (1998) suggest that consumers with animosity feeling can distinguish countries based on similarities with their homeland. It is expected those consumers may prefer products from certain countries due to their background. Therefore, in the absence of locally produced goods, it can be assumed that consumers will prefer products from culturally similar countries to products from culturally different countries. Based on this, the following hypothesis can be formulated:

H13a: The lack of domestic alternatives in Congo has a moderator effect between product judgment and willingness to buy.

H13b: The lack of domestic alternatives in Turkey has a moderating effect between the judgment of the product and the willingness to buy.

3. METHODOLOGY

3.1. Scope Of The Research

The aim of the study is to examine the role of positive and negative emotions of consumers when buying foreign branded products. In this context, the judgment and buying behaviors of Congolese and Turkish consumers towards French and American products were considered in the scope of the study. The study aims to compare the results and to do so two studies were conducted in Turkey and Congo. The judgment of Congolese consumers towards France and French products and the judgment of Turkish consumers towards America and American products will be measured.

The Republic of Congo was a colony of France until 1958. Therefore, a historical past is effective in terms of animosity feeling towards France among Congolese consumers. On the other side, Congo has been in close relations with French culture for a very long time. In addition to this, the official language of Congo is French besides some local languages. Considering those factors, it can be said that Congolese consumers may express both positive and negative emotions toward France. Therefore, the aim here is to determine how those emotions affect Congolese consumers when making a buying decision on French products.

Another aim of the study is to determine which of those emotions are effective in the Turkish consumer's preference for American products. The reason why Turkish consumers' feelings towards American products are included in the research can be explained as follows.

Turkey has no history of war with America, so there is no such feeling of animosity. However, it is seen that there are reactions such as boycotting American products with negative effects experienced from time to time at the economic, political, and cultural level. This situation may be the source of negative emotions towards America and therefore American products. On the other side, both technological products of American origin and ready-made clothing brands are highly appreciated and preferred in Turkish markets. Brands reflecting the American lifestyle are increasingly being purchased by all age groups, with a predominance of youth. Therefore, Turkish consumers have both positive and negative emotions about America and American products.

In this context, iPhone and Pierre Cardin, which are cell phone and clothing brands of American and French origin, were used in the research. This product group was chosen because there are two domestic mobile phone brands in Turkey (Casper and Vestel) and all domestic phone models make up 20% of the Turkish market the remaining 80% is completed with the Far East and American products. In that market, where South Korean and Chinese products (Samsung, Huawei, Oppo, etc.) especially sell a lot, Turkish brands have a gradually shrinking share.

Since there was no experience that would cause animosity between Far East countries and Turkey, products from those countries were not considered in the research. Also, we look at mobile phone sales in Turkey; it is found that iPhone is the most preferred mobile phone. However, despite the colonial history between France and Congo, when we look at the clothing market in Congo, it is found that French brands are the most preferred clothing (André Moulemvo, 2011).

The study is limited to the cities of Izmir (Republic of Turkey) and Brazzaville (Republic of Congo). At the same time, scales about mobile phones and clothing brands (iPhone and Pierre Cardin) are measured. Therefore, the results cannot be generalized at the national level for other product groups and for both countries.

In the study, primary data were collected by questionnaire method. Surveys were conducted online due to the pandemic of COVID-19. Data were analyzed using SPSS 24 (Statistical program for social sciences) and AMOS 23 for analysis.

The scales used in the study are shown below.

Table 1. Scales Used in the Study

Scales	Researchers
Country-of-origin	R.M., and Parameswaran, R. (1994)
Consumer animosity	Klein.,et al. (1998)
Product Judgment	Klein.,et al. (1998)
The willingness to buy	Wongtada et al . (2012)
Consumer affinity	Oberecker, E., et al A. Diamantopoulos (2011)
Xenophilia	Perlmutter, H. V. (1954)
Lack of domestic alternatives	Nijssen and Douglas (2004)
Internationalism	Minoru Karasawa (2002)

of the scale in order to achieve validation and to correctly perceive the representation of structures by observed variables (Hair et al., 2010).

The fit values of the scales for Congo's data: $\chi^2 /sd = 1.898$, $NFI = 0.864$, $CFI = 0.930$, $RMSEA = 0.060$, $GFI = 0.868$, $AGFI = 0.835$, $SRMR = 0.065$

The fit values of the scales for Turkey's data were: $\chi^2 /sd = 1.324$, $NFI = 0.902$, $CFI = 0.974$, $RMSEA = 0.041$, $GFI = 0.920$, $AGFI = 0.890$, $SRMR = 0.087$.

Figure 2. Confirmatory Factor Analysis of the Study (Congo)

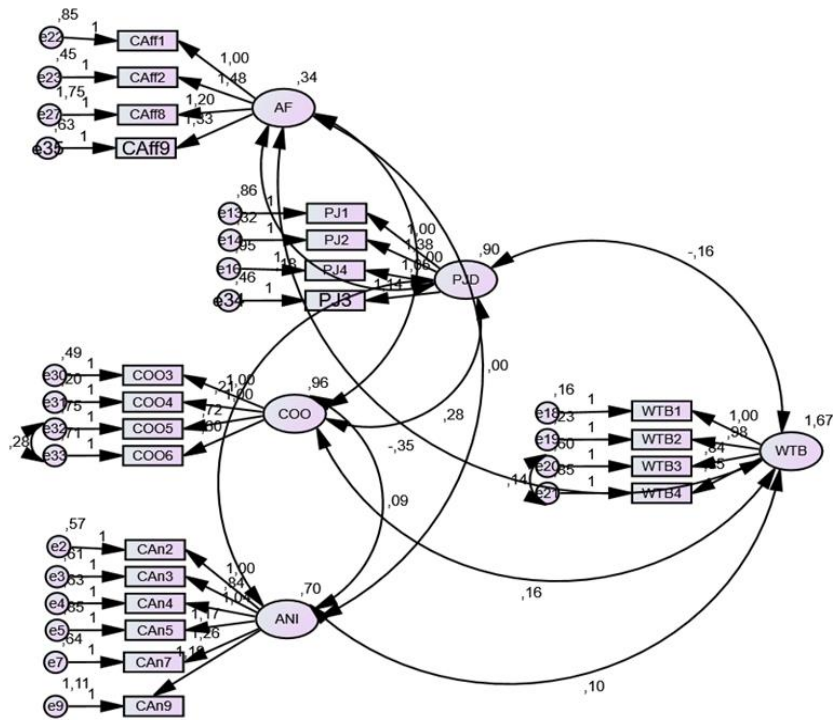


Figure 3. Confirmatory Factor Analysis of the Study (Turkey)

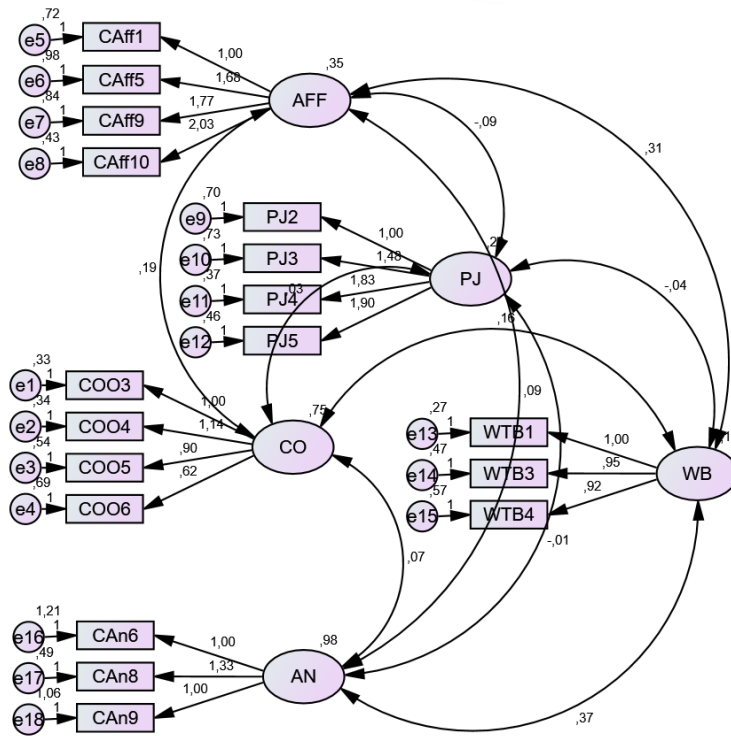


Table 2. Validity of Scale and Correlations of Research Variables

Kongo Values	Cron Alfa	R	VE	SV	MaxR(H)	CAN	WTB	PJD	COO	AFF
AN	0,879	0,880	0,512	0,067	0,885	0,716				
WTB	0,927	0,887	0,613	0,104	0,912	0,259	0,783			
PJD	0,885	0,926	0,760	0,253	0,955	0,084	-0,126	0,872		
COO	0,843	0,749	0,383	0,253	0,792	0,024	0,323	-0,503	0,619	
AFF	0,757	0,828	0,554	0,094	0,888	0,096	0,306	0,126	-0,014	0,744

Turkey Values	Cron Alfa	CR	AVE	MSV	MaxR(H)	COO	ANI	AF	PJD	WBT
AN	0,787	0,795	0,569	0,124	0,840	0,754				
AFF	0,818	0,821	0,540	0,251	0,859	0,156	0,735			
COO	0,832	0,836	0,566	0,136	0,871	0,085	0,368	0,753		
PJD	0,787	0,792	0,497	0,098	0,832	-0,030	-0,312	0,080	0,705	
WBT	0,874	0,876	0,702	0,251	0,887	0,353	0,501	0,173	-0,071	0,838

Testing the Research Model

Structural equation modeling was used to test the research model. Model fit for Congo values: CMIN: 3.307, DF: 7, CMIN/DF: 0.472, CFI: 1,000, GFI: 0.996, AGFI: 0.985, NFI: 0.976, SRMR: 0.027, RMSEA: 0.000, PClose: 0.967

Turkey values: CMIN: 9.349, DF: 7, CMIN/DF: 1.336, CFI: 0.985, GFI: 0.987, AGFI: 0.947, NFI: 0.946, SRMR: 0.030, RMSEA: 0.047, PClose: 0.522

Table 3. Research Variables Measurement Coefficients

Relations of the Model Congo's Values	Estimate s	Standar t Errors	T Values	P	R ²
Product judgment-Consumer affinity	0,382	0,106	3,619	***	0,157
Product judgment – Country of origin	0,236	0,080	2,942	***	
Product judgment – Consumer animosity	0,386	0,095	4,074	***	
Product judgment – Internationalism	0,159	0,199	0,798	0,425	
Product judgment – Xenophilia	0,087	0,193	0,449	0,425	
Willingness to buy- Product judgment	0,293	0,267	1,097	0,033	0,147
Willingness to buy - Consumer affinity	2,686	0,464	5,787	***	
Willingness to buy - Consumer animosity	-0,828	0,417	-1,986	0,047	
Consumer affinity – Xenophilia	0,110	0,115	0,969	0,337	0,008
Consumer affinity – Internationalism	-0,107	0,110	-0,960	0,333	
Country of origin - Consumer affinity	0,138	0,083	1,664	0,096	0,005
Relations of the Model Turkey's Values					
Product judgment-Consumer affinity	-0,272	0,054	-4,998	***	0,252
Product judgment – Country of origin	0,204	0,061	3,352	***	
Product judgment – Consumer animosity	0,036	0,036	0,59	0,390	
Product judgment – Internationalism	-0,212	0,080	-2,663	0,008	
Product judgment – Xenophilia	0,353	0,070	5,079	***	
Willingness to buy- Product judgment	0,241	0,078	1,655	0,009	0,262
Willingness to buy - Consumer affinity	0,495	0,065	7,656	***	
Willingness to buy - Consumer animosity	0,189	0,053	3,587	***	

Consumer affinity – Xenophilia	-0,196	0,095	-2,051	0,040	0,021
Consumer affinity – Internationalism	0,017	0,111	0,155	0,877	
Country of origin - Consumer affinity	0,314	0,059	5,325	***	

For Congolese consumers, consumer affinity, country of origin and consumer animosity explain 15.7% ($R^2=0.157$) of foreign branded product judgment. Internationalism and Xenophilia explain 0.8% ($R^2=0.008$) of consumer affinity towards foreign products. The willingness to buy explains 14.7% ($R^2=0.146$). The country of origin explains 0.5% of the variation ($R^2=0.005$). The margins of error and standard values of all variables are shown in Figure 2.

For Turkish consumers, consumer affinity, country of origin, and consumer animosity explain 25.2% ($R^2=0.252$) of foreign-branded product judgment. Internationalism and Xenophilia explain 2.1% ($R^2=0.021$) of consumer affinity towards foreign products. The willingness to buy explains 26, 2 % ($R^2=0.262$). The country of origin explains 12.5% ($R^2=0.125$) of the variation ($R^2=0.005$). The margins of error and standard values of all variables are shown in Figure 3.

Lack of domestic Product Alternatives

Testing the Moderator Effect

The moderator role of the variable, the lack of domestic alternatives used in the research, is shown in Figure 4.

Figure 4. Lack of Domestic Alternatives' Moderator Role



The moderator effect of lack of domestic alternatives was tested by SPSS AMOS 23. The results are shown in Table 4.

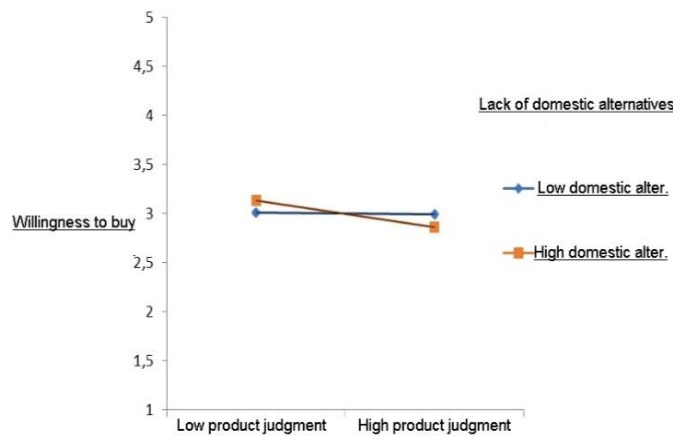
Table 4. The impact of the lack of domestic alternatives

Relations of the Model Congo's values	Estimates	Standard Errors	T Value	P
Product Judgment	0,285	0,261	1,091	0,275
Lack of domestic alternatives	0,008	0,073	0,116	0,908
^a Interaction Variable	0,248	0,062	4,016	***
*p<0,005	R² = 0,170			
Relations of the Model Turkey's values	Estimates	Standard Errors	T Değer	P
Product Judgment	0,129	0,078	1,655	0,368
Lack of domestic alternatives	0,199	0,066	3,044	0,002

^a Interaction Variable	-0,077	0,055	-1,185	0,236
*p<0,005	R2 = 0,268			

In Table 4, for Congo, the interaction variable of product judgment*lack of domestic alternatives should have a significant effect on the willingness to buy foreign products, in order to argue about the regulatory effect of product judgment on the willingness to buy foreign products. According to the model, a significant effect of the interaction variable was achieved (p=0.000). Therefore, it can be said that the lack of domestic alternatives has a moderator effect and the H13a hypothesis has been accepted. Figure 5 shows how the relation between product judgment at different levels of domestic alternatives and the willingness to buy foreign products changes.

Figure 5. Moderator Effect of lack of domestic alternatives/ Congo



As seen in Figure 5, in the absence of domestic alternatives, the willingness to buy foreign products is high. And, if there is a low probability of the lack of domestic alternatives, that is, if there is a domestic alternative, both product judgment and the willingness to buy foreign products are at the same level and a lower level compared to the lack of an alternative. In other words, if there are no or few domestic alternatives, the positive judgment towards the foreign product increases, and the desire to purchase foreign products increases too. Therefore, the lack of domestic alternatives strengthens the positive relationship between product judgment and the willingness to buy foreign products. The final research model is shown in Figure 6.

For Turkey, the moderating role of the lack of domestic alternatives was tested and it was found that there was no significant effect of the moderating variable according to the model (p=0.236). Therefore, we can say that the lack of domestic alternatives has no moderating effect and the H13b hypothesis is rejected.

4. CONCLUSION AND RECOMMENDATIONS

The study aimed to assess how the positive and negative emotions of consumers from Congo and Turkey influence their attitudes towards products from France and the United States, as well as their willingness to purchase foreign goods. To advance this objective,

consumer affinity, consumer animosity, Country-of-Origin, Xenophilia, internationalism, and lack of domestic alternatives, as a moderator variable, were included in the research. The results of analyses revealed that the country of origin has an effect on product judgment for both Congolese and Turkish consumers when buying American and French products. Conversely, consumer animosity was found to exert a notable positive impact on Congolese consumers' perceptions of French products, while this effect was absent among Turkish consumers. Here, it can be argued that, even though Congolese consumers' perception of French products is positive, their feeling of animosity towards France still exist. In this context, a historical background due to colonisation can be advanced.

The analysis further demonstrated that consumer animosity significantly and positively influences Turkish consumers' willingness to purchase American products. Conversely, this effect is significant but negative among Congolese consumers. This means that unlike Congolese consumers, animosity towards America does not prevent Turkish consumers from buying American products. Also, the findings revealed that internationalism tendencies of both Congolese and Turkish consumers does not have a significant effect on consumer affinity. The emphasis of internationalism on empathy and the well-being of other nations, particularly directed towards undeveloped countries rather than developed ones, can be regarded as the primary reason for this distinction. Additionally, the findings indicated that the impact of internationalism tendencies among Congolese consumers on product judgment was statistically insignificant, whereas this effect was significant but negative for Turkish consumers. This suggests that despite Turkish consumers exhibiting a low level of internationalism, they still hold a positive perception of American products. This observation aligns with the previous hypothesis, indicating that the openness of Turkish and Congolese consumers to foreign cultures is specific to certain countries rather than universally applicable.

According to the analysis results, the impact of xenophilia among Congolese consumers on consumer affinity is statistically insignificant, whereas it is statistically significant but negative among Turkish consumers. This observation suggests that positive and negative emotions are linked primarily to country-specific sentiments rather than those of global citizenship. Similarly, the results showed that while the influence of xenophilia among Congolese consumers on product judgment is statistically insignificant, it is statistically significant but negative among Turkish consumers. This indicates that Turkish consumers' lack of affinity for American culture and lifestyle doesn't prevent them from forming a positive judgment about American products.

In addition, the results revealed that while the effect of consumer affinity of Congolese consumers for French products was significant, the same effect was found to be significant but negative for Turkish consumers. Likewise, from the results of the analysis, it was confirmed that consumer affinity explains the buying behavior of both Congolese and Turkish consumers for France and American products. According to the results of the analysis, the effect of consumer affinity of Congolese consumers on the country of origin was statistically insignificant, while this effect was statistically significant in Turkish consumers. To be more specific, Turkish consumers have a sense of affinity for America, and this affinity positively affects their attitudes towards American branded products.

According to the results the effect of consumer affinity of both Congolese and Turkish consumers on the willingness to buy American products is more significant than the effect of consumer animosity. From this, it can be inferred that as the level of consumer affinity rises, the negative impact of consumer animosity on their willingness to purchase decreases. Additionally, the findings indicate that product judgment positively influences the inclination to buy foreign products among both Congolese and Turkish consumers. The study showed that the moderator effect of the lack of domestic alternatives in Turkey on the judgment and the willingness to buy foreign products was statistically insignificant while this effect was

significant for Congo. The reason for this can be explained by the fact that there are no domestic alternatives in the clothing product category in Congo.

Recommendations

The findings revealed that consumer affinity is a stronger predictor of consumer behavior as compared to consumer animosity. In fact, the study showed that even though a consumer has negative emotions towards a foreign countries, this will not prevent him/her from buying products from that country. The study also revealed that the lack of domestic alternatives is an important determinant in consumer buying behavior willingness of foreign products. Also, the study revealed that consumers may express two opposing emotions in terms of affinity. For example, despite the French colonization, Congolese consumers are still attracted of French products. Therefore, considering those results, suggestions can be made for companies. For example companies must focus on factors that create consumers' perception of affinity. Because a higher perceived affinity can reduce the impact of consumer animosity towards a country and motivate brand consumption. Good affinity creates a more valuable reputation for a brand in the consumer's mind. For example, Apple in the computer industry and Rolls-Royce and Ferrari in the automobile industry.

On the other hand, it has been observed that both internationalism and xenophilia do not affect consumer affinity and product judgments of Congolese consumers while affecting Turkish consumers. From this it can be argued that as a developing country, Congo is in the process of solving its internal economic development problems and is therefore introverted. Therefore, companies should focus on values that support local values by appealing to the emotions of nationalist consumers. For example, companies can promote advertisement that share the beliefs, attitudes, and values of the local market.

In the literature, it is argued that contact with a part of a country's culture affects the attitude towards that country. This study can be helpful for other countries that face barriers in introducing ethnic products to international markets, as the appreciation for a product has proven to be effective in improving affinity and ultimately lead to better perceptions about the country. This can be supportive for many companies seeking solutions to reduce bias against their products.

Implications

There are also some suggestions for future research. Firstly, the consistency of the existing findings should be established by repeating the study in different countries or cities (for example, a developed country versus a developing country). Because consumer biases are likely not to be equally distributed across all foreign products. Another issue is to what extent xenophilia and internationalism (through consumer affinity and product judgments) have a direct impact on the consumer's buying behavior of foreign products can be investigated.

Also, given that the aim of the study was to examine positive emotions towards countries rather than general prejudice, future research could examine how high or low levels of personal animosity, personal affinity, internationalism, and xenophilia affect overall evaluations of foreign products.

Limitations

This study has some limitations due to time, sample, and accessibility barriers. In the study, only phone and clothing were examined as product categories. However, a product may have more than one country of origin or be designed and manufactured in another country. Therefore, the difficulty in determining a product's country of origin is also a limit to the study. Lastly, it should be noted that in terms of theoretical and empirical development of the concept of consumer affinity, the research was conducted in only two cities, and it was determined that

consumer affinity had a greater effect on the willingness to buy American and French products than consumer animosity. The results obtained will therefore only be valid within the framework of selected samples.

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Figure 3. Confirmatory Factor Analysis of the Study (Turkey)

Figure 4. Lack of Domestic Alternatives Regulatory Role

Figure 5. Moderator Effect of lack of domestic alternatives/ Congo

Figure 6. Moderator Effect of lack of domestic alternatives/Congo

Figure 7. Moderator Effect of lack of domestic alternatives/Turkey